

English B – Higher level – Paper 1
Anglais B – Niveau supérieur – Épreuve 1
Inglés B – Nivel superior – Prueba 1

Thursday 2 November 2017 (afternoon)

Jeudi 2 novembre 2017 (après-midi)

Jueves 2 de noviembre de 2017 (tarde)

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.
- Answer the questions in the question and answer booklet provided.

Livret de textes – Instructions destinées aux candidats

- N'ouvrez pas ce livret avant d'y être autorisé(e).
- Ce livret contient tous les textes nécessaires à l'épreuve 1.
- Répondez à toutes les questions dans le livret de questions et réponses fourni.

Cuaderno de textos – Instrucciones para los alumnos

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

Text A

Create your new noise: use radio adverts to target teens

We are New Noise Audio, a UK-based music production house who specialise in producing high quality, bespoke music for radio, television and online campaigns worldwide.



5 As the autumn sets in, one thing is on the minds of young teens – GOING BACK TO SCHOOL. Many higher education institutions are trying to capture the minds of those teenagers and young adults who aren't quite sure about which path to take in terms of studying and careers, so they are approaching us to help them with their advertising campaigns.

10 **Does radio advertising still work?**

Due to a reported decrease in the percentage of radio listening figures for 16–24 year olds, many businesses nowadays are of the opinion that it's not worth advertising to teenagers. However, these reports also show that radio advertising targeting teenagers does work. It is still a proven method of attracting new business, and we've found that advertising higher education places is a good way of reaching potential attendees.

Consider the numbers:

20 UK Government statistics show that young adults between the ages of 16–24 are still listening to at least 1 hour of radio on average every day, demonstrating that there is still a market to reach. The UK Government figures also show that 16–24 year olds are using computers in their spare time for around 3 and a half hours a day. At the same time, the popularity of streaming AM/FM radio stations online among this group is also increasing in the UK.

25 This phenomenon seems to be international: US-based research centre Edison showed that 13–17 year olds in the United States are dedicating around 53 minutes of listening time per day to AM/FM radio stations.

Yes, there are reports of its decline, but an hour of listening time is still there for the taking. In the UK, that is equivalent to approximately 4 to 5 radio advert breaks.

Our approach at New Noise Audio

30 When it comes to creating a higher education radio commercial, we always advise appealing to the parent as well as the teenager, as it's usually the parent who has the last say on where the teenager attends college or university.

35 In the UK, in the run up to the beginning of the academic year, thousands of students will be searching for places at higher education institutions. Short radio advertisement campaigns concentrated around this time will bring brand awareness to students who need it now and in the future.

Text B

“Resurrection Plants” Offer Hope as Climate Turns Hostile

5 Environmentalists fear that more and more of Africa will be reduced to a dust bowl by global warming, with higher temperatures, reduced water supplies and population growth threatening to trigger worsening famines.

10 Scientists say it is important to adapt to this new reality: “We should make agriculture part of the solution to our issues. The climate change problem is so huge that everything should be on the table,” says Rattan Lal, professor of soil science at Ohio State University.

15 “Soil, cropping systems, farming systems — they all must have the capacity to recover from a drastic change in climate,” he adds.

20 As the race to adapt to climate change quickens, a South African scientist is leading global research into developing crops that mimic the extraordinary survival skills of “resurrection plants.”

25 Jill Farrant, a professor of molecular and cell biology at the University of Cape Town, hopes to help farmers toiling in these increasingly hot and dry conditions. Farrant – who won a UNESCO Award for Women in Science in 2012 – believes her work in resurrection plants is a step in the right direction.

30 With more than 130 known varieties in the world, resurrection plants are a unique group of flora that can withstand extreme water shortages for years. During a drought, the plant acts like a seed,

35 becoming so dry it appears dead. But when the skies finally open and the rain pours down, the shrivelled, seemingly dead plant bursts back to life, turning green and robust in just a few hours.

40 A farmer’s daughter, Farrant can recall finding a resurrection plant as a nine-year-old: “I wrote in my diary about a plant that had died and came back after the rain,” she said.

45 She returned to the subject in 1994, and has since become the world’s leading expert in her field.

50 “I want to cater to the subsistence farmer, the person who wants to make enough food to live,” Farrant said.

55 Farrant has recently focused her research on teff, a grass which has been used for centuries in Ethiopia as a staple food. She hopes to make teff more resilient by activating genes she discovered by studying resurrection plants.

60 If she can utilize the power of resurrection plants, farmers may have a better chance of survival.

65 “If it doesn’t rain, it doesn’t matter. At least your plants won’t die,” she said. “The moment they get rain, they’re ready to go.”

If successful, Farrant will follow in the venerable footsteps of earlier scientists who have saved crops from devastation by exploiting plants with specific strengths.

Stephanie Findlay/AFP

Text C

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Text D

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Text E

People judge you on two criteria says Harvard psychologist

People size you up in seconds, but what exactly are they evaluating?

In her new book, *Presence*, Harvard Business School professor Amy Cuddy explores how to feel more confident. She says people quickly answer two questions when they first meet you:

- Can I trust this person?
- Can I respect this person?

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Psychologists refer to these dimensions as *warmth* and *competence* respectively, and ideally you want to be perceived as having both.

Interestingly, Cuddy says that most people, especially in a professional context, believe that competence is the more important factor. After all, they want to prove that they are smart and talented enough to handle your business.

But in fact warmth, or trustworthiness, is the most important factor in how people evaluate you. "From an evolutionary perspective," Cuddy says, "it is more crucial to our survival to know whether a person deserves our trust."

While respect is highly valued, Cuddy says it is evaluated only after trust is established. And focusing too much on displaying it can backfire.

It makes sense when you consider that in cavemen days it was more important to figure out if your fellow man was going to kill you and steal all your possessions than if he was competent enough to build a good fire.

Cuddy says that MBA* interns seeking full-time employment within a company are often so concerned about coming across as smart and competent that, as a result, they tend to skip social events, not ask their colleagues for help, and consequently they then seem unapproachable.

These potential employees are in for a rude awakening when they don't get "the big one" because nobody got to know and trust them as people.

"[- X -] someone you're trying to influence doesn't trust you, [- 50 -] you're not going to get very far. [- 51 -], you might even elicit suspicion [- 52 -] you come across as manipulative," Cuddy says.

"A warm, trustworthy person who is also strong can elicit admiration. [- 53 -] only after you have established trust does your strength become a gift rather than a threat."

Adapted from Jenna Goudreau, www.uk.businessinsider.com (2016)

* MBA: Masters in Business Administration