



A-level

ENGLISH LANGUAGE

Paper 2 Language diversity and change

7702/2

Insert

Texts for SECTION B

[Turn over]

TEXT A

TEXT A is an extract from an online newspaper article about the use of emojis in writing. It was published by 'The Telegraph' in 2017.

A transcript of TEXT A is provided on pages 4 to 6.

🏠 News

Using emojis makes other people think you are incompetent, research finds



Follow ▾

By **Hayley Dixon**
14 AUGUST 2017 - 4:29PM

In a world where face to face conversations are becoming increasingly rare, it may be tempting to try and soften the blow of a harsh message or a difficult request with a “smiley”.

But you might want to think twice before you try and lighten the tone, as the digital image of a smiling face can have the

opposite effect to an actual smile for the person on the receiving end, researchers have found.

Emoji are ruining the English language because young people rely on them to communicate, research by Google has found.

Over a third of British adults believe that emoji are to blame for the deterioration of the English language, according to new research.

YouTube, the video sharing website owned by Google, commissioned a study where 2,000 adults aged between 16 and 65 were asked about their views on the current state of the English language.

The vast majority (94 per cent) of respondents said they believe there has been a decline in the correct use of English, with four in five identifying youngsters as the worst culprits.

The research found that more than half of British adults are not confident with their command of spelling and grammar.

Almost three quarters of adults are now dependent on emoji to communicate with each other, as well as spell checks and predictive text.

But one expert has warned that while there is a “superficial attraction” to using emoji, they are among the most damaging aspects of communication technology.

Chris McGovern, a former Government adviser and chairman of the Campaign for Real Education said: “There has unquestionably been quite a serious decline in young people’s ability to use the English language and write properly punctuated English. We are moving in a direction of cartoon and picture language, which inevitably will affect literacy. Children will always follow the path of least resistance. Emoji convey a message, but this breeds laziness. If people think ‘all I need to do is send a picture’, this dilutes language and expression.”

Academics have previously warned that peppering an email with emoji could harm your job prospects by making colleagues less likely to share information with you.

The effect can be so damaging that people are advised to avoid them at work all together, especially the first time you talk to someone.

Dr Ella Glikson, an expert in business and management at Ben-Gurion University of the Negev in Israel, said: “Our findings provide first-time evidence that – contrary to actual smiles – smileys do not increase perceptions of warmth and actually decrease perceptions of competence.”



[Turn over]

TRANSCRIPT OF TEXT A

Using emojis makes other people think you are incompetent, research finds

[Facebook icon, Twitter icon, e-mail icon, save bookmark icon]

[Follow icon] By Hayley Dixon 14 August 2017 – 4:29PM

In a world where face to face conversations are becoming increasingly rare, it may be tempting to try and soften the blow of a harsh message or a difficult request with a “smiley”.

But you might want to think twice before you try and lighten the tone, as the digital image of a smiling face can have the opposite effect to an actual smile for the person on the receiving end, researchers have found.

Emoji are ruining the English language because young people rely on them to communicate, research by Google has found.

Over a third of British adults believe that emoji are to blame for the deterioration of the English language, according to new research.

YouTube, the video sharing website owned by Google, commissioned a study where 2,000 adults aged between 16 and 65 were asked about their views on the current state of the English language.

The vast majority (94 per cent) of respondents said they believe there has been a decline in the correct use of

English, with four in five identifying youngsters as the worst culprits.

The research found that more than half of British adults are not confident with their command of spelling and grammar.

Almost three quarters of adults are now dependent on emoji to communicate with each other, as well as spell checks and predictive text.

But one expert has warned that while there is a “superficial attraction” to using emoji, they are among the most damaging aspects of communication technology.

Chris McGovern, a former Government adviser and chairman of the Campaign for Real Education said, “There has unquestionably been quite a serious decline in young people’s ability to use the English Language and write properly punctuated English. We are moving in a direction of cartoon and picture language, which inevitably will affect literacy. Children will always follow the path of least resistance. Emoji convey a message, but this breeds laziness. If people think ‘all I need to do is send a picture’, this dilutes language and expression.”

Academics have previously warned that peppering an email with emoji could harm your job prospects by making colleagues less likely to share information with you.

[Turn over]

The effect can be so damaging that people are advised to avoid them at work all together, especially the first time you talk to someone.

**Dr Ella Glikson, an expert in business and management at Ben-Gurion University of the Negev in Israel, said:
“Our findings provide first-time evidence that – contrary to actual smiles – smileys do not increase perceptions of warmth and actually decrease perceptions of competence.”**

TEXT B

TEXT B is an extract from an online newspaper article about the effects of emojis on the English language. It was published by 'The National Student' in 2016.

The following text cannot be reproduced here due to third-party copyright restrictions.

END OF TEXTS

BLANK PAGE

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2020 AQA and its licensors. All rights reserved.

IB/M/CD/Jun20/7702/2/E2

