

1. Name a traditional tabloid newspaper. What is its usual readership?
2. Name a broadsheet. Describe three ways that it differs from a tabloid.
3. Name three grammatical differences that you may find between a tabloid and a broadsheet.
4. What is direct address? What sort of text would use it?
5. What is the difference between an editorial and a report?
6. Why might an advert use an imperative tone?
7. What is a cliché? Give an example.
8. Name some of the phonological features that you may find in a headline.
9. What type of device do we frequently find in leaflets? Why is this?
10. What is the following sentence an example of?  
*Peters, 35, married, was found shaken but unhurt.*
11. *A: Excuse me sir, which room is Chess Club in?*  
*B: Ah, Williams, let me think. Room 45.*  
What form of address is being used here?
12. What is the term given to the use of an 'ess' suffix e.g. in 'actress'?
13. Can you give examples of language which may be seen as sexist?
14. What is political correctness?
15. What is the main criticism of political correctness?
16. What is a blended word? Give an example.
17. What is a clipped word? Give an example.
18. Write a sentence in which you use colloquial lexis. Underline the word(s).
19. Write a sentence in which you use mainly polysyllabic lexis.
20. Write a sentence in which you use mainly core, monosyllabic lexis.
21. Comment on two grammatical features of the following sentence:  
*But the new road will cause misery for long-suffering residents.*
22. What is register?
23. How would you describe the register in the following speech:  
Listen. We don't need fancy politicians from their posh houses in London telling us what to think. We need them to listen to us. We need them to sit up and be afraid. 'Cos we're angry and we're not stopping here.
24. What is 'can't' an example of? How does it affect the tone of a text?
25. What is 'kinda' an example of? How does it affect the tone of the text?
26. Comment on the grammatical feature of the following:  
This party pledges to:
  - End unfair taxes
  - Give more money to the poor
  - Raise taxes of the very rich
  - Stop pensioner poverty
27. What is the name for the following:  
a) GSOH; b) Ciggies; c) Classroom
28. What is a semantic field? Give an example.
29. What is meant by a cohesive device?
30. In the following passage find an example of the following:
  - A subordinate conjunction
  - A co-ordinating conjunction
  - Pre-modification
  - Emotive lexis

*So, if we really want to see our world thrive and develop, we must act now. Stop the destruction of our precious rainforest.*
31. How is the first sentence more emphatic than the second?  
You must write two pages.  
You could write two pages.
32. Comment on the different connotations of the following words: slim and thin; dry and arid; new, innovative and untried.

Answer sheet:

1. E.g. The Mirror, left wing
2. E.g. The Telegraph
  - a) Size
  - b) Content = more gossipy
  - c) Low frequency lexis
3. a) Sentences in tabloids often start with coordinating conjunctions  
b) More complex sentences in broadsheets  
c) More pre-modification in tabloids
4. Use of second person pronoun 'you' or 'your'. A text that creates a relationship with its readers
5. An editorial is a personal viewpoint, a report is a more objective account
6. To persuade you to buy its product
7. An over used phrase or idea, e.g. don't count your chickens
8. A pun, rhyme, onomatopoeia
9. Rhetorical questions. To engage readers with the issues in the text
10. Apposition
11. Asymmetrical address
12. A marked term
13. Use of the word 'man' to mean human kind
14. Describes the attitudes of those who are against prejudice on grounds like race, gender, disability
15. It has been said to be too controlling
16. Two words merged to make one new one e.g. Chunnel
17. A word that has been abbreviated and is now the norm e.g. flu
18. Any sentence using everyday language e.g. 'kids'
19. A word of more than one syllable
20. Words of one syllable
21. a) Starts with coordinating conjunction  
b) Use of modal auxiliary 'will'
22. Language appropriate to a situation
23. Informal
24. A contraction = informal
25. An elision = sounds spoken
26. Use of imperative sentences
27. a) Acronym  
b) Abbreviation  
c) Compound word
28. Words associated by meaning
29. Something that helps a text seem fluent e.g. repetition, anaphoric reference
30. Four examples from the passage:
  - A subordinate conjunction: so
  - A co-ordinating conjunction: and
  - Pre-modification: precious
  - Emotive lexis: destruction
31. Modal auxiliary verb 'must' is more imperative
32. In each pair, one is more positive than the other