



**VICTORIA JUNIOR COLLEGE
JC2 PRELIMINARY EXAMINATION 2020
HIGHER 1**

GENERAL PAPER

Paper 2

**8807/02
1 Sept 2020
1 hour 30 minutes**

READ THESE INSTRUCTIONS FIRST

Write your C.T. group, index number and name on all the work you hand in.

Write in dark blue or black pen.

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

Answer **all** questions.

Note that up to **15** marks out of **50** will be awarded for your use of language.

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

This document consists of **10** printed pages

[Turn over

Kevin Roose writes....

- 1 When the first TikTok star is elected president, one hopes she will save some room in her cabinet for older and more conventional bureaucrats, even if they do not have millions of followers, great hair or amazing dance moves. This is not a question of 'if' but 'when'. It is increasingly obvious that the teenagers and 20-somethings who have mastered social media platforms - and who are often dismissed as shallow, preening narcissists by adults who do not know any better - are going to dominate not just internet culture or the entertainment industry but society as a whole. 5
- 2 On the surface, this can be a terrifying proposition. Countless gaggles of teenage Instagram stars seem to spend most of their time filming 'collabs' with other creators and complimenting one another on their 'drip,' influencer-speak for clothes and accessories. (In their case, head-to-toe Gucci and Balenciaga outfits with diamond necklaces and designer sneakers.) Awkward dance battles between budding TikTok influencers, none of whom could have been older than 10. (Adults who are just catching up: TikTok is a short-form video app owned by the Chinese internet company ByteDance.) 10 15
- 3 However, if you can look past the silliness and status-seeking, many of them are hard at work. Being an influencer can be an exhausting, burnout-inducing job, and the people who are good at it have typically spent years working their way up the ladder. Many social media influencers are essentially one-person start-ups - the best ones are able to experiment relentlessly with new formats and platforms, build an authentic connection with an audience, and figure out how to distinguish themselves in a crowded media environment - all while churning out a constant stream of new content. 20
- 4 Not all influencers are brilliant polymaths, of course. Some of them have succeeded by virtue of being conventionally attractive, or good at video games, or in possession of some other surface-level attribute. Others have made their names with dubious stunts and extreme political commentary. 25
- 5 Social media influencers are individuals who utilise social media platforms to build their own personal brand or influence their followers to act (including buying products, supporting a brand, or vacationing in a certain location). They can share anything from clothes and beauty products to make-at-home slime with their followers. While it might seem like frivolous fun, some influencers are making significant amounts of money from their connection to their fans, making them the modern entrepreneur. While not every social media influencer is an entrepreneur, the ones who have started their own businesses from the brand they created online have much in common with traditional entrepreneurs when it comes to driving the economy. 30 35
- 6 Entrepreneurs, on the other hand, are people who organise, manage, and take on the risks of a business. They often start a new business in response to a perceived need for a good or service. An influencer, in contrast, is someone who has the power to affect or change people and their behaviour through social media - often to get them to buy something. Influencers who start their own business certainly fall under the first part of the definition of entrepreneur, as they are managing their business and taking on risk. But are they fulfilling a need? Many say yes: companies can target highly specific groups of people through employing an influencer - groups that might be missed by traditional advertising. Due to the fact that influencers form a more personal 40

- relationship with their followers, the followers are seemingly more likely to buy what the influencer suggests. 45
- 7 As social media expands its cultural dominance, the people who can steer the online conversation will have an upper hand in whatever niche they occupy - whether media, politics, business or some other field. "The way to think of influencers or creators *is* as entrepreneurs," said Chris Stokel-Walker, the author of the book "YouTubers." 50
"These people are setting up businesses, hiring staff, managing budgets. These are massively transferable skills."
- 8 In the business world, influencer culture is already an established force. A generation of direct-to-consumer brands that were built using the tools and tactics of social media has skyrocketed to success - like Glossier, the influencer-beloved beauty company 55
that recently raised \$100 million at a valuation of more than \$1 billion, or Away, the luggage start-up whose ubiquitous Instagram ads helped it reach a valuation of \$1.4 billion. Many social media stars strike endorsement deals with major brands, in addition to earning money through advertising and merchandise sales. And even executives in sleepy, old-line industries now hire 'personal branding consultants' to 60
help increase their online followings.
- 9 In truth, influencers have been running the world for years. We just have not called them that. Instead, we called them 'movie stars' or 'talk-radio hosts' or 'Davos attendees.' The ability to stay relevant and attract attention to your work has always been critical. And who, aside from perhaps President Trump, is better at getting 65
attention than a YouTube star? Sometimes, that means appearing in photos and videos with more popular influencers in an attempt to increase their own following, a practice known in influencer circles as 'clout chasing.'
- 10 Not all of the young people on social media will spend their whole lives pursuing internet fame. Some of them will grow up, go off to college and wind up becoming 70
doctors, lawyers or accountants. Some will fizzle out and be replaced by a younger generation of internet stars. But the lessons they learned from performing on YouTube, Instagram, and TikTok will stick with them, regardless of where they end up. Just as the 20th century groomed a generation of children steeped in the ethos of TV culture, the 21st century will produce a generation of business moguls, politicians 75
and media figures who grew up chasing clout online and understand how to operate the levers of the attention economy.
- 11 In other words, influencers are the future. Dismiss them at your peril.

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Content	/35
Language	/15
Total	/50

Paper 2 (50 marks)

Read the passages in the insert and then answer **all** the questions which follow. Note that up to fifteen marks will be given for the quality and accuracy of your use of English throughout this Paper.

Note: When a question asks for an answer IN YOUR OWN WORDS AS FAR AS POSSIBLE and you select the appropriate material from the passages for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words or phrases from the passages.

- 1 By referring to bureaucrats as ‘older and more conventional’ (line 2), what does the author suggest about TikTok stars? **Use your own words as far as possible.**

[2]

- 2 Explain what the author means by the sentence ‘This is not a question of ‘if’ but ‘when’ (lines 3-4). **Use your own words as far as possible.**

[2]

- 3 Suggest one reason why the dance battles are 'awkward' (line 12).

[1]

- 4 Explain the author's use of brackets in lines 13-15.

[1]

- 5 How does the author show that influencers are 'essentially one-person start-ups'? (line 19) **Use your own words as far as possible.**

[3]

- 6 Using lines 23-26, explain **three** ways in which the author uses language to suggest a negative perception of influencers who became famous. **Use your own words as far as possible.**

[3]

- 7 Using material from paragraphs 5-7 only (lines 27-52), summarise what the author has to say about how social media influencers and entrepreneurs go about their work.

Write your summary in **no more than 120 words**, not counting the opening words which are printed below. **Use your own words as far as possible.**

Influencers are _____

[illegible]

8 Why does the author italicise the word 'is' in line 49?

[1]

9 What does the hiring of personal branding consultants suggest about 'sleepy, old-line industries' (line 60)? **Use your own words as far as possible.**

[2]

10 Which phrase in paragraph 10 is used to support the author's earlier reference to influencing as a 'burnout-inducing job' (line 17)?

[1]

11 Why does the author end the passage with a warning about dismissing influencers (line 78)?

[1]

[illegible]

[illegible]

End of Paper