

- (1) The link between the *signified* and the *signifier* is
- (A) arbiter
 - (B) Artery
 - (C) arbitrary
 - (D) artistry
- (2) is 'our [innate] knowledge of the systematic correspondences between sound and meaning which make up our language'.
- (A) Langue
 - (B) Teaching
 - (C) Learning
 - (D) Parole
- (3) The promotion of English, both in Britain and in the United States, led to the of the other languages which exist there.
- (A) moralization
 - (B) marginalization
 - (C) realization
 - (D) modification
- (4) is the art of using language so as to persuade or to influence others.
- (A) Retroflex
 - (B) Orthotic
 - (C) Rhetoric
 - (D) Restock
- (5) Which sentence involves a *simile*
- (A) This room is an Oven
 - (B) Her hair was golden silk
 - (C) The room was like an oven
 - (D) The sun was a diamond in the sky
- (6) is concerned with power: the power to make decisions, to control resources, to control other people's behaviour and values.
- (A) Politics
 - (B) Politeness
 - (C) Polysemy
 - (D) Polylines

- (7)is the background assumption embedded within a sentence or a phrase.
- (A) Imply
 - (B) Definition
 - (C) Presupposition
 - (D) Implicature
- (8) According to *The Sapir-Whorf hypothesis*, there is a ... link between culture and language.
- (A) captive
 - (B) active
 - (C) causative
 - (D) loose.
- (9) The term **MEDIA** can refer to.....
- (A) the press
 - (B) television
 - (C) World Wide Web
 - (D) all the above
- (10) The *Media* can represent a powerful source in society because it
- (A) can select what counts as news.
 - (B) can decide who gets on the television, radio or newspaper.
 - (C) has become an integral part of most people's lives
 - (D) all the above
- (11).....refers to the accent used by the educated and the wealthy; it gives no indication of what part of the country the speaker came from.
- (A) Advanced RP
 - (B) Classical Arabic
 - (C) Vernacular
 - (D) Dialectal pronunciation
- (12).....refers to an accent which sounds less formal than advanced RP and is the one that most people in Britain generally hear when they listen to newsreaders on national television.
- (A) Vernacular

- (B) French
 - (C) Arabic
 - (D) **Mainstream (RP).**
- (13) **Physical coercion** is associated with
- (A) legal laws
 - (B) **dictatorial regimes**
 - (C) Persuasion and consent.
 - (D) Democratic regime
- (14)..... **language** is usually used in poetry not in science.
- (A) Referential
 - (B) Affective
 - (C) **Aesthetic**
 - (D) Phatic.
- (15)..... of Standard English is a process where scholars analyse and record the vocabulary and grammatical patterns of a language.
- (A) **Codification**
 - (B) Translation.
 - (C) Writing
 - (D) Confiscation
- (16)..... is the ability of its holders to force obedience of other people to their will.
- (A) Parole
 - (B) Language
 - (C) **Power**
 - (D) Signifier.
- (17) A casual conversation between you and a close friend is an event which won't be planned in advance.
- (A) formal
 - (B) **informal**
 - (C) feral
 - (D) far
- (18) The of language you use depends on the formality of the context and the amount of planning that is involved.
- (A) **style**
 - (B) tattoo
 - (C) stole

(D) taboo

(19) In the United States, negative and can be associated with Spanish-accented speakers.

(A) criminal stereotypes

(B) critical stiff types

(C) curly stripe

(D) crispy meal file.

(20) refers to the rules that attempt to control social interaction in the virtual world.

(A) Nitrite

(B) Netiquette

(C) decorum

(D) Nebulas