

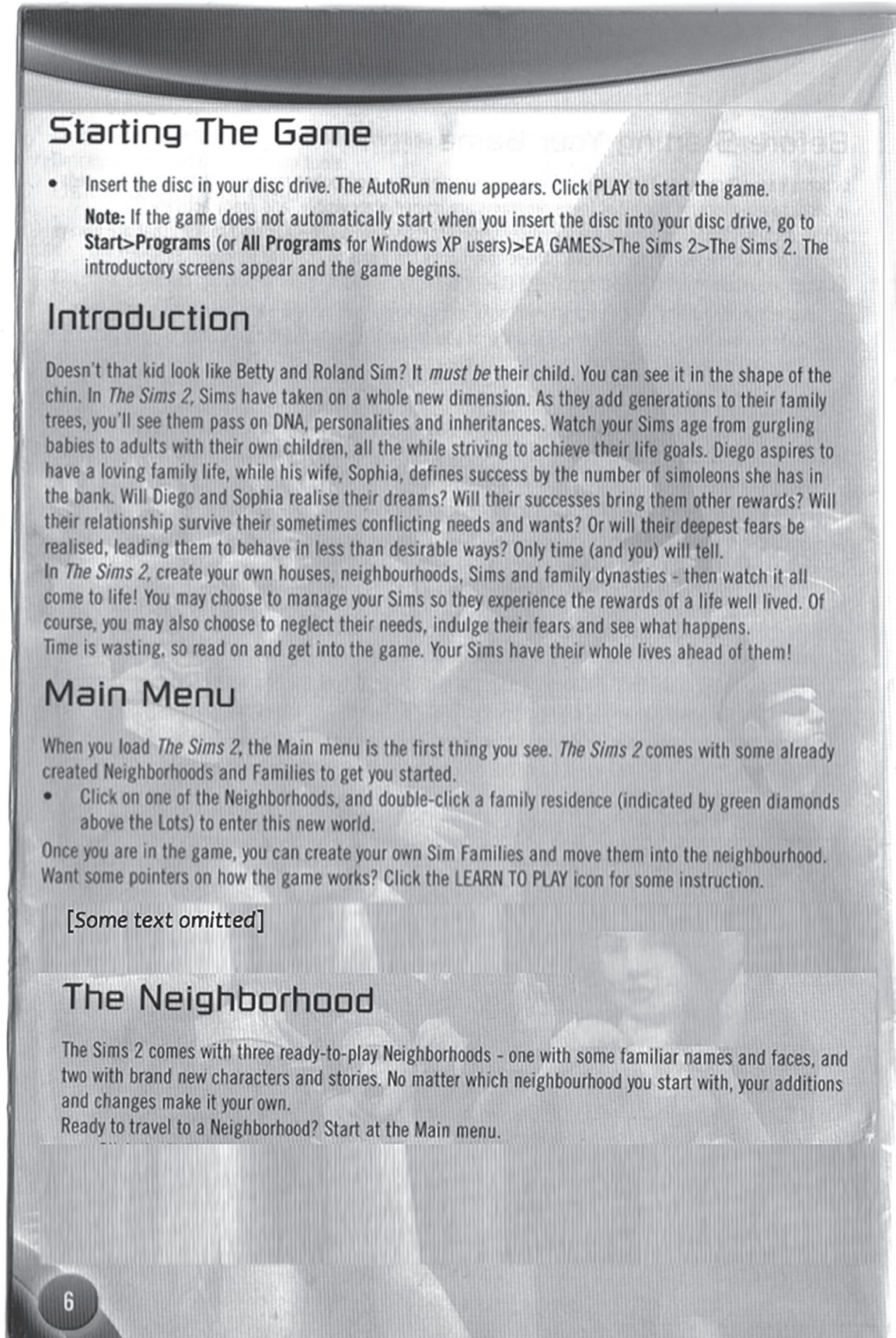
The material in this Resource Booklet relates to the questions in the Question Paper.

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SECTION A – Language under the microscope

Text A

Text A is a page from an instruction booklet that came with the computer game *The Sims 2*, released in 2004.



[Text A – written text only]

Starting The Game

- Insert the disc in your disc drive. The AutoRun menu appears. Click PLAY to start the game.
Note: If the game does not automatically start when you insert the disc into your disc drive, go to **Start>Programs** (or **All Programs** for Windows XP users)>EA GAMES>The Sims 2>The Sims 2. The introductory screens appear and the game begins.

Introduction

Doesn't that kid look like Betty and Roland Sim? It *must be* their child. You can see it in the shape of the chin. In *The Sims 2*, Sims have taken on a whole new dimension. As they add generations to their family trees, you'll see them pass on DNA, personalities and inheritances. Watch your Sims age from gurgling babies to adults with their own children, all the while striving to achieve their life goals. Diego aspires to have a loving family life, while his wife, Sophia, defines success by the number of simoleons she has in the bank. Will Diego and Sophia realise their dreams? Will their successes bring them other rewards? Will their relationship survive their sometimes conflicting needs and wants? Or will their deepest fears be realised, leading them to behave in less than desirable ways? Only time (and you) will tell. In *The Sims 2*, create your own houses, neighbourhoods, Sims and family dynasties – then watch it all come to life! You may choose to manage your Sims so they experience the rewards of a life well lived. Of course, you may also choose to neglect their needs, indulge their fears and see what happens. Time is wasting, so read on and get into the game. Your Sims have their whole lives ahead of them!

Main Menu

When you load *The Sims 2*, the Main menu is the first thing you see. *The Sims 2* comes with some already created Neighborhoods and Families to get you started.

- Click on one of the Neighborhoods, and double-click a family residence (indicated by green diamonds above the Lots) to enter this new world.

Once you are in the game, you can create your own Sim Families and move them into the neighbourhood. Want some pointers on how the game works? Click the LEARN TO PLAY icon for some instruction.

[Some text omitted]

The Neighborhood

The Sims 2 comes with three ready-to-play Neighborhoods – one with some familiar names and faces, and two with brand new characters and stories. No matter which neighbourhood you start with, your additions and changes make it your own.

Ready to travel to a Neighborhood? Start at the Main menu.

SECTION C – Comparing and contrasting texts

Text B

Text B is an extract from a transcript of a family mealtime conversation, recorded by Ella, aged 17. Laura is Ella's mother, Daniel her father and Joan her grandmother. Joan is talking first about someone at her bowling club and then about how the department store Marks and Spencer looked after the health of its employees when she worked there in the 1950s. Laura also worked at the store, but more recently. These are not their real names.

JOAN: (2) he's got a horrible (.) you know very // thick

LAURA: // beards you know are all the rage at the moment

DANIEL: yeah they really are

LAURA: have // you noticed

DANIEL: // but people love to grow // beards now

JOAN: // oh God

LAURA: I like beards on some people

JOAN: I think it makes you look ever so old

LAURA: Lots of people have got beards

DANIEL: I can't imagine lying in bed (1) lying against the pillow (2) ahah with a beard (1) sort of itching round my throat and chin

JOAN: oh no

[*text omitted. DANIEL has left the room*]

JOAN: At Marks and Spencer's you always used to have the dentist the doctor (1) hairdresser didn't you Laura

LAURA: yep

JOAN: used to get a free new toothbrush every time they come

LAURA: huh

ELLA: cool

JOAN: don't anymore though that's all been wiped out (3) that was when it was owned by Sieff¹.

LAURA: yeah

JOAN: you used to be able to get a really good meal for 5p // didn't you

LAURA: // yeah

¹ 'Sieff' – refers to Lord Sieff, who took over ownership of Marks and Spencer from 1964 onwards

JOAN: and afternoon snacks

LAURA: yep

JOAN: and all the meals was all home cooked weren't they

LAURA: yep (2) they also used to have the sort of umm (2) breast (.) clinic come // round didn't they

JOAN: // that's right

LAURA: it wasn't (2) // on the NHS.

JOAN: // yeah I was off sick when it come to our unit so a few weeks later I went up to Harley Street and had it done.

JOAN: but I don't think they have anything like that now do they

LAURA: I don't think so

JOAN: quite a lot of elderly people work in the Marks and Spencer's in // Cranleigh

LAURA: // yeah loads

JOAN: yeah

LAURA: I don't think they're doing very well at the moment are they

JOAN: well I was telling Daniel (.) when I got my (.) when I got my bank statement they usually send me a letter to tell me about my shares (.) I mean I don't know if it got mislaid or something I looked at my bank statement and I thought ooh what's that fifty odd pound there and it was my shares

LAURA: // oh right

JOAN: // so they must have done well last year

LAURA: oh right

JOAN: I noticed Dad's pension's on there (*referring to her late husband, Laura's father*) two pound fifty a week (2) I get one hundred and two pound a year from Dad's pension

TRANSCRIPTION KEY

(.) micropause
 // overlapping speech
 (1/2/3) pause in seconds

SECTION C – Comparing and contrasting texts

Text C

Text C is an extract from an 'Employee Welfare Timeline' downloaded from the website 'marksintime.marksandspencer.com', an official site created by Marks and Spencer which charts the history of the company.

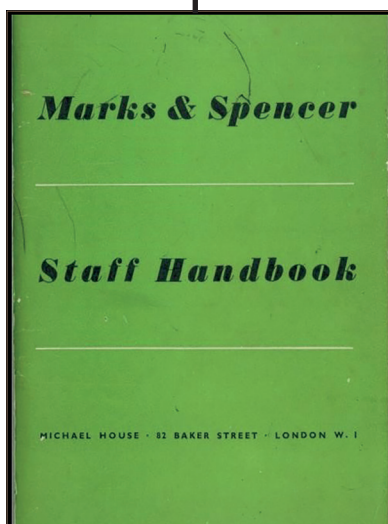


1953

St Michael News is introduced, taking over from Sparks as the staff magazine. The magazine now includes details of current M&S products and fashion trends, as well as information on stores and staff.



St. Michael News, Second edition, June 1953



M&S Staff handbook, c.1950s

1957

By 1957 over £35 per person is committed to staff welfare per year. Over £800,000 is spent on staff quarters, subsidised meals, health services and sport and social opportunities.

[TEXT C continued]



M&S Staff, c.1960s

1980s

During the 1980s slimming clubs are set up for M&S staff to develop a staff community around being healthy.



Family Care Policy booklet, 1995

1965

M&S introduces free cervical screening for women over the age of 35, and this is expanded to women over the age of 25 in 1967. Screening is not yet available on the NHS.

1976

M&S becomes the **first company in Europe** to introduce a mobile breast screening unit which visits stores nationwide, and female staff are still able to access this service for free at a younger age than is available on the NHS.



M&S Leeds slimming club, 1984

1995

A new **Family Care Policy** is launched to help support staff with family and caring priorities. It includes longer maternity leave and also paternity leave, part-time work options and dependency leave.

[TEXT C continued]



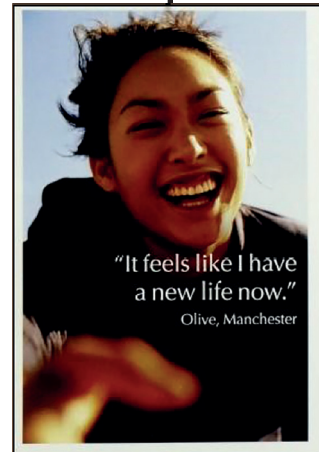
1999

M&S is selected as the flagship company for a leading UK charity on pregnancy health. We are selected for our **pregnancy accreditation programme**, excellent working conditions and policies for pregnant staff.

2004

The 'Marks and Start' work experience initiative for disadvantaged people is the biggest company-led work experience programme in the UK and Ireland.

The initiative helps disadvantaged people such as disabled people, homeless people, lone parents and the young unemployed to find work experience placements to help them into long term employment.



'Marks and Start' promotional material, 2004



Plan A promotional material, 2007

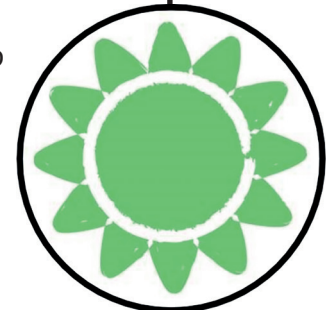
2006

M&S is one of the **top 50 places to work in the UK** in the Best Workplaces Awards 2006. We also receive a special award for commitment to Corporate Social Responsibility, especially for the success of the Marks and Start scheme.

2007 to Today

Plan A is launched and includes the award winning **Your Plan A Wellbeing Website** offering free health and lifestyle advice, access to healthcare services and health challenges.

Today M&S staff can also access a free physiotherapy service, free confidential 24/7 helpline and counselling and access to an in-house occupational health service.



M&S welfare services have supported staff for almost 80 years!

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