

ENGLISH LANGUAGE

9093/03

Paper 3 Text Analysis

May/June 2014

2 hours 15 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 the work you hand in.

Write in dark blue or black pen.

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

DO NOT WRITE IN ANY BARCODES.

Answer **Question 1** and **Question 2**.

You should spend about 15 minutes reading the passages and questions before you start writing your answers.

Both questions carry equal marks.

You are reminded of the need for good English and clear presentation in your answers.

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

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



This document consists of **5** printed pages and **3** blank pages.

- 1 The following text is a transcription of a video presentation entitled *The Connection between Scent and Spending*, which is based on scientific research into how our memory is affected by our sense of smell. The two speakers are a presenter (**P**) and an expert on business and marketing (**ME**).

Imagine you recently visited a shopping mall or department store where you began to sneeze violently. When you reached home, you discovered you also had a skin rash, which lasted several days.

You are convinced that this was caused by artificial scents being released into the atmosphere, and you have decided to send an email to the management, complaining about your experience.

- (a) Write the text of this email in 120–150 words. [10]
- (b) Compare the style and language of your email complaint with the style and language of the original video transcription. [15]

The Connection between Scent and Spending

P: Fresh baked bread, chocolate chip cookies and uh freshly mown grass. For sure, one of these things reminds you of a pleasant memory and more importantly a pleasant smell. Hi, and welcome to today's programme, in which we're looking at the connection between scent and spending.

What effect does scent have on humans?

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ME: So if you ask the average person, you know, how do you think scent impacts you in a store, in a shopping mall, they think uh it must change your mood. But actually most of the research suggests it doesn't change your mood, but it can make you spend more money. It can make you linger longer and it can impact how positively you evaluate the products or the store you're in.

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P: How important is one's sense of smell to our everyday life?

ME: Most people under-estimate the importance of scent. People who lose their sense of smell actually are going into depression and they – you know – they describe the world as being kind of dull and lifeless. They lose much of their sense of taste because much of what we taste is actually a function of what we're smelling. So a lot of things that you would take for granted in terms of presence of smell, if it's taken away from us, then we suddenly notice it and it makes it a lot less pleasurable.

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P: Can we talk about scent and memory?

ME: Scent is very capable of enhancing our memory for associated things after a time delay.

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P: What kind of questions does the study of scent bring out?

ME: Sometimes there's this concern that marketers out there are manipulating us by pumping in scent and stuff and there is the potential for that because uh in a lot of my studies, what I find is the vast majority of the participants, in my studies, never remember having been exposed to a scent. So, uh, and yet, I find effects. There was a concern from like a consumer protection point of view.

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P: Can you explain to us the idea of scent marketing?

ME: More and more retailers are trying the use of ambience scent, which means pumping in an odour that's not attached to one particular thing. It's just in the atmosphere. I think this is becoming a more popular marketing tactic or a way to enhance people with experience you know in the space. 30

P: And where might we be seeing it eventually?

ME: It's probably in more spaces than you know now. In fact, uh, I would encourage consumers to like be conscious of their environment and try to notice whether they think something is being introduced in the atmosphere to make them more relaxed. 35

P: What should we expect in the future from scent marketing?

ME: Going forward, we need to be conscious of people who don't like scent. They might have a physical reaction to it and so we need to be really sensitive to the possibility of you know doing no harm. 40

P: Thank you very much.

ME: You're welcome.

- 2 Texts A and B both relate to the 2009 film *Knowing*.

Text A is from the review of the film on its official website.

Text B is a selection of reviews from a film review website which is open to the public.

Compare the language and style of Text A and Text B.

[25]

Text A

Knowing

Throughout human history, catastrophic events and social upheaval often cause people to question the future course of life on earth and to wonder what signs might point us toward the apocalypse. Nicholas Cage stars in the 2009 science fiction film KNOWING, which achieved box office success around the world for its artful depiction of the last moments of life on earth. Eschatology – the study of the end of the world – dates back centuries and informs so much religious and secular writing that it is easy to see why a cinematic depiction of earth’s last chapter would be fertile ground for our imagination.

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Time Capsules

Formal discourse on the ultimate destiny of the world weaves its way into religious and philosophical writing, and this fascination with man’s ultimate union with the Divine inspired novelist Ryne Douglas Pearson to pitch his movie idea to the producers of KNOWING at the start of 2001. The popular notion of time capsules is largely optimistic; a number of current objects are sealed inside a container that is buried in a marked location to be shared with future generations. Pearson wondered what might happen if a 1950s time capsule was found to contain a timeline of major disasters that ultimately led to the end of the world.

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Last Man on Earth

Movies about the end of the world have long been box office gold including Vincent Price in *Last Man on Earth* and Charlton Heston in *The Omega Man*. But in order for these films to succeed, Hollywood sends along other survivors if only to give the last man something to do. In films like *The Quiet Earth* (1981) and *The World, The Flesh and The Devil* (1959), we’re returned to the story of Adam and Eve to give the audience a glimmer of hope for the future. KNOWING upturns this apocalyptic scenario by providing Nicholas Cage with a female partner but killing her off in the final reel to set us up for the apocalypse.

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Text B**1 Knowing**

What I really hated: Alien Appearing at the end of the movie!!!!

Action and special effect is ok but a bit over do at the train crash at the station. The lady actor is sort of a creepy because cos she super hysterical when her child was missing at the petrol station. The worst thing about the movie is the supposing aliens who are there to save the human life to prevent human from become extinct appeared at the end of the movie. Cage gave the chain to his son telling him "next time you know what it is all about." About pro-creation when both his son and the little girl reached puberty and start the next gen of human race? Last part about the tree is the tree in Eden? Overall another creepy movie and I hope for better show from Cage, but disappointed...

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2 Knowing? Or better not Knowing?

What I loved most: the idea of the numbers

What I really hated: people talking loudly behind

Ah, such mysteries always fascinate me. Being an *X Files* fan, I just need to know what *Knowing* is about. And the tension that slowly builds up... the director did a great job. I love some of those sequences. Makes my heart almost thump out of my chest. You may or may not like the ending. I don't. But I can't see any other satisfying alternatives. Like many other movies, the pace slows down once the mystery is revealed. But you won't fall asleep though. Fans of suspense and mystery would love this movie. Good direction. Good effects when needed.

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3 Beware of the Ending

I'm sorry, but I absolutely hated... the ending of *Knowing*. (I'll get to that later on in this review) Okay, so what I look for in a good movie is: -dialogue -actor choice -plot -ending So, audience is drawn in by all the numbers and predictions. Then, closing in at the end, Caleb is chosen. Okay, I'm a bit disappointed, maybe the dad will still survive. Then, he drives to his dad's house and huddles with them. It goes to a shot of the earth supposedly being destroyed. I was like, "Keep on going..." It goes to a scene where Caleb and that girl are on the world where they are now living. Then the credits came, and I was like, "WHAT!?!?!?! How could that be the end?" The good things were that it kept me in the whole movie, the cast, and the plot. The bad = the end. The end is a lot to me, so I'll have to give it 2 stars...

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Copyright Acknowledgements:

- Question 1 © Transcription of a video presentation on how memory is affected by sense of smell;
<http://www.5min.com/Video/The-Connection-Between-Scent-and-Spending-170538046>.
- Question 2 © Reviews of the 2009 film *Knowing* – Text A from the film's official website;
<http://www.knowing-themovie.com/>.
Text B from film review websites:
<http://sg.movies.yahoo.com/Knowing/movie/14998/reviews/page/3>.
<http://www.commonsemmedia.org/movie-reviews/knowing>.

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