

Introduction to Y12

English Language



Summer GAP Task

1: The Influence of technology on language

TASK 1: Watch this video by the linguist David Crystal (he is the guru of language – you can read any of his books and they will give you great insight and knowledge)



<https://www.youtube.com/watch?v=gVqcoB798Is>



TASK 2: Make notes (at least 10 bullet points) on what he says about the influence of technology on language.

TASK 3: Write approx. 300 words in response to the following question: “Is Technology damaging or improving the English Language?”

A word cloud of environmental terms. The words are arranged in various sizes and orientations, creating a dense, overlapping visual. The most prominent words include 'Emission', 'Situation', 'Global Warming', 'Shortage', 'Environmental crisis', 'CO2', 'Rainforest destruction', 'Oil spill', 'Ice-cap melt down', 'Carbon credits', 'Sea-level rise', and 'World'. Other visible words include 'Scientists warn', 'Desert expanding', 'Hurricane', 'Drought refugees', 'NATURAL DISASTER', 'Climate', 'War', 'ing', 'on verge of extinction', 'AIR UNFIT TO BREATHE', 'METHANE', 'Amphibian die-off', 'fast chanc', 'Down chorus declin', 'Car exhaust blame', and 'at Nd'.

TASK 2: What are the most popular tabloids and broadsheet newspapers in the UK?

TASK 3: Using online resources or printed copies of newspapers, find headlines / snippets of text you find interesting and striking. Create an A3 collage of those you think have deliberately chosen language to have an effect on the audience.



3. Language and Power

Task 1 – Read the inauguration speech given by Barack Obama on the day he was sworn in as President of the USA. Read the speech very closely and answer the questions which follow. It might help you to watch the speech in full – this is available on Youtube.

“My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors. I thank President Bush for his service to our nation, as well as the generosity and co-operation he has shown throughout this transition.

Forty-four Americans have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is taken amidst gathering clouds and raging storms.

At these moments, America has carried on not simply because of the skill or vision of those in high office, but because we, the people, have remained faithful to the ideals of our forbears, and true to our founding documents.

So it has been. So it must be with this generation of Americans.

That we are in the midst of crisis is now well understood. Our nation is at war, against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost; jobs shed; businesses shuttered. Our healthcare is too costly; our schools fail too many; and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.

These are the indicators of crisis, subject to data and statistics. Less measurable but no less profound is a sapping of confidence across our land - a nagging fear that America's decline is inevitable, that the next generation must lower its sights.

Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, America - they will be met.

On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas, that for far too long have strangled our politics.”

TASK 2: How does Obama use language and rhetorical devices to make the listening public feel as though they share both power and responsibility for the future of the country in his speech? Refer to specific evidence from the text in your answer.

4. Meanings and Representations, analysing adverts.

TASK 1: Look at the adverts below. Annotate with features you find interesting. This could be to do with the text or graphological features.

Tarzan's Beast Mode Workout!

AUG 2016 £3.00

Men's Health

SHRED YOUR ABS!
Your 11th Hour Plan To Get In Beach-Ready Shape

108
WAYS TO LIVE FITTER
HAPPIER & LONGER

TORCH 680 KCALS
AT LUNCHTIME

THE UK'S BEST GYM REVEALED
(It Might Be The Cheapest, Too) **p22**

43
TIPS FOR PACKING
T-SHIRT MUSCLE

RUNNERS!
GET A 10K
PB, TODAY

+ 2016
BODY ISSUE
Ten Men, Ten Physiques,
Ten Inspiring Stories **p47**

CROSSFIT'S QUEST FOR GLOBAL DOMINATION

PASTA: YOUR NEW BEST WEIGHTLOSS FRIEND

GET THE LOWDOWN ON ALTITUDE TRAINING





TASK 2: How do these adverts represent men and women? You should write 200-300 words on how the magazine covers represent men and women. You should consider the stereotypes they encourage and refer to specific elements of the adverts in your answer.