

**ENG2601**

October/November 2017

**APPLIED ENGLISH LANGUAGE STUDIES:  
FURTHER EXPLORATIONS**

Duration 2 Hours

100 Marks

**EXAMINERS**

FIRST

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MRS S NAIDOO  
PROF S MAITHUFIDR JT KEKANA  
MRS MC STEYN  
PROF J MURRAY

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**Closed book examination**

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This examination question paper consists of 5 pages

This question paper has two sections A and B You must answer all the questions from each section.

[TURN OVER]

**SECTION A****QUESTION 1: GENRE AND REGISTER**

Read **TEXT A** carefully and answer the questions set.

**TEXT A**

The length of the touch-line must be greater than the length of the goal-line. Two lines are drawn at right angles to the goal-line, 5.5 m from the inside of each goalpost. These lines extend into the field of play for a distance of 5.5 m and are joined by a line drawn parallel with the goal-line. Two lines are drawn at right angles to the goal-line, 16.5 m from the inside of each goalpost. These lines extend into the field of play for a distance of 16.5 m and are joined by a line drawn parallel with the goal-line. Within each penalty area, a penalty mark is made 11 m from the midpoint between the goalposts and equidistant to them. An arc of a circle with a radius of 9.15 m from the centre of each penalty mark is drawn outside the penalty area. Flagposts may also be placed at each end of the halfway line, not less than 1 m outside the touch line.

Source: *Laws of the Game 2011/2012 FIFA*

- 1.1 Discuss the genre and context of **TEXT A**. In your discussion, provide supporting textual evidence. [15 marks]
- 1.2 Comment on the style of the language used in **TEXT A** in terms of the level of formality and informality. Justify your answer with supporting evidence. [15 marks]

**SUB-TOTAL: 30**

[TURN OVER]

**QUESTION 2**

Read **TEXT B** carefully and answer the questions set

**TEXT B**

In order to restore your hair's moisture, invest in a deep conditioning hair treatment and apply once a week until your hair is back to its **healthy** and lustrous self. A great tip is to brush your hair, thoroughly, twice a day – brushing your dry hair with a soft bristle brush stimulates the scalp and allows the natural oils to spread evenly through your hair creating shine and restoring moisture. As women, our first instinct is to head straight to destructive stylers to tame our tresses, but resist the urge to create **more** damage, for the sake of style, by using non-ceramic plated stylers. A good alternative to damaging stylers is the Glampalm Wide Magic Series Iron (R2 400 00), with its Healing Stone Technology™ within the ceramic plates offering superior usability, control, and proven protection resulting in breathtakingly beautiful and shiny, healthy hair.

*Source: True Love Magazine of 16 September 2014.*

- 2.1 Discuss the strategies used by the writer to persuade and influence the target audience. Support your answer with evidence from the text  
[15 marks]
- 2.2 Is there evidence of gender bias in the text? Justify your answer with evidence from the text  
[5 marks]

**SUB TOTAL: 20**

**SECTION B****QUESTION 3: TEXT ANALYSIS AND ESSAY WRITING**

Refer to **TEXT C** and **TEXT D**. Write an essay of approximately 600-800 words in which you discuss how the writers use cohesive devices to enhance meaning. Support your argument with evidence from the texts.

[TURN OVER]

**TEXT C****WHAT IS A CONSERVATION AREA?**

Planning legislation requires the Borough Council to determine whether any parts of their area are “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”

These areas, which are then designated as Conservation Areas derive their special qualities from the buildings, their traditional details, materials, scale and form. Equally important, however, is the way in which buildings and spaces relate to each other, the historic form and layout of street patterns, views, open spaces, trees and other landscape features

Conservation Area status does not rule out the need for new development, which is sometimes necessary to maintain an area’s economic and social vitality. Rather, it aims to direct any changes so that the existing historic and architectural character is respected and the new can sit sympathetically alongside the old

Adapted Carter et al *Working with Texts: A core introduction to language analysis*

**TEXT D**

*Nelson Mandela's statement at the opening of the defense case in the Rivonia Trial  
(Pretoria Supreme Court, April 20, 1964)*

I have already mentioned that I was one of the persons who helped to form Umkhonto 1, and the others who started the organization, did so for two reasons. Firstly, we believed that as a result of Government policy, violence by the African people had become inevitable, and that unless responsible leadership was given to canalize and control the feelings of our people, there would be outbreaks of terrorism which would produce an intensity of bitterness and hostility between the various races of this country which is not produced even by war.

Secondly, we felt that without violence there would be no way open to the African people to succeed in their struggle against the principle of white supremacy. All lawful modes of expressing opposition to this principle had been closed by legislation, and we were placed in a position in which we had either to accept a permanent state of inferiority, or to defy the Government.

Source: <http://law2.umkc.edu/faculty/projects/ftrials/mandela/mandelaspeech.html> [Accessed on the 08 April 2016]

Use the following as a guideline in writing your essay

- Your answers must have a short introductory paragraph and a conclusion
- Your point of view must be presented in a coherent argument
- Your argument must be substantiated with relevant evidence
- It is formal, it avoids colloquialisms and contractions (e.g. isn't, it's)
- It attempts to be objective, it avoids subjectivity and emotive language
- Its purpose is discursive, it sets out to discuss or explain
- It is ordered, it proceeds in a logical, step-by-step manner
- It is imperative that you edit and proof-read your work before submission

**SUB-TOTAL: 50**

**TOTAL MARKS: 100**