



A-level

ENGLISH LANGUAGE

**Paper 1 Language, the individual and
society**

7702/1

Insert

TEXTS FOR SECTION A

**A set of phonemic symbols can be found
on pages 16 and 17 of this Insert, for
reference.**

[Turn over]

TEXT A

TEXT A is from the launch of the Apple Music service in front of a live audience. Tim Cook is the Chief Executive of Apple and Jimmy Iovine is the owner of a record label. Images are projected on a large screen behind the presenters throughout their talk.

TRANSCRIPTION KEY:

- (.) pause of less than a second
- (2.0) longer pause (number of seconds indicated)
- [*italics*] contextual information
- mus- incomplete word

TEXT A cannot be reproduced here due to third party copyright restrictions

[Turn over]

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[Turn over]

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[Turn over]

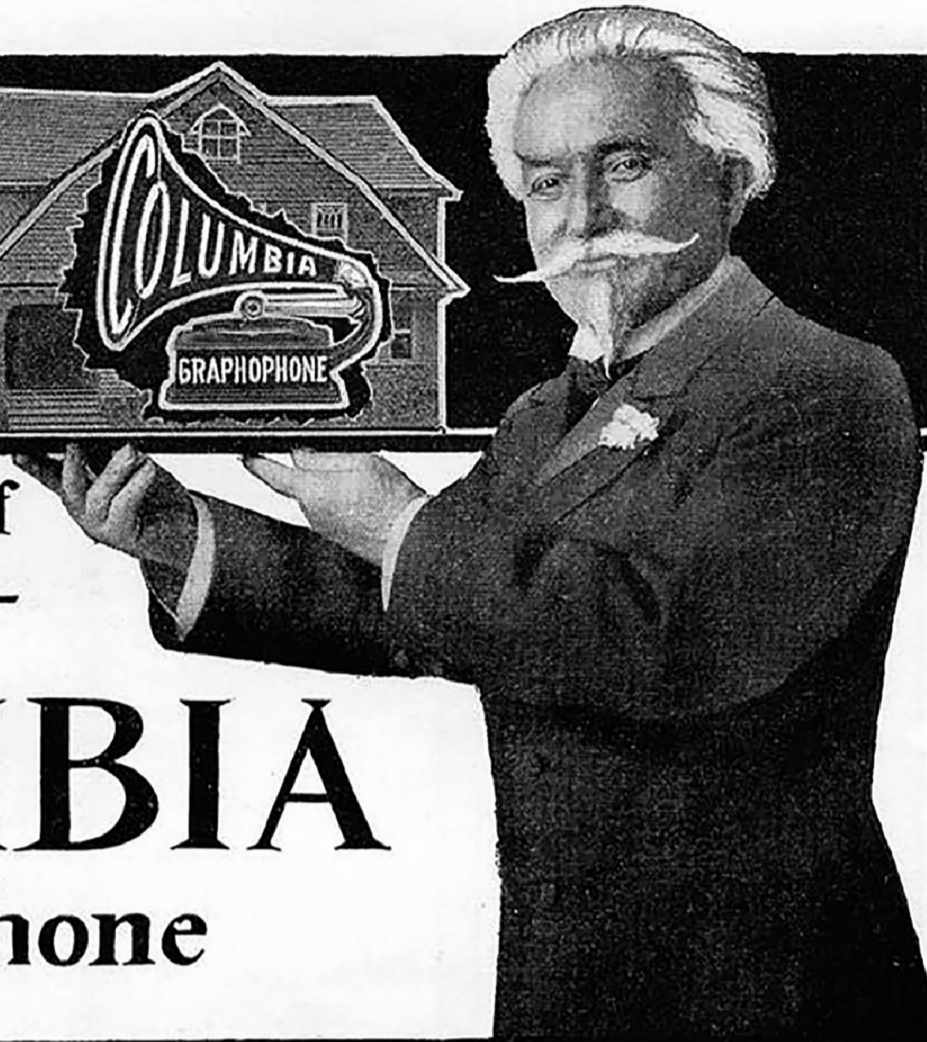
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TEXT B

TEXT B, on page 10, is an advert for a Graphophone from 'Munsey's Magazine' in 1906. A transcript of TEXT B is provided on pages 11–14.

[Turn over]

The Music Master



discovers the secret of
the Happy Home —

COLUMBIA Graphophone

“I WHO teach the music have had always much sympathy for those many others who cannot have the music in the home — those who know not to play one single instrument.

“Now I have no more regrets. Every home can have the music — **The Columbia Graphophone** has arrived. I salute him, me.

“I am a music master, Truly. But he is the **Master of Music**. Me, I play but three instruments only. He plays *all* the instruments, *all* the music. I sing nothing. He sings all the songs in all the languages.

“I am astounded, I am charmed. For he makes the real music.

“The sounds of the mouth organ, — I call not that music. And I find these other machines only make a sound like many mouth organs.

“Listen! I am a critic of the music. I say to those who possess any make of talking machine, use only the Columbia Records — they are the best — they have the soul. They have the real music, of a sound sweet, of a tone pure, of an execution brilliant, that is alone of the Columbia.”

Before buying either a talking machine or records, insist on hearing the Columbia, and be convinced, like the Music Master, that they are the best. We are the only Company that gives a written guarantee — perfect goods make this possible. You can buy on easy payments if you desire. Stores in all principal cities. Dealers everywhere. Write for catalogue and address of nearest dealer.

COLUMBIA PHONOGRAPH CO., GEN'L.

90 & 92 West Broadway, New York

Grand Prix Paris 1900

Double Grand Prize, St. Louis 1904

In answering this advertisement it is desirable that you mention MUNSEY'S MAGAZINE.

END OF TEXTS

TRANSCRIPT OF TEXT B

MUNSEY'S MAGAZINE – ADVERTISING SECTION.

[The text is in white font on a black header.]

The Music Master

[The text is in black font on a white background.]

**discovers the secret of the Happy Home
— COLUMBIA Graphophone**

[An image shows a man with a moustache and pointed beard wearing a suit. He is holding up a small house with his hands. Inside the house is a Graphophone which reads 'COLUMBIA GRAPHOPHONE'.]

[Turn over]

“I WHO teach the music have had always much sympathy for those many others who cannot have the music in the home — those who know not to play one single instrument.

“Now I have no more regrets. Every home can have the music — THE COLUMBIA GRAPHOPHONE has arrived. I salute him, me.

“I am a music master, Truly. But he is the MASTER OF MUSIC. Me, I play but three instruments only. He plays ‘all’ the instruments, ‘all’ the music. I sing nothing. He sings all the songs in all the languages.

“I am astounded, I am charmed. For he makes the real music.

“The sounds of the mouth organ, — I call not that music. And I find these other machines only make a sound like many mouth organs.

“Listen! I am a critic of the music. I say to those who possess any make of talking machine, use only the Columbia Records — they are the best — they have the soul. They have the real music, of a sound sweet, of a tone pure, of an execution brilliant, that is alone of the Columbia.”

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[Turn over]

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desirable that you mention 'MUNSEY'S
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PHONEMIC SYMBOLS

MONOPHTHONGS

i:	ɪ	ʊ	u:
see/si:/	sit/sɪt/	good/gʊd/	two/tu:/
e	ə	ɜ:	ɔ:
egg/eg/	<u>a</u> way/əweɪ/	her/hɜ:/	four/fɔ:/
æ	ʌ	ɑ:	ɒ
cat/kæt/	up/ʌp/	ask/ɑ:sk/	on/ɒn/

DIPHTHONGS

ɪə	eɪ	
here/hɪə/	eight/eɪt/	
ʊə	ɔɪ	əʊ
cure/kjʊə/	boy/bɔɪ/	no/nəʊ/
eə	aɪ	aʊ
there/ðeə/	my/maɪ/	now/naʊ/

CONSONANTS

p
pen/pen/

b
bee/bi:/

t
ten/ten/

d
do/du:/

tʃ
chair/tʃeə/

dʒ
just/dʒʌst/

k
can/kæn/

g
go/gəʊ/

f
five/faɪv/

v
very/veri/

θ
thing/θɪŋ/

ð
this/ðɪs/

s
so/səʊ/

z
zoo/zu:/

ʃ
she/ʃi:/

ʒ
pleasure/pleʒə/

m
me/mi:/

n
nine/naɪn/

ŋ
long/lɒŋ/

h
house/haʊs/

l
love/lʌv/

r
right/raɪt/

w
we/wi:/

j
yes/jes/

ʔ
glottal stop

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WP/M/CD/Jun24/7702/1/G4005/V2

