



Pearson

Pearson Edexcel International Advanced Level English Language

**Unit 4 – WEN04
Investigating Language
Exemplar scripts with examiner commentaries
Section B**

Introduction

This set of exemplar responses with examiner commentaries for Unit 4, Investigating Language, has been produced to support teachers delivering and students studying the International Advanced Level English Language specification.

This unit provides opportunity for the development of research skills to one topic area from a choice of:

- Global English
- Child Language Development
- Language and Power
- Language and Technology

A sub-topic for each of the specified topics is pre-released before the examination to provide a focus for students' research and prepare them for external assessment. In June 2017, these sub-topics were:

- Subtopic: Australian English
- Subtopic: Child directed speech
- Subtopic: Language of charities
- Subtopic: Language of online gaming

In the 2-hour examination, students answer one question from Section A and one question from Section B (both responses must be on the same topic).

Question 1 is based on unseen data provided in the Source Booklet and linked to the subtopic identified in the pre-release material (see above). Question 2 involves the production of an extended response to an evaluative question on the subtopic they have researched.

The scripts selected exemplify performance for this component of the examination.

This document should be used alongside other IAL English Language teaching and learning materials available on the IAL English Language web page **here**.

Link to May/June 2017 Mark scheme is on the IAL English Language web page [**here**](#)

SECTION B

Script 4

Question 8 – language of online gaming

Level 2: 8 marks

Examiner comments

The response initially begins by focusing back on the transcript from Section A and the multi-player racing game rather than addressing the statement for question 8 and whether online gaming 'motivates players and develops social skills'.

However, from paragraph 3 an attempt is made to look at the wider topic of 'world digital gaming as a new way of socializing'. The response is fairly descriptive throughout, with a limited range of terminology applied to discuss how the language is 'informal and quite colloquial'.

The candidate attempts to discuss the way players use a 'colloquial semantic field' and through an undeveloped discussion they consider 'the syntax of the sentences'.

Linguistic features are discussed on a surface level rather than being used to illuminate any data.

There are no examples used from own research and theoretical discussion is also lacking throughout.

Chosen question number: Question 5 ☒ Question 6 ☒

Question 7 ☒ Question 8 ☒

The content is a multi-player racing game which is taking place in a common room between ~~two~~ two young males, who are playing as player A and B.

This tent shows how players can come together and interact even if it just a ~~a~~ video game, ~~and~~ and in today's ~~era~~ modern era, digital gaming is quite popular especially amongst the youth.

In today's world digital gaming is a new way of socializing, because a lot of people can join in and interact with each other.

All those who do interact, ~~a~~ share a common interest, which makes them ~~be to be social~~ talk to each other hence enhancing and developing their social skills.

people then start playing with each other or "collaborating".

This new world of technology has led ~~of~~ people to be more social worldwide ~~with ea~~ in a ~~non-threatening~~ non-threatening environment.

due to social skills ~~of~~ modern technology has led to a new language of communication which has become the norm of the society in this era, this type of language is considered a common ~~a~~ in the gaming culture. ~~it~~

Moreover the new language is informal and quite colloquial which again gives evidence of a more accepting and non-threatening environment to be in; this has led people who did not interact much, to be social this is the reason why online gaming is improving the ~~the~~ social skills of people.

The language of online gaming has colloquial semantic fields, people refer each other with their gamer tags or call each other mate, they use lexis like cheers and wicked to appreciate each other.

~~The~~ ~~are~~ ~~graph~~

The Syntan of the sentences ~~is~~ have numerous evidence of alliterations and discourse markers which indicates that the gaming language ~~is quite~~ ~~short~~ uses short sentences with less detail as possible.

In between we may see some descriptive lexis in longer sentences, but even those are not ~~the~~ long like paragraphs. Reason for this may also be that two people are interacting ~~with~~ ~~and~~ speaking at the same and the gaming voice speaks in between too which would cut their sentences short.

This type of language has become the social norm and everyone who is

a part of the gaming community uses this type of language because it's easy and whatever the gamer has to ^{say} ~~express~~ is expressed in these short sentences.

The pauses in the content are also due to the gamer obeying or listening to the instructions of the computerized voice of the game narrator.

Overall, the language used is derived from standard informal English and contains colloquial semantic fields and repetition of words, ~~as~~ like "ok next lap" and more.

Script 5

Question 7 – language of charities

Level 3: 15 Marks

Examiner comments

A clear and relevant response that attempts to construct a debate on the 'negative and positive effects' of language used by charities to try and 'persuade possible donors'.

The response is well structured and works through a number of areas within the language framework. For example, the use of terms such as 'thank you, please', relating them to the theories of Lakoff and Goffman and the use of common features such as 'direct address, imperatives and declaratives'.

Reference is made to Norman Fairclough's theory of 'synthetic personalisation' and the impact it has on the audience by making them feel 'as if they have been directly spoken to.'

Terminology is clear, although at times listed. Points made are supported by examples, however there is no explicit evidence that the candidate has completed wider research or investigation into the topic of charities.

Contextually the candidate discusses the evolution of charities and how social media and celebrities now play an important role in the function of charities and the means by which they connect with their audience.

Chosen question number: Question 5 ☒ Question 6 ☒

Question 7 ☒ Question 8 ☒

Charities use a wide variety of tools when trying to persuade possible donors.

It could be argued that this has both positive and negative effects on ~~the~~ how people respond to this.

To start off with, charities manipulate emotion using a wide range of methods.

A common method is the use of the politeness principles of both Lakoff and Goffman. This involves making the audience feel good which is an effective method used to manipulate emotions and receive donations. This would

involve for example using terms such as "thank you", "please", "Ms", or "Mr".

This would make the audience feel more special and acknowledged and therefore might be more willing to donate.

In this case the emotional manipulation

could be seen as positive.

Norman Fairclough's synthetic personalisation theory could also be seen as having positive effects.

The charities often use language choices which appeal to the masses.

This would include collective pronouns such as "we", or words such as "you".

This would either include the audience which again would make them feel more appreciated, or in the case of "you", it singles the individuals out and makes these individuals feel as if they have been directly spoken to for the need of help.

This method would manipulate the emotions of the audience but in a positive manner.

During a crisis or ~~the~~ hazard donations tend to increase. This shows how the charities are able to make people more aware of the disaster in need of aid, and therefore might be more willing to donate.

This shows both that people are more willing to help when something is highlighted in

media, as well as the charities' ability to use this to their advantage.

This shows an extremely positive response.

Volunteering has become an increasing trend around the world. This started in around 2003.

This shows that people, especially the youth are very willing to help. Charities now use this on their websites to gain more volunteers.

The usage of common features in the language of charities might also be a method of positive outcome.

Such language features would include direct address, imperatives and declaratives, collective pronouns, repetition, alliterations, antithesis, anaphoras. All of these contribute to one thing. To make texts as entertaining or manipulating as possible. And as almost all charities use these methods, it could be said that the effects are positive as due to this donations might be higher.

The emergence of Social media has also been a key feature. This has allowed charities to reach out to the whole world with their manipulation methods.

This could be one of the causes of localisation of donations lowering, as ~~now~~ now $\frac{1}{4}$ of all donations across the world go to countries outside of the donation origin.

Charities commonly use ambassadors as a mean of manipulation. This involves a celebrity such as an actor or sports player taking up a role of promotion for the charity.

The ambassadors help gain donors as people often want to be part of something which the celebrity's are part of. Therefore charities can use the celebrities social media platforms to spread awareness of their cause. Overall this method would have a relatively positive outcome.

Recently charities have started using gifts as a reward for donations. This would involve a post card ~~etc~~, some sort of point system, or a badge of some sort. The gift is an incentive to many as they get something in return. Especially some type of badge or token which could be showcased in day to day life for a reason of self worth. This method could be seen ~~as~~ as positive for these reasons, however it can also be seen as negative from some sides of society as the cause of the donors is not purely to aid.

Charities often use shock advertisement as a method. This involves a graphic displaying of ~~the~~ the problems facing some areas, such as war or starvation. This has a positive impact on some individuals as they feel the urge to help such catastrophies. However there are also many who get discouraged by shock advertisement, and might either get horrified, or feel as if their small donation will not make a difference. Therefore the method of shock

advertisement could be questioned as the emotional impact may have negative impacts on donations.

The shock advertisement also separates the beneficiaries from the donors as they might not relate to the situation.

The shock advertisement could also be seen as humiliating for beneficiaries or people in similar circumstances as they are to some extent put down and made helpless. Therefore other ~~the~~ more encouraging and positive advertisement methods should be used which would empower the beneficiaries.

Charities often use events such as marathons and galas as fundraisers.

This would unite ambassadors, donors and involved for great events.

This would generate money and a unity of supporters which makes it a very positive way.

Events such as the Ice bucket challenge could be seen as a great way of manipulating an audience into donating. In this case for ALS. However it is extremely difficult to come up with a successful idea, and it is only possible to do once over a period of time until the trend slows down. Many also participated on social media for social acknowledgement and might not have donated and therefore this method might be questioned. Especially since there are many who are not yet adults who participated and therefore it could be seen as slightly abusive.

As a conclusion ~~some of the~~ some of the charities methods could be questioned as the emotional effect might have negative impacts on how people respond. This would for example include shock advertisement.

Yet overall I believe that most methods used by charities are for a good cause and have a positive response and therefore

I believe charities are successful.

Script 6

Question 6 – child language development (CDS)

Level 5: 26 marks

Examiner comments

The response opens with the candidate engaging with the statement and how they were 'inclined to somewhat agree with David Crystal'.

The structure is sophisticated and integrates theoretical discussion and attitudes to the role of CDS in educating children, including Behaviourism, 'wugs test', the work of Noam Chomsky and the candidate even begins to challenge the reliability of this research: 'however this idea can be disputed'.

Expression is sustained and terminology is accurate and enables the data to be explored.

The area that requires developing further is the integration of independent research and the use of own data to challenge or support the statement.

Examples could be obtained from observing children in live situations such as pre-school/schools, obtaining examples from the internet or from family and friends.

Chosen question number: Question 5 ☒ Question 6 ☒
Question 7 ☒ Question 8 ☒

Chr I am inclined to somewhat agree with David Crystal. His statement indicates that he does not believe CDS (child directed speech) to be the most important factor in CLA (child language acquisition). To be clear, CDS is the altering of an adult's language when speaking to a child. Examples of this can be recasting, expanding, ~~po~~ higher pitch and telegraphic speech.

*2

The idea of children imitating ~~their~~ adults' speech comes from BF Skinner's Behaviourism theory which states that children echo adults' language. However, this idea can be disputed by the idea of a possible poverty of stimulus. This is when an adult's speech is too fast or unclear to be comprehensible for the child. Another 'hole' in this theory is the virtuous error. This is when a child's speech indicates use of internal logic. An example, that I have personally come ~~over~~ across is when a child said ~~they had~~ used the word 'came' instead of come. The child would not have heard ~~another~~ an adult say this word because it is grammatically incorrect ~~this~~ - this is what Crystal's statement is mentioning. The fact that the child ~~tried~~ tried to convert the word come into the past tense by adding the suffix 'ed' shows

that they are not just imitating adults.

Noam Chomsky believed the reason child could use this internal logic is due to the Language Acquisition Device (LAD). This is the idea that children are born with an innate ability to learn language. An argument for ^{the} LAD theory is an experiment called the 'wug test'. In this, children were given a set of fictional words (such as 'wug') and asked to form sentences. While the words were fictional, the sentences made were grammatically correct which was believed to be the work of the LAD. An argument against his theory could be the cases of feral children.

When feral children are found and rescued, ~~they are~~^{self} scientists attempt to teach them a human language to ease communication. However, in the famous cases of Genie and Victor of Aveyron, the children were unable to fully develop language. This could be attributed to a lack of social interaction and adult language to imitate. However, Chomsky also brought forth the idea of a 'critical period' in which ^{the rate of} ~~language~~ LAD is at its highest. The fact that the children had passed this period could be the reason why the LAD was not 'activated'.

(next page)

The theories of Bruner and Vygotsky ~~are~~^{are} more in line with Skinner's behaviourism. They believed that social interaction ~~was~~ with a more knowledgeable other (MKO) was part of a

~~Language~~ Language Acquisition Support System (LASS) which was how children learned language. Vygotsky described a child's mind as a sponge that ~~soaked~~ absorbed language the way ~~as~~ a sponge absorbs water.

Another theory that supports Crystal's statement is Piaget's cognitive development theory. This theory included zones of proximal development. These were ideas that a child had to understand in order for them to reach the zone and use the language. For example, some of the younger children I have spoken ~~with~~ ~~or~~ with ~~are~~ were not able to use any tense but the present. This is because they did not fully understand the idea of time yet. A child would not be able to imitate something they did not understand correctly.

Pinker seems to agree with Crystal as he cited the lack of CDS in eastern cultures along with their unaffected rate of CLT as evidence that children do not imitate adult language. However, Clancy ~~is~~ stated that Japan and South Korea specifically did use CDS. This confusion could be attributed to the fact that some people use CDS without knowing it. This was the case in many African American residences where they had claimed that they did not use CDS but in closer inspection, it turned out that ~~they~~ they did use it and were simply not aware of it. More research is required to find out the truth.

In conclusion, I find myself agreeing with Crystal as virtuous errors and zones of proximal development are concepts that cannot be explained by imitation of ~~a~~ adult language. However, like Crystal said, sometimes children do imitate ~~the~~ adult language which is supported by ^{Skinner's} behaviorism and ^{the} social interactionist theories of Bruner and Vygotsky. I believe that while not necessary to CLA, imitation is still a ^{helpful way} part of children learning language. Like theorist Saxton said, it is the 'icing on the cake'.

(*) The issue with feral children is that their cases are very few and far between and ~~thus~~ therefore cannot be relied upon to be major arguments in this debate.

(2) ~~Clark Clarke-Stewart~~

Language theorists Clarke-Stewart and Katherine Nelson would certainly disagree with Crystal's statement as Stewart's ~~national~~ research indicated that ~~Mother~~ children whose ^{mothers} ~~mothers~~ spoke more to them ended up developing larger vocabularies. Meanwhile Nelson's research indicated that ~~mothers~~ ~~the~~ children whose mothers avoided correcting them explicitly (recasting) ended up developing faster at a faster rate.