

English B – Standard level – Paper 1
Anglais B – Niveau moyen – Épreuve 1
Inglés B – Nivel medio – Prueba 1

Monday 2 May 2016 (morning)
Lundi 2 mai 2016 (matin)
Lunes 2 de mayo de 2016 (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.
- Answer the questions in the question and answer booklet provided.

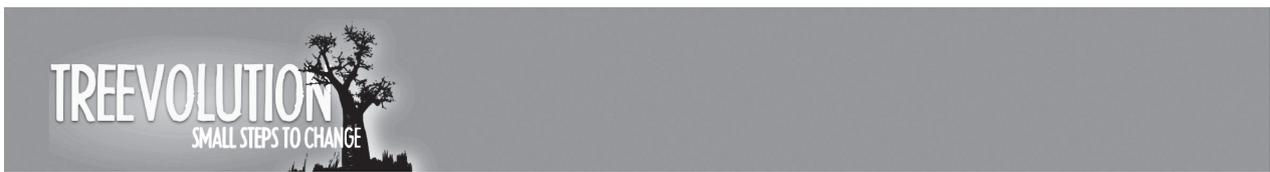
Livret de textes – Instructions destinées aux candidats

- 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



The Three Rs

Many countries are working hard to make sure we are reducing our negative impact on nature. Recycling is one of the most common ways to address such concerns.

5 When products are recycled, they are broken down into their constituent parts. Some of those parts, perhaps even all of them, are then used to produce new products. For example, plastic drink containers can be recycled and turned into the stuffing for pillows and duvets. But recycling is just one way that you can reduce your impact on the planet and help save resources.

10 There are two other steps that come before recycling: reducing the amount of natural resources you consume and reusing what you buy at least once. Together, these steps are called the three Rs: Reduce, Reuse, Recycle.

Consider these steps before you recycle:

- 15 • Reduce the amount you consume. If you don't need it, don't buy it. It sounds obvious, but how many of us are tempted to buy something simply because it's on special offer or because a new, improved model has come on the market?
- When you do buy something, choose a brand that has the least packaging or the kind that can be reused, recycled or added to compost. Look for products that are as environmentally friendly as possible.
- 20 • Look for products that are made from recycled material. If there is a demand for recycled plastic products, for example, more plastic will be recycled and less will be dumped in a landfill site or polluting the oceans. Also, less raw material will have to be mined or grown. Remember: what you buy influences what is made.

25 Before you throw something away, either for recycling or into your normal rubbish, think first if there is any way it can be reused. Can you grow seedlings in it, use it to hold paper clips or wrap a birthday present? Can it be given to a charity shop, a nursery school or a home for the elderly?

Text B

The art of deceptive advertising

From brown shoe polish on burgers to hairspray for brighter ingredients: how commercials trick us into buying their products.

5 Ever wondered why your hotel pool seems overly small compared to its website picture? A new infographic reveals just how far companies will go to make their products seem more appealing, from replacing actual ice cream with mashed potato for a more solid appearance, to using motor oil for honey or syrup. One of the most common examples is that of advertised images of hamburgers, which show items
10 between the bun to be larger and brighter than they really are, leading consumers to think the food is fresher than it really is.



15 Frozen food packages are repeat offenders which show the meals perfectly plated with fresh ingredients. Where an image includes ingredients not included in the purchase, a “serving suggestion” disclaimer is a legal requirement. However, if a customer fails to notice the tiny caption, they often incorrectly assume that all depicted items are included.

20 Deception in advertising is not just limited to food products. Hotels and resorts often alter images or use deceptive angles to manipulate the building’s real surroundings. For example, one hotel advertisement used a cleverly positioned low angle to feature what appears to be an infinity pool*. In truth, the pool is simply round in shape.

Children are also often duped by commercials. When they finally receive that toy or outdoor paddling pool, they find that the product is far smaller than advertised. With nearly half of American consumers believing advertising to be “fairly honest”, it seems they will continue to be tricked into buying disappointing products.

Extract: ‘The art of deceptive advertising: From brown shoe polish on burgers to hairspray for brighter ingredients, how commercials trick us into buying their products’ *MailOnline* 11/06/2014
Image: <https://upload.wikimedia.org/wikipedia/commons/4/4d/Cheeseburger.jpg>

* infinity pool: a swimming pool whose positioning gives the impression that it merges into the surrounding landscape, especially the sea. (*Oxford English Dictionary*)

Text C

How Men and Women Communicate Differently

Image removed for copyright reasons

It's midday during a long drive. John's sitting at the wheel. Mary's reading, glancing up now and then at the passing scenery. Suddenly, she turns to him and cries, "Talk to me!"

5 She's not stir-crazy; he's not ignoring her. They're just living the classic divide in communication between men and women. She's more discussion-oriented and he's all action. One reason for these differences stems from the way relationships develop during childhood.

Girls' friendships often focus on making connections. Talk is essential to this process: sharing secrets, relating experiences, revealing problems and discussing. Boys generally take another approach to friendship. Their buddy groups tend to be larger, focusing on activities rather than conversation.

10 This differentiation in youth leads to dissimilar communication styles in adulthood. Women communicate through dialogue. Males remain action-oriented. Research indicates that these are the general tendencies of men and women, but these divides are not absolute. There are certainly men who want to chat about their feelings, and women who quickly tire of discourse.

15 Non-verbal communication involves varying levels of body expression. Women tend to express themselves more using their hand gestures and facial expressions. Men are more conservative in facial movement and body contact; however, they do tend to be unreserved in sitting styles: sprawling and stretching. Women tend to draw in, keeping arms and legs close to their bodies.

20 Non-verbal communication for women often focuses on maintaining the relationship, whereas for men, it primarily centers on the task.

Adapted from "10 Ways Men and Women Communicate Differently"
by psychotherapist Susan Sherwood, PhD

Text D

An Irishwoman's Diary on Camping under the Stars in Australia

"There's no place for envy when I can offer you a cup of coffee" ...a casual remark. My fellow camper had been living so long on the campsite that he had his own locked fridge. The reference to a cup of coffee stemmed from my idle comment that I was envious of his espresso pot.

5 The fortysomething told me how he had spent long hours travelling on his motorbike to the incredible river gorges that drew me to this beautiful isolated spot.

Camping is part of the Australian psyche. The long hours on the road between campsites require careful planning. That is the basic belief that has created a nation of campers who bring everything they might need on a camping trip.

10 I quickly realised that not only was I a novice camper, but I was also dipping into a continental tradition that led many older people to abandon their homes and travel around Australia.

15 These so-called "grey nomads" usually travel in camper vans. These hardy travellers also have strict routines: most are up before 7 am and on the road shortly after that. Travelling at dusk is only for the foolhardy. By 7 pm, they are all sitting out on the veranda of their campers and enjoying a beer.

Australian campers are friendly [- X -] not curious. They [- 37 -] take you at face value, go about their own business and only get [- 38 -] if you need help. It's all part of the live and let live philosophy of camping in Australia.

20 There are a few [- 39 -] elements to Australian camping. The campfire is one of them; the billycan* is another camping essential. It can be used for everything from boiling water to making porridge, although it doesn't quite stretch to espresso coffee.

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* billycan: a large tin can with a spout, handle and lid
