**Introduction to Y12 English Language**

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**Summer GAP Task**

**Task 1: The Influence of technology**

Watch this video by the linguist David Crystal (he is the guru of language – you can read any of his books and they will give you great insight and knowledge)

https://www.youtube.com/watch?v=qVqcoB798Is

Make notes on what he says about the influence of technology on language

 What are your views?

Write approx. 300 words in response to the following question: **“Is Technology damaging or improving the English Language?”**

**Task 2:** **Language in the media**

 Create an A3 collage of headlines/slogans/text snippets, which you think have deliberately chosen language to have an effect on the audience.

Choose snippets of text you find interesting and striking.

**Task 3 – Advert analysis**

Choose an advert – printed or online – it will need some text on it!!!!

Write approximately 350-500 words analysing how that text uses language to persuade the audience. What choices have been made by the writer and why are they effective in the text?