



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

ENGLISH LANGUAGE

1123/21

Paper 2 Comprehension

October/November 2010

1 hour 30 minutes

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.

Leave a space of **one** line between answers to **each part** of a question, e.g. between **3(a)** and **3(b)**.

Leave a space of at least **three** lines after your completed answer to each **whole** question.

The insert contains the passage for comprehension.

Mistakes in spelling, punctuation and grammar may be penalised in any part of the Paper.

Dictionaries are **not** permitted in this examination.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **3** printed pages, **1** blank page and **1** insert.



Read the passage in the insert and then answer **all** the questions which follow below.

You are recommended to answer the questions in the order set.

Mistakes in spelling, punctuation and grammar may be penalised in any part of the Paper.

From paragraph 1:

- 1 The writer calls the advertising industry 'universal'. What phrase is used later in the paragraph to echo this idea? [1]

From paragraph 2:

- 2 (a) How do we realise early in the paragraph that the writer does not regard advertisements as simply ways of 'relaying necessary information'? [1]
- (b) The café owner 'might be tempted' to add to his advertisement. What does he hope to achieve by doing this? [1]
- (c) Explain **in your own words** why the writer feels that the world of advertising is such a dangerous place for ordinary people. [2]

From paragraph 3:

- 3 Why do you think that the writer finds it surprising that advertising methods are similar throughout the world? [1]

From paragraph 4:

- 4 Explain **in your own words** why, according to the writer, television advertisements are broadcast at a higher volume than the actual programmes. [2]

From paragraph 5:

- 5 Explain fully what 'promise' is implicit in the naming of the perfume 'Irresistible'. [2]

From paragraph 6:

- 6 (a) The writer calls humour an 'important weapon in the advertiser's armoury'. What does this choice of words suggest about the advertiser's attitude to the public? [1]
- (b) Explain fully how, according to the writer, humorous advertisements increase sales. [2]

From paragraph 7:

- 7 (a) What is the writer asserting by calling the advertisers' approaches 'mock-scientific'? [2]
 (b) What does the writer mean by 'seemingly irrefutable' evidence? [2]

From paragraph 13:

- 8 (a) Explain **in your own words** what the author finds frightening about subliminal advertising. [2]
 (b) What does the word 'understandably' tell us about the writer's attitude to subliminal advertising? [1]

From the whole passage:

- 9 Choose **five** of the following words. For each of them give **one** word or short phrase (of not more than **seven** words) which has the same meaning that the word has in the passage.
- | | |
|--------------------------|--------------------------|
| 1. impending (line 6) | 5. continually (line 26) |
| 2. assure (line 8) | 6. complaints (line 34) |
| 3. paraded (line 16) | 7. cunning (line 39) |
| 4. necessarily (line 24) | 8. appetite (line 61) |
- [5]

- 10 **Using your own words as far as possible**, write a summary of the ways in which advertisers use celebrities to sell products, and the disadvantages of these strategies.

USE ONLY THE MATERIAL FROM LINE 46 TO LINE 85.

Your summary, which must be in continuous writing (not note form), must not be longer than 160 words, including the 10 words given below.

Begin your summary as follows:

In order to increase the sales of products, successful advertisers... [25]

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