



Oxford Cambridge and RSA

AS Level English Language

H070/02 Exploring contexts

Resource Booklet

Friday 26 May 2017 – Morning

Time allowed: 1 hour 30 minutes



You must have:

- the Question Paper
- the OCR 12-page Answer Booklet

INSTRUCTIONS

- The materials in this **Resource Booklet** are for use with the questions in **Section B** of the Question Paper.

INFORMATION

- This document consists of **8** pages. Any blank pages are indicated.

The material in this **Resource Booklet** relates to the questions in Section B of the Question Paper.

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SECTION B – Exploring language in context

Text A

Text A is a page from a website called 'Startups', which is aimed at people who want to start their own business. The page below is from a series of profiles about young entrepreneurs which appeared on the website.

startups 

The UK's No.1 service for starting a business

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Young Entrepreneurs: Ben Towers, Towers Design

At 16, Towers employs 15 people and is set to achieve half a million turnover. With plans underway for a second business – this tech whizkid is one to watch

by Megan Dunsby Updated: Mar 19, 2015 Published: Mar 18, 2015     

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Name: Ben Towers
Company: Towers Design
Age: 16
Website: www.towersdesign.co.uk

ESSENTIAL BUSINESS START UP TOOLS

Apply for a loan to start a business
 Claim a free accountancy consultation
 Check your ideal company name is available
 99 business credit reports for £99
 Test your business idea now
 Build your business website
 Get your 'Oyster card for office space'
 Looking to crowdfund? Start here
 Keep on top of invoices from day 1
 Get a custom designed business logo
 Planning to take card payments? Start here
 Get a better energy deal for your business
 Get a low cost business bank account
 Trading overseas? Get a currency quote here

Need free advice?

Get tips, guides and inspiration to start a business!

PLUS a FREE ebook of advice from Startups.co.uk founder David Lester to say thanks for joining!

Your email *

What advice are you looking for? *

I'm looking for help pre-starting 

What industry are you in? (optional)

I'd benefit from advice on running a business from your sister site is4profit.com

I'd also benefit from information from other companies to help me start

[Join Startups](#)

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Ben Towers puts most business owners to shame, and that's not hyperbole.

At just 16, he has built a profitable digital media agency with impressive turnover and has a team of 15 people working for him, although ironically he's not even old enough to hire people so has to have them as freelancers or interns.

Towers founded the Kent-based company in September 2011, aged 13, after working as a freelance web designer for two years and dealing with several requests from family friends who would give him £50 to create a website. Realising the potential for monetisation, Towers scaled his web design service into a full-scale, multi-channel offering which helps "forward-thinking" small and medium businesses to succeed online on a budget.

Although [Towers admits his age has sometimes held him back](#) – he has lost large contracts in the past due to misconceptions that young people “don’t know what they’re doing” – it’s very clear that the opposite is in fact true for Towers, with company turnover set to hit £500,000 in 2015.

Towers’ entrepreneurial pursuits don’t stop there. While his peers might be considering plans for college, the teenage businessman is currently raising a six-figure funding round for his next venture Social Marley. The tool is a social media dashboard for businesses to manage a range of social accounts and will be launching later this year.


A finalist in the prestigious [Startups Awards 2014](#), Towers has attracted over 500 clients to date which ranges from fast-growth start-ups such as Mallow and Marsh to *Britain’s Got Talent* finalists. He also has support from leading industry bodies The Federation of Small Business (FSB) and the Young Entrepreneur Networking Association (YENA) which he acts as ambassadors for.

With a vision to become the CEO of a “collection of businesses that will help other entrepreneurs to find their own success”, Mark Zuckerberg had better watch out...

SECTION B – Exploring language in context

Text B

Text B is a column in *The Times* newspaper called ‘Thunderer’, in which different writers can express their annoyance about something. Here, Alexandra Frean, the newspaper’s United States business editor, writes about a new email tool, aimed at women, which highlights where they have used ‘disempowering’ (weak) language in their emails.



Sorry, but women don't need to be told how to write Alexandra Frean

A new email tool called Just Not Sorry, which aims to stop women diminishing their authority at work by using “undermining words” such as “sorry” and “just”, has split opinion in America. When these words are typed into a Gmail, they are underlined for correction with a warning such as “Using sorry frequently undermines your gravitas and makes you appear unfit for leadership” or “‘Just’ demeans what you have to say”.

I’m sorry, but I’m just not buying it. The tool was created by Cyrus Innovation, a software development consultancy, to bolster female executives. It is the latest in a trend of spurious expert advice on women’s speech patterns, which supposedly aims to empower women but risks doing the opposite.

We’ve already been told that women routinely sabotage their own chances of being taken seriously by using “upspeak” (raising the tone of the voice towards the end of a

Saying ‘just’ or ‘sorry’ in an email can be a good, not a bad, thing

sentence) or conversely by falling into “vocal fry”, where the voice breaks into a low croak at the end of speech.

Yet where is the scientific research into the harm that any of this does to women? Where, for that matter, is the research that shows women use “sorry” and “just” more than men in emails?

The little research that has been done suggests that women can’t win when they try to alter their speech patterns to satisfy the language police. A study by Rutgers University in New Jersey found that while women who speak directly about their strengths are considered more capable, they are also seen as less socially attractive and less employable.

I also dispute the assertion that when women use words such as “just” and “sorry” they are putting their weakness on display. Women do not always use these so-called qualifiers by accident (“I think” and “I’m not an expert, but” are other expressions we are supposed to avoid). Used well, they can be mighty persuaders and conciliators, representing not weakness or uncertainty but coherence between both parties in the conversation.

Women don’t need more experts offering spurious advice on what we can and cannot say. Banning “sorry” and “just” ignores the fact that communicating by email can sometimes be as complex as speaking to someone face to face.

Alexandra Frean is US business editor

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