

ENG2601

May/June 2017

**APPLIED ENGLISH LANGUAGE STUDIES
FURTHER EXPLORATIONS**

Duration 2 Hours

100 Marks

EXAMINERS

FIRST

MRS B BADAL
MRS S NAIDOO
PROF S MAITHUFI

DR JT KEKANA
MRS MC STEYN
PROF J MURRAY

Closed book examination

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue

This examination question paper consists of 6 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, REGISTER and STYLE**

Read TEXT A carefully and answer the questions that follow

TEXT A

Dear Mr Leaf

Let me begin by thanking you for your past contributions to our Little League baseball team. Your sponsorship aided in the purchase of ten full uniforms and several pieces of baseball equipment for last year's season

Next month, our company is planning an employee appreciation pancake breakfast honouring retired employees for their past years of service and present employees for their loyalty and dedication in spite of the current difficult economic conditions

We would like to place an order with your company for 25 pounds of pancake mix and five gallons of maple syrup. We hope you will be able to provide these products in the bulk quantities we require

As you are a committed corporate sponsor and long-time associate, we hope that you will be able to join us for breakfast on December 22, 2008

Respectfully yours,

Derek Jeter

Source: https://www.scribendi.com/advice/formal_letter_example_en.html

Accessed [29 March 2016]

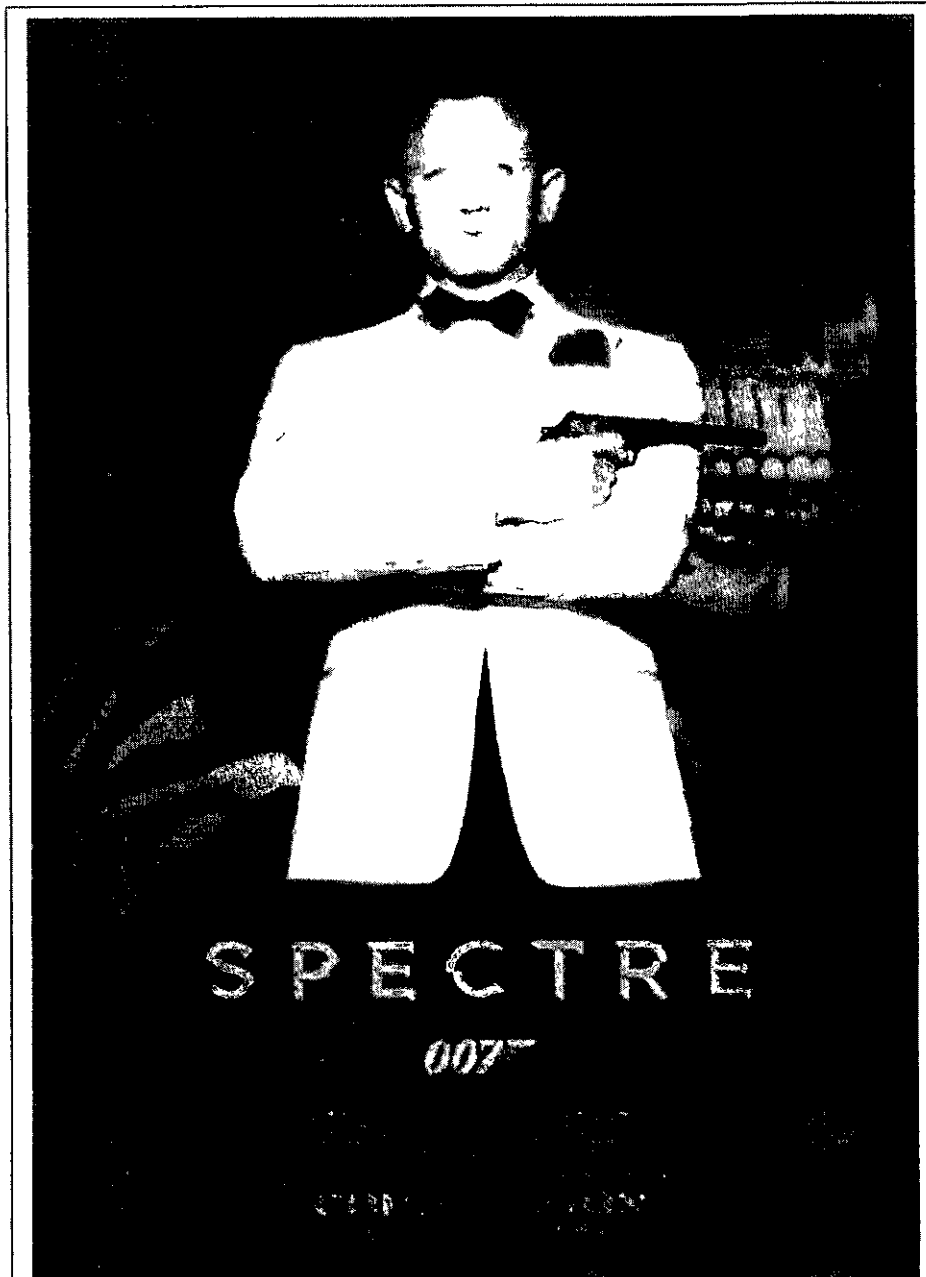
- 1.1 Identify the genre and context of Text A. Use evidence from the text to support your answer [10 marks]
- 1.2 Discuss how the writer's use of specific language is aimed at influencing the response of the recipient. Support your answer with relevant references from the text [10 marks]
- 1.3 Assume that you are Mr Leaf. Write a positive response to Derek Jeter. Be mindful of using the appropriate tone, register and style [10 marks]

[TURN OVER]

Question 2:

In about 150 words, discuss the impression created by TEXT B on the target audience. In order to support your answer, focus on the denotative and connotative meanings of specific visual and structural design features.

[10 marks]

TEXT B

Source <http://www.joblo.com/movie-posters/2015/spectre>
[Accessed March 2016]

[TURN OVER]

Question 3: Language Use and Variation**TEXT C**

Come on guys life is short, don't let petty issues cause such a stir

I love 94 7 and let's face it, whether you live on the East Rand, watch chick flicks to keep your girl happy or support any team, but Lions, etc etc , we've all been hit on once or twice. That's why they are there, to entertain us, and that's what they do!!!!

Adapted <http://www.bizcommunity.com/Forum/196/59/16450.html> [Accessed 29 March 2016]

3.1 **Identify and comment** on the appropriateness of the register of TEXT C? [4 marks]

3.2 Identify 3 examples of non-standard English used in the text that you would not use in academic writing. Rewrite the corrected version for each example. [6 marks]

SUB-TOTAL:50

SECTION B**QUESTION 4: TEXT ANALYSIS AND ESSAY WRITING**

Read TEXT D and TEXT E carefully. Write a **comparative essay** to illustrate how the writer/speaker's **intention** is conveyed through the use of specific **linguistic and structural features**. Provide supporting textual evidence.

The length of your essay should be approximately 600-800 words.

Use the following guidelines:

- Write an introduction, body and conclusion
- Avoid emotional language
- Use appropriate cohesive devices to ensure the logical development of each paragraph
- Proof-read your essay to enhance its academic quality
- **DO NOT WRITE A LITERARY ESSAY**

[TURN OVER]

TEXT D**Unisans show creative passion for environmental sustainability**

Unisa hosted its first ever Earth Hour Concert to support one of the world's largest grassroots movements for the environment.

Professor Mandla Makhanya, Principal and Vice-Chancellor of Unisa, said, "I am always so inspired when I see Unisa's commitment and support to initiatives such as these—especially when I am told that we have used our own talent to ensure the success of the event. Acknowledging the ethos of Earth Hour emphasises our promise to be an ethical university, it highlights our intention to promote the ideals of the green economy and environmental sustainability aligned to our vision to be *the African university shaping futures in the service of humanity*."

Earth Hour is a prestigious global event used as a rallying point to mobilise people to take action on climate change. This is done symbolically by switching lights off for an hour. The event was celebrated in style and glamour by Unisa artists, who used their talents to show a passion for environmental sustainability.

Percy Mthombeni

Adapted <https://staff.unisa.ac.za/index.jsp?link=https://staff.unisa.ac.za/e-connect/e-news/2016/03/23/unisans-show-creative-passion-for-environmental-sustainability/> [Accessed 23 March 2016]

[TURN OVER]

TEXT E

An adapted extract of the speech delivered by the DA Parliamentary Leader, Mmusi Maimane MP, during a National Assembly debate on the recent spate of xenophobic attacks

Madam Speaker
Honourable Members

Over the past two weeks, South Africa has once again witnessed a wave of xenophobic attacks across our country, with our media being dominated by heart-breaking images of fellow Africans being subjected to the cruelest treatment

My heart goes out to those foreign nationals. Growing up in Soweto, I have seen the capability of humans to inflict violence on one another. I have seen people being beaten and necklaced and their property destroyed.

Our humanity is slipping away from us. We cannot allow that. We cannot stand by as fellow human beings are tortured and murdered.

I understand the frustration felt by millions of South Africans who are excluded from our economy. Jobs are scarce.

But to focus this frustration on the minority of foreign nationals who have become unfairly victimised will not address the root of this problem. The problem lies in our inability to bring about economic growth and decrease the inequality that plagues our nation.

We must not turn xenophobia into a political football.

Adapted <https://www.da.org.za/2015/04/xenophobia-we-cannot-allow-our-humanity-to-slip-away/> [Accessed 21 March 2015]

SUB-TOTAL: 50
TOTAL MARKS: 100