

Contents

Introduction	v
Part 1 – Language in cultural context	1
Chapter 1 The English language	1
Unit 1.1 English as a global language	2
Unit 1.2 Varieties of English	8
Assessment: Part 1 written task 1	21
Assessment: Part 1 further oral activity	28
Chapter 2 Close reading	35
Unit 2.1 Audience and purpose	36
Unit 2.2 Content and theme	39
Unit 2.3 Tone and mood	43
Unit 2.4 Stylistic devices	47
Unit 2.5 Structure	51
Assessment: Paper 1	56
Part 2 – Language and mass communication	68
Chapter 3 The media	68
Unit 3.1 Journalism	69
Unit 3.2 The Internet	78
Assessment: Part 2 written task 1	81
Chapter 4 The language of persuasion	89
Unit 4.1 Propaganda	90
Unit 4.2 Rhetoric	94
Unit 4.3 Advertising	98
Assessment: Part 2 further oral activity	108
Part 3 – Literature: texts and contexts	118
Chapter 5 The context of interpretation	118
Unit 5.1 Approaching fiction	119
Unit 5.2 Traditions of literary criticism	126
Assessment: Part 3 or 4 written task 1	130
Chapter 6 The context of composition	137
Unit 6.1 Types of novel	138
Unit 6.2 Literary movements	143
Assessment: Paper 2	148

Part 4 – Literature: critical study	160
Chapter 7 The mechanics of fiction	160
Unit 7.1 Engaging the reader	160
Unit 7.2 Plot, character and setting	162
Unit 7.3 Conflict and theme	171
Unit 7.4 Narrative voice	176
Unit 7.5 Revision	186
Assessment: Written task 2 (HL only)	188
Chapter 8 What makes English poetic?	193
Unit 8.1 Sound and structure	194
Unit 8.2 Imagery and figurative language	202
Assessment: The individual oral commentary	209
Glossary	221
Index	225
Acknowledgements	229