



AS

ENGLISH LANGUAGE

Paper 1 Language and the individual

7701/1

Monday 14 May 2018

Morning

Time allowed: 1 hour 30 minutes

For this paper you must have:

- **an AQA 12-page answer book**
- **the insert (enclosed).**

[Turn over]

INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Write the information required on the front of your answer book. The PAPER REFERENCE is 7701/1.**
- **Answer ALL questions.**
- **Do all rough work in your answer book. Cross through any work you do not want to be marked.**

INFORMATION

- **The maximum mark for this paper is 70.**
- **The marks for questions are shown in brackets.**
- **There are 25 marks for Question 1, 25 marks for Question 2 and 20 marks for Question 3.**
- **You will be marked on your ability to:**
 - **use good English**
 - **organise information clearly**
 - **use specialist vocabulary where appropriate.**

ADVICE

- It is recommended that you use:
 - 20 minutes reading and preparing the texts
 - 25 minutes writing your Question 1 answer
 - 25 minutes writing your Question 2 answer
 - 20 minutes writing your Question 3 answer.

DO NOT TURN OVER UNTIL TOLD TO DO SO

Textual variations and representations

Answer ALL questions.

TEXT A and TEXT B are on the insert.

TEXT A is part of the homepage of the Clip 'n Climb Ilkley website.

TEXT B is from a message board on the Trip Advisor website.

- 0 1 Analyse how TEXT A uses language to create meanings and representations. [25 marks]**
- 0 2 Analyse how TEXT B uses language to create meanings and representations. [25 marks]**
- 0 3 Compare and contrast TEXT A and TEXT B, showing ways in which they are similar and different in their language use. [20 marks]**

END OF QUESTIONS

There are no questions printed on this page

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