
ENGLISH LANGUAGE

9093/32

Paper 3 Text Analysis

October/November 2018

2 hours 15 minutes

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

Answer **two** questions.

You should spend about 15 minutes reading the passages and questions before you start writing your answers. You are reminded of the need for good English and clear presentation in your answers.

The number of marks is given in brackets [] at the end of each question or part question. Both questions carry equal marks.

This document consists of **4** printed pages, **4** blank pages and **1** Insert.

- 1 The following text is a page from the website of a company, Counterbalance, which sells height-adjustable desks.
- (a) Imagine that you are the manager of a large office where Counterbalance desks have been in use for the past year. Write an email to the company to express your dissatisfaction with the product and to persuade them to give you a refund. You should use between 120 and 150 words. [10]
- (b) Compare the language and style of your email with the language and style of the webpage. [15]

Just a few years ago, trying to buy a height-adjustable desk was, quite frankly, pretty frustrating. The only options for average consumers were either pricey or unstable or required an engineering degree to put together. So, we created Counterbalance to help out an employee with chronic back pain who couldn't find a standing desk that was affordable and easy to use. Pretty soon, the orders were pouring in! 5

Thanks to research from heavy hitters within the medical profession, most of us are aware that excessive sitting is a serious health risk. That's why we made Counterbalance affordable and accessible to everyone – whether you sit in a cubicle or a corner office.

What makes Counterbalance so great? Well, picture this: You order a desk from this site, it arrives quickly, comes out of the box fully assembled, sits right on top of your existing desk – and in minutes you have the freedom to work standing or sitting any time you want. Pretty soon, you're energized, focused, free of back pain, and burning calories like crazy – all while getting things done. No tools, no middle man, and no huge expenses. That's our goal: to make it easy for anyone to work smarter, work healthier, and perform at their very best. 10
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WHAT INSPIRES US

What inspires us? We try to instil simplicity into everything we do. And we like to strive to remove the friction that exists between where you are physically and emotionally, and where you want to be. 20

We are inspired by the pursuit of restoring balance between work life and home life, sedentary activity and physical activity, sitting and standing. We tirelessly work to offer solutions that will not only get you standing, but Working Elevated.

WHY SHOULD I CHOOSE COUNTERBALANCE OVER OTHER OPTIONS?

The best way to answer is to tell you why our customers say they chose Counterbalance. First of all, let's be honest, they like the price – most height-adjustable desks of this quality are a lot more expensive. Plus, it works with the desk you already have, so you don't have to buy a big, expensive piece of furniture. Then there's the convenience factor – it's easy to order, ships quickly, and arrives fully assembled and ready-to-use without the need for a single tool. Most importantly, Counterbalance users are always amazed that such a sturdy, spacious desk can also be so easy to use. You can move it up or down almost effortlessly in just a few seconds. Still need convincing? Check out our reviews! 25
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2 Texts A and B both relate to food.

Text A is the introduction to the 'Cheese, Snacks and Puddings' section of a cookery book written by Nigel Slater.

Text B is a transcript of an extract from a British radio programme. Jo Wheatley, who has recently won a cookery competition, is making pancakes while talking to the radio presenter, Jenni Murray.

Compare the language and style of Text A and Text B.

[25]

Text A

Much of what we eat is not actually a meal at all. The snacks that we throw together without thought are often some of the most interesting things of all. They are certainly the most enjoyable. No doubt partially because we are impressed with our own ingenuity and partly because they are consumed in moments of hunger.

This is the food we raid the fridge for; the food that we eat on the run, standing up, or munch from the hand. No ceremony. No fuss. No trouble. Just something that will fill a hole. It could be a midnight feast, wolfed when sleepless. It could be a hurriedly concocted supper thrown down before we rush out, or it could be simply fuel. It is, in my experience, some of the best food we ever make. Inspired food for hungry moments.

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Sometimes there just has to be a pudding. On a daily basis it might be nothing more than a piece of drippingly ripe fruit, or perhaps a dish of apples thrown in the oven to bake. More likely it will be a piece of cheese.

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Cheese is the supreme snacking ingredient. Who hasn't hacked off a hunk of cheese to kill a hunger pang? Or even scoffed the entire block in a moment of supreme, gluttonous laziness? The joy of cheese is partly how little you need to do with it in order to make a satisfying supper, snack or savoury. A lump of cheese is the best friend of the ravenous.

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While I would almost never serve a 'starter', I often find that people want to end their meal with something sweet – sometimes a spoonful of fruit crumble¹, other times a teaspoon of chocolate mousse². Then there are those who feel cheated if they are not presented with a vast plate of pie and custard³.

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I find that most desserts are better for a night in the fridge and eaten at about eleven o'clock the next morning, when energy starts to dip. In particular, cold blackberry and apple crumble, trifle⁴ and, of course, apple pie, when the pastry crust has gone slightly damp from the juice in the apples, and breaks softly, silently under the fork.

¹*fruit crumble*: a dessert of baked fruit topped with a crumbly pastry mixture

²*mousse*: a sweet dessert made with whipped egg whites and cream

³*custard*: a sweet sauce which is made from baked or boiled milk, eggs and sugar

⁴*trifle*: a cold dessert made from sponge cake, fruit, custard, jelly and cream

Text B

TRANSCRIPTION KEY

(1) = pause in seconds

(.) = micro-pause

// = speech overlap

underlining = stressed sound/syllable(s)

Jenni: jo (.) how did you become so fond (.) of baking

Jo: hi jenni (.) i used to bake with my gran from a little girl (.) from about three years old (.) she used to erm (1) my nans a really good pastry maker and she'd used to sort of turn a bucket upside down and i'd stand (.) on there and she'd give me the off cuts (.) jar of jam (.) and she'd make these wonderful apple pies and i'd just you know make jam tarts with her (.) sort of i used to go there every weekend so (1) thats where it all started really

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Jenni: now this morning (.) weve got things started (.) its american pancakes (.) so whats in the mix

Jo: erm ive just whisked up some egg whites (.) basically i use a cup (.) a cup of flour cup of whole milk (1) and three eggs and i separate the eggs which i just literally do it through my hands which i know its a bit messy (.) so you dont get any shell in the bowl

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Jenni: what do you mean you let it go through your fingers

//

Jo: just let it go through your fingers (.) the whites (.) so you separate them into the bowl and then youve got the egg yolk in your hand and pop that into erm pop that into er into the other bowl (.) i whisk up the egg whites (.) mix the rest together and a knob of butter just to get (.) enrich it a little bit (.) a pinch of salt and thats it basically

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Jenni: why did you separate the eggs (.) cos if youre making a french pancake (1) you dont do that you just put the whole egg in (.) whats the difference

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Jo: you want to get some body into (.) american pancakes are rich and fluffy so by mixing the egg whites you get a lighter pancake and higher rise on them

Jenni: thats sizzling quite nicely isnt it

//

Jo: it is (1) im just going to

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Jenni: what is the fat that youve got in there (.) is that butter

Jo: ive got um some oil just some (.) sunflower oil (.) some groundnut oil (.) some flavourless oil and then ive added some butter as well for flavour (.) because butter erm butter burns (.) quite quickly but erm it gives a really good flavour so if you add a little bit of oil with it it stops it from burning and keeps it from browning too much (.) so you get the really good flavour plus you know so it doesnt burn as well

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Jenni: so youre doing it in a flat frying pan

Jo: a heavy based one yeah

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