

## Preparatory work for A Level English Language (Linguistics)

### Task 1: Research Task

Good research skills will be essential to your success in A Level English Language. As a way to encourage good research habits, conduct some research into the words of the year, spanning 2018-2022. The information you report should come from 3 different sources and should be recorded on a chart like the one below:

<b>Words of the Year</b>		
<b>Source 1:</b> _____	<b>Source 2:</b> _____	<b>Source 3:</b> _____
<b>2022:</b>	<b>2022:</b>	<b>2022:</b>
<b>2021:</b>	<b>2021:</b>	<b>2021:</b>
<b>2020:</b>	<b>2020:</b>	<b>2020:</b>
<b>2019:</b>	<b>2019:</b>	<b>2019:</b>
<b>2018:</b>	<b>2018:</b>	<b>2018:</b>

### Task 2: Analyse your data

Spend some time thinking about, or doing additional reading on, these words of the year. Consider the questions below as analysis prompts:

- Why do you think each of these selections were made? Do you find any of these selections unusual or surprising?
- What do they imply about the state of the world or cultural landscape in that year?
- To what extent is it significant that the different outlets select different words of the year?
- Do you agree or disagree with any of the selections – why?

### Task 3: An introduction to language discourses.

Read the articles on pages 2-4 of this pack. Both articles are about children adopting an accent that is different to their parents. Compare and contrast the views presented in these articles. What attitudes about different accents are expressed? What is interesting about how these viewpoints are expressed and supported? What do the articles collectively suggest about children's language?

# Peppa Pig has American kids speaking in English accents

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Maya Yang

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Parents across the US say their children are acquiring British accents, thanks to Peppa Pig.

Linguistic experts have cast doubt on such claims, but some parents insist the “Peppa effect” has their American children saying “mummy” instead of “mommy”, using phrases such as “Give it a go”, and pronouncing tomato “to-mah-to”, not “to-may-to”.

‘It was like meeting the Pope’: how Peppa Pig became a £1bn global phenomenon

The show was popular with the pre-kindergarten crowd before the pandemic but it has experienced record-breaking demand since US states imposed restrictions last year.

According to data from Parrot Analytics – a consulting firm apparently not named for Polly Parrot, a pet owned by Granny Pig – for a 12-month run that ended in February, Peppa Pig was the second most in-demand cartoon in US households, after SpongeBob SquarePants.

Within the last 30 days, Parrot said, the show generated higher demand than 98.9% of all children’s titles across the US. Compared to its domestic market, audience demand for Peppa in the US is 112% higher than in the UK.

In 2019, Dr Susannah Levi, an associate professor of communicative sciences and disorders at New York University, said she was skeptical about the “Pepper effect”, telling the Guardian toddlers “typically ... develop the accent of the community around [them] by interactions, not by watching”.

Levi did concede that children might learn unfamiliar words from a show – including “to-mah-to” and “zeh-bra” – and thereby in the case of Peppa Pig come to use the British pronunciation.

Across social media, however, Peppa remains in full effect as parents post evidence of their toddlers speaking in British accents.

In one TikTok video posted last August that has been viewed more than 10m times, Dominique Parr, a Seattle-based mother, filmed her daughter Hazel repeating lines from the show including “How clever” and “Oh dear”.

Preetika Rana, a Wall Street Journal reporter, recently tweeted: “My five-year-old niece in [New York City] had an American accent before the pandemic. Now she has a posh English accent after spending a year at home watching Peppa Pig. This phenomenon is so widespread that it’s a trending hashtag, #PeppaEffect.”

Rana's tweet attracted responses from other parents, all detailing Britishisms their toddlers have adopted.

One user replied: "Oh yesss ... my daughter commonly uses words and phrases like 'Satnav, petrol, Can I have a go?' etc. And for Christmas I had to put out a freaking mince pie for Father Christmas, or, as we call him here in the States, Santa."

<https://amp.theguardian.com/tv-and-radio/2021/jul/19/peppa-pig-american-kids-british-accent>

## Mum's Netflix hack shows how to stop kids picking up American accent

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### Mum Sophie McCartney shared her top tip that'll save your sanity (and your kids from speaking with a twang)

If your kids are picking up American slang words or an American accent while watching their favourite shows on Netflix, then you'll know just how annoying it is.

But, rather than banning it completely (who needs that when you're snowed under trying to prep for Christmas?!), one mum has a hack you must try out – and it could save your sanity!

Instagram influencer Sophie McCartney shared a relatable video where she asked: 'Kids developing an American twang from all the Netflix you let them watch?'

'Let me change your life,' she added, before revealing her clever hack.

In the Instagram video, Sophie then shared how she changes the audio for some kids' shows from the original English with an American accent, to British English for her children, pausing an episode of Paw Patrol to show viewers how it's done.

After pausing mid-episode, Sophie then clicks onto the 'Audio and subtitles' setting and changes the audio to British English rather than English (Original).

Are we the only ones who didn't know this was possible!?

Sophie then resumes the episode and we're shown the Paw Patrol characters speaking in a whole new accent – and we're shook!

See the full reveal here:

Of course, it doesn't work for every programme, and really only works with cartoons, but it's perfect for stopping the kids from adopting their favourite character's twang when speaking back to you.

Honestly, it's a win for that alone.

Followers were big fans of the trick.

'The parenting hack of all parenting hacks,' said one.

Meanwhile, another wrote: 'Whaaaaat!! 🙌 does YouTube have this function too? 🤖 🤖'

And that's not the only parenting hack we've noticed lately.

Rather than worrying about the kids getting access to your phone and seeing just what you've bought them for Christmas (via your messages to your partner, naturally), this iPhone hack will ensure your children WON'T accidentally see messages that are not meant for little prying eyes.

And, sick of half-eaten crisps getting forgotten about and going stale? Stacey Solomon's got you covered.

The TV presenter alerted us all to a simple tip to create a ziplock effect on those crisp packets ... by using a straw.

Got a Paw Patrol fan in the house? How about treating them to these themed pjs that come in sizes to fit from 18 months to 8 years old? See more details here at Amazon.

Did you know about these? Do you have any others to share? Let us know in the chat thread below...

<https://www.netmums.com/life/mums-netflix-hack-shows-how-to-stop-kids-picking-up>