



ENGLISH B – HIGHER LEVEL – PAPER 1
ANGLAIS B – NIVEAU SUPÉRIEUR – ÉPREUVE 1
INGLÉS B – NIVEL SUPERIOR – PRUEBA 1

Friday 9 November 2001 (morning)
Vendredi 9 novembre 2001 (matin)
Viernes 9 de noviembre de 2001 (mañana)

1 h 30 m

TEXT BOOKLET – INSTRUCTIONS TO CANDIDATES

- Do not open this booklet until instructed to do so.
- This booklet contains all of the texts required for Paper 1 (Text handling).
- Answer the questions in the Question and Answer Booklet provided.

LIVRET DE TEXTES – INSTRUCTIONS DESTINÉES AUX CANDIDATS

- Ne pas ouvrir ce livret avant d’y être autorisé.
- Ce livret contient tous les textes nécessaires à l’épreuve 1 (Lecture interactive).
- Répondre à toutes les questions dans le livret de questions et réponses.

CUADERNO DE TEXTOS – INSTRUCCIONES PARA LOS ALUMNOS

- No abra este cuaderno hasta que se lo autoricen.
- Este cuaderno contiene todos los textos requeridos para la Prueba 1 (Manejo y comprensión de textos).
- Conteste todas las preguntas en el cuaderno de preguntas y respuestas.

TEXT A

A journalist tells the story of a frightening experience on an airplane.

- ❶ *BING! “Ladies and gentlemen, this is your flight captain speaking. As most of you will have gathered, all is not well with this flight. We have a little orange warning light in the cockpit here flickering on and off, which tells us we have a problem with our port engine...”*
- ❷ On the 15.25 flight from Athens, a hush descends over the aircraft. People behind and to the side of me start sobbing. Several others make a dash for the lavatory.
- ❸ *“I’m sure it’s nothing, really,” the captain goes on, “probably just a loose wire. For safety reasons, it’s best in these situations to shut down the engine and return to Athens airport. This aircraft is perfectly capable of running on one engine, so we should have no problems landing. Thank you.”*
- ❹ So just how serious is this? He’s got to say that, even if it’s far worse than just a loose wire. I’ve flown dozens of times and I knew before the announcement that something was up. We were 30 minutes into the flight and we had been circling the Corinth canal for most of that time.
- ❺ *BING! “This is your flight captain speaking. I can assure you that everything is going to plan. We’ve got to burn off a few tons of fuel before we can land again at Athens, which will take about an hour. We’re going to fly fairly fast. Also, shortly you’ll hear some thumping sounds as we lower the undercarriage, in order to burn up fuel more quickly. I promise to keep you updated on developments.”*
- ❻ So now we’re burning up fuel so that when we try to land and get blown to oblivion, we don’t take the whole of Athens airport with us...
- ❼ I stared at the emergency exit, a cold sweat creeping over me, then out of the window yet again. I knew every inch of the Corinth canal by now. The aircraft was still silent, save for the muffled sobbing from various quarters. My mood was swinging wildly from total pessimism to cautious optimism and back again. Is this really it, then?
- ❽ *BING! “Ladies and gentlemen, this is your captain again.” Was his voice shaking towards the end? “We have now burnt off enough fuel for us to land at Athens airport, in about 15 minutes. Everything is going according to plan - please be aware of the safety procedures. When we land, we will be followed down the runway by fire tenders and ambulances - this is normal procedure.”*
- ❾ Only 15 minutes until the nightmare ended one way or another. It would seem like 15 hours.
- ❿ It was dead silent as we approached the runway, not a whisper from anybody, even the sobbing was put on hold. Everything seemed curiously normal. Lower, lower, then a heavy rumble as the tyres hit the runway. We were down. The fire tenders and ambulances raced after us. We were slowing, slowing. We had made it.
- ⓫ Huge sighs of relief all round. Then the aircraft erupted into a spontaneous burst of thunderous applause and cheering for the captain and crew. Cries of anguish turned to cries of joy. The nightmare ended.

TEXT B

In 1999, there were worries that, because of a basic design problem, many computers would not be able to deal with the change of data from the 1900s to the 2000s.

On 2 January 2000, a newspaper commented on what had actually happened...

THE BUG THAT DID NOT BITE

THE DAMAGE HAS BEEN MINIMAL - SO FAR

Last year there were many disasters around the world that [- *example* -] not predicted. But the one that was expected to happen - the millennium bug, or 'Y2K' - did not. Or at least not yet. Yesterday financial institutions in the City of London breathed a collective sigh of relief when dealings reopened without serious computer problems after the new year closure period.

5 Robin Guenier, chairman of Taskforce 2000, however, argues that bug-related problems [- 5 -] spread over a long period and that 65% have yet to surface. He may be proved right. But to most business people, the worst of the scary scenarios is over. The debate now is about whether the \$200bn to \$600bn spent teaching computers to tell the time properly was brilliantly successful or a complete waste of money that [- 6 -] better spent on building

10 hospitals and schools.

At this very moment, questions [- 7 -] asked that will keep business schools occupied for years. For instance: how is it that countries spending very little on bug prevention (ranging from Italy in the developed world to most countries in the third world) appear so far to have escaped serious effects? Of course, just because governments (as in Italy) [- 8 -] spent very

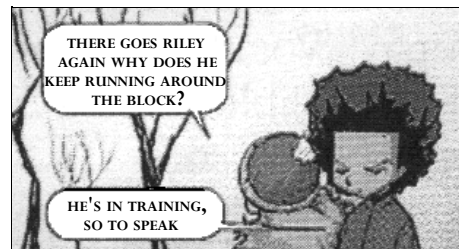
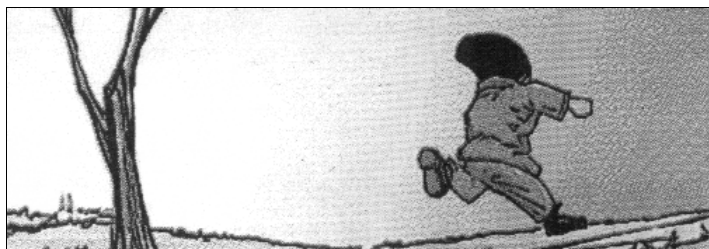
15 little, it does not follow that companies, with more to lose, [- 9 -] done the same. Even if there was not a problem in the first place - a difficult hypothesis to prove - the episode has led to a global refurbishment of computers which [- 10 -] make industry more efficient (besides helping to fuel the stock market boom). Such investment in computers might or might not justify the expense incurred - a question the business school students should look at too. If

20 the total bill is \$500bn, that amounts to \$83 for every man, woman and child in the world, including the vast majority of people in China, India and Africa who [- 11 -] have computers. An audit is clearly needed. But even that will not stop the debate. It says something about the millennium spirit that we seem as worried about disasters avoided as disasters experienced.

TEXT C

Drawing fire

... by Duncan Campbell



- 1 The newspaper cartoon strip is part of the American way of life in a way that it never really has been in Britain. But rarely do the cartoons make their presence felt on other pages of the newspaper. Until, that was, the arrival of *the Boondocks*, a strip that has created a stir sufficient enough to make it the subject of intense debate in news and letter pages across the US. It has provoked both a fierce loyalty from its admirers and an angry reaction from its detractors, leading to a debate between readers and their papers about the role of the cartoon. The key questions are to do with race, violence, humour and the American condition.
- 2 The creation of a young artist called Aaron McGruder, *the Boondocks* began its life four years ago as an online strip on a small website. At the time McGruder, now 25, was studying African-American history and computer graphics at the University of Maryland and the strip duly graduated to his campus newspaper, the *Diamondbacker*, and from there to the music paper, the *Source*.
- 3 The central character is a scornful and hard-to-please black schoolboy called Huey Freeman, named after the Black Panther¹, Huey P Newton. His family has just moved from the inner city of Chicago to a white suburb and Huey is on the lookout for racism, whether visible or concealed. His fellow protagonists include his best friend, the outgoing Caesar, from Brooklyn; Jazmine DuBois, a sweet and rather confused bi-racial girl - her hair is 'frizzy', she says, not an Afro; and Huey's little brother, Riley, who has bought into the 'gangsta'² culture. Cindy is the white girl thrilled at the fashionable possibilities of her new neighbours and who offends Huey. Aside from the young central characters, adults feature mainly as creatures unable to understand the complexities of life and music.
- 4 While most strips wander gently through life's little complexities, as seen perhaps through the eyes of a dog or a cat, *the Boondocks* cheerfully deals with some of the most delicate issues in America today: race, drugs, violence, education.
- 5 When the Los Angeles Times, which carries 27 strips a day, first ran it last year more than 100 letters of complaint flooded in. "This is a depiction of angry black children bent on killing," wrote one university sociology researcher who threatened to cancel her subscription if the cartoon continued.
- 6 The Times has backed McGruder but other papers have been challenged by readers who claim that they would not run anything as strong from a white cartoonist. Complaints have predictably come from people who do not want to share their morning breakfast cereal with a bad-tempered, young black kid but also from readers who say that they feel it presents a negative image of black people.
- 7 McGruder, who takes his artistic inspiration from Japanese animators, accepts that *the Boondocks* will be subject to much more scrutiny than the more conventional new arrivals on the scene and that it will be viewed through the nation's racial lense. He is one of only five black artists among hundreds of white cartoonists. "I have a special responsibility to the black community to represent us accurately and depict us in both writing and art in a way which black people will be proud of and allow their children to read. It has been really important to me to try and show the beauty of black children and, above all, their sophistication. Black people are going to be watching very closely to see if you misrepresent something - and for good reason: they've been horribly misrepresented in the past."

¹ Black Panthers: a militant black power group of the 1960s.

² gangsta: from the word 'gangster' meaning a member of an organised group of criminals.

TEXT D

HOW TO ... sell anything to anyone

5 Stage one of selling is to grasp a little psychology, and realise that people will readily respond to a craze - when everyone wants the new thing. Some crazes start because people believe that "expensive equals good": if they do not know much about a product, they will revert to type and trust that anything is worth its price tag. Other crazes are started by the scarcity effect: less is more when trying to whip up interest, because people believe that they will not be able to get what they want. Just look at the hysteria created by any leading Christmas-time toy.

10 You must also understand the culture in which your potential consumer is living. Many crazes start because consumers want to believe that a product seems to capture the spirit of the time. The Walkman personal tape players connected with the desire of the seventies generation for independence and freedom; the Volkswagen Beetle was a car that connected with the simple tastes of the sixties generation. So you should approach culture with an open mind in order to 'chance' upon the right formula and search in what seems to be unrelated fields of interest.

15 Consumers also want to believe that your product has emotional value for them: sentiment sells. The Cabbage Patch Doll was just another doll until its creator decided that it should be available for adoption and that each doll should have its own unique name. And that started the craze!

20 The craze phenomenon is useful for launching a product, but you need to move on if you want your product to be a market leader. At this stage, remember the 'safety in numbers' illusion. Your profit will be increased if you create the impression that a product is popular, through clever marketing: if the consumer's perceived value of a product is magnified, because everyone else seems to think it is great, then you will succeed in extending its worth, and 'worth' is another way of saying 'profit'.

25 Once your product has reached the ultimate stage of being a household name, make sure that the consumers never awake from their dream. Your product must exist within its own unique, carefully crafted and satisfying world. Work hard to ensure that nothing disrupts the consistent message your product gives.