

**2013 JC2 Prelim Exam  
Answer Scheme**

1. State the contention in lines 7-9. **Use your own words as far as possible.** [2m] *(Direct Literal)*

Lifted	Paraphrased
He contends that the new information technologies, scientific and medical advances bear directly on <b>people's expectations</b> – not only pertaining to <b>business and trade</b> , but at <b>personal</b> levels too.	The contention is that a) technological developments have an impact on the public's/ the society's beliefs, b) on not just/only the economy c) but also on more intimate/ private/ sentimental/ individual aspects.

**1-2 = 1m; 3 = 2m**

2. What are the authors suggesting when they describe identities and bodies as 'plastic, flexible, liquid' (line 13)? [2m] *(Extended Vocabulary)*

Inferred	Paraphrased
...in the same way that corporations can restructure their operations from one country to another overnight, people are more and more drawn into thinking that their identities and bodies are similarly <b>plastic, flexible, liquid</b> .	The authors are suggesting that they can be a) easily/ effortlessly b) transformed/ changed/ moulded/ shaped/ modified.  <i>Note: 1m for suggesting the ease/ lack of difficulty; 1m for suggesting the inferred characteristic or change.</i>

**1 = 1m; 2 = 2m**

3. Explain how 'self-commodification' (line 16) is occurring. **Use your own words as far as possible.** [2m] *(Direct Literal + Inferential)*

Lifted / Inferred	Paraphrased
Consumerism or what can be called 'self-commodification', is occurring – the <b>financing</b> of <b>enhanced body parts</b> is now creeping into <b>monthly</b> credit card statements.	'Self-commodification' is occurring through a) the regular payment/ spending/ expenditure/ using up of earnings for the purchase/ buying of improved/ prettier/ more beautiful physical features today, b) such that we treat our bodies as goods/ products/ objects/ marketable items that can be bought in a transaction/ used to satisfy our wants and needs.

**1 = 1m; 2 = 2m**

4. Explain the authors' intention in stating that bodies are 'pumped, pummelled, ...surgically augmented' (lines 19-20). [2m] *(Inferential)*

Inferred	Paraphrased
Today, bodies are <b>pumped, pummelled, plucked, suctioned, stitched, shrunk and surgically augmented</b> at an astonishing rate.	a) It suggests that the authors want to create <u>emphasis/ shock the reader</u> b) about the extent at which/ as to how far  we are willing to subject our bodies to <u>various/ multiple/ painful surgical procedures</u> in pursuit of beauty. OR we treat our bodies as malleable/ plastic/ modifiable objects/entities.  <i>Note: No mark should be awarded if only (a) is captured; answer for (b) must capture the extent.</i>

**1 = 1m; 2 = 2m**

5. What are the authors suggesting about people who wanted cosmetic surgery when they describe them as people who 'would have been advised to seek therapy in the first instance' (lines 29-30)? [1m] *(Inferential)*

Inferred	Paraphrased
Not all that long ago, anyone who wanted cosmetic surgery would have been <b>advised to seek therapy</b> in the first instance.	<p>The authors are suggesting that people who wanted cosmetic surgery at that time were psychologically unstable/unsound.</p> <p>OR mad/crazy/out of their minds.</p> <p>OR have psychopathological issues.</p> <p><i>(or any logical answer)</i></p> <p><i>Note: If the student cites "low self-esteem" as an answer, award 1m only if the severity is indicated (eg. ...low self-esteem such that psychological treatment is required.)</i></p>

1 = 1m

6. What does the phrase 'freshened up' (line 32) imply about how people view cosmetic surgery today? [1m] *(Inferential)*

Inferred	Paraphrased
Especially for tough-minded, highly motivated professionals, to be surgically <b>'freshened up'</b> provides an edge in the marketplace.	<p>It implies that people treat/ view cosmetic surgery as a simple/ easy/ casual process/ routine of perking themselves up.</p> <p><i>(or any logical answer)</i></p>

1 = 1m

7. Why is the word 'perfect' in inverted commas in paragraphs 5 and 6? [1m] *(Inferential)*

Inferred	Paraphrased
(P5) possible for women to purchase <b>'perfect'</b> features... (P6) multiracial pick for the <b>'perfect'</b> face... not to have <b>'perfect'</b> features...	<p>This is because it is not/ never possible to achieve flawless beauty.</p> <p>OR</p> <p>This is because notions of beauty are culturally-specific/ subjective.</p> <p><i>(or any logical answer)</i></p>

1 = 1m

8. In paragraph 7, explain how reality television contributes to the 'turning of the tide' (line 50)? **Use your own words as far as possible.** [2m] (Direct Literal)

Lifted	Paraphrased
<p>Watching women with low self-esteem submit to <b>painful procedures</b>... makes some consumers think twice about going under the knife.</p> <p>...people in Los Angeles are <b>hyper-aware</b> of the '<b>plastic-surgery look</b>' – and that is not what people want to see anymore.</p> <p>...nearly 40 percent said that <i>The Swan</i> had a <b>negative impact</b> on the public's <b>ideas</b> of the cosmetic-surgery industry.</p> <p>It seems that <b>nobody likes perfection anymore</b>, and <b>perceptions</b> of beauty <b>are becoming more diverse</b>.</p>	<p>Reality television causes people to reconsider/ reexamine/ reevaluate/ reassess their decision to undergo cosmetic surgery</p> <p>a) because the media portrays cosmetic surgery as a tormenting/ agonizing/ distressing/ unpleasant process</p> <p>b) makes them extra/overly/extremely/more conscious/ mindful/ cognizant about looking artificial/ too perfect,</p> <p>c) and this has resulted in the public's disapproval/ condemnation/ displeasure about cosmetic surgery,</p> <p>d) as views/opinions about beauty are increasingly varied/ different.</p>

1-3 = 1m; 4 = 2m

9. Explain what the authors mean by 'plastic is the new cosmetic' (line 67). [2m] (Literary)

Lifted	Paraphrased
<p><b>Plastic</b> is the <b>new cosmetic</b>.</p>	<p>a) Plastic surgery is now the latest trend</p> <p>b) to beautify oneself.</p> <p>OR</p> <p>a) Just as cosmetics can be easily/casually used to beautify oneself/ improve one's outward appearance affordably/ regularly,</p> <p>b) Plastic/cosmetic surgery is treated as an equally simple/casual/affordable procedure to enhance one's beauty/ outward appearance today.</p> <p><i>Note: 1m to be awarded for capturing the essence of 'new'; 1m to be awarded for capturing the function of cosmetics.</i></p>

1 = 1m; 2 = 2m

10. In paragraph 8, explain the authors' attitude towards cosmetic surgery. [2m] (Inferential)

Inferred	Paraphrased
<p>While 'drastic plastic' is not yet the norm, it is <b>worrying</b> how beauty is <b>now central</b> to the new economy...</p>	<p>a) The authors are concerned/ disturbed about cosmetic surgery because</p> <p>b) it has become a fixation/ top priority/ obsession/ preoccupation/ crucial/ integral to the world/ our lives today. <b>OR looking good seems to be extremely important in all areas of our economy.</b></p> <p><i>Note: (b) should only be awarded 1m if the answer in (a) does not contradict what the authors' attitude really is.</i></p>

1 = 1m; 2 = 2m

11. Using material from paragraphs 3 to 6, summarise the changes in the pursuit of beauty and the reasons that drive these changes. Write your answer in **no more** than 120 words, not counting the opening words which are printed below. **Use your own words as far as possible.** [8m]

*One change in the pursuit of beauty is that...*

	From the text	Possible paraphrase
1.	bodies are surgically <b>augmented</b> at an <b>astonishing</b> rate	bodies are enhanced through surgeries to a startling degree/ pace
2.	At the core of this is a new economy that judges people less on their <b>achievements</b> , less on their records of <b>success</b>	This is caused by a society that places less value on one's accomplishments
3.	and <b>more and more</b> on their <b>appearance</b>	but increasingly on one's looks
4.	What is new in the surge of today's Botox converts and liposuction addicts is the <b>social composition</b> of those undergoing the surgeon's knife	The demographics/ distribution of consumers of cosmetic surgeries have evolved
5.	More and more middle-class professionals are turning to plastic surgery <b>in an effort to retain</b> , or sometimes <b>acquire, youthful looks</b>	with more professionals striving for a younger appearance
6.	professionals have <b>replaced</b> celebrities as the <b>dominant</b> group	Professionals have overtaken famous personalities as the main consumers
7.	Not all that long ago, anyone who wanted cosmetic surgery would have been <b>advised to seek therapy in the first instance</b>	In the recent past, cosmetic surgery was frowned upon  OR  In the past, those who wanted cosmetic surgery were told to get psychological treatment immediately
8.	Today, by contrast, there is a <b>widespread acceptance</b> that cosmetic surgical culture	Today, more people approve of cosmetic surgeries  OR  There are changing attitudes towards cosmetic surgeries. (awarded only if reference to cosmetic surgery being frowned upon is made)
9.	is <b>beneficial</b>	and think of them as advantageous
10.	and even <b>desirable</b>	and appealing
11.	Especially for tough-minded, highly motivated professionals, to be surgically 'freshened up' <b>provides an edge in the marketplace</b>	Cosmetic enhancement gives professionals an advantage at the workplace
12.	Plastic surgery has become so <b>universally available</b>	It is so easily attainable/ within reach worldwide
13.	with <b>financing options</b> to make it <b>accessible</b> to the less well off	and affordable that
14.	to <b>reinvent</b> oneself has become as much an <b>expectation</b> as a <b>luxury</b> for some people.	cosmetic makeovers are now a necessity rather than an extravagance

	From the text	Possible paraphrase
15.	the <b>backlash</b> against cosmetic surgery and the pursuit of conventional beauty has <b>begun</b>	A movement against/ resistance towards cosmetic surgery has started
16.	As cosmetic surgery and ready financing make it possible for people to purchase 'perfect' features or the perfect body, the <b>mystique</b> of what was once <b>unattainable</b> has <b>diminished</b>	The fascination of what used to be beyond reach has declined
17.	The <b>conventional</b> pretty face used to be <b>rare</b>	In the past, ideal beauty was uncommon
18.	Now, you can shop for a new face and body like people used to shop for makeup	Now, it can be purchased so easily
19.	It makes the traditional ideal of beauty less <b>exciting</b>	that it is no longer appealing
20.	People start <b>searching</b> for something <b>new</b>	People want something original/ different/ unique
21.	<b>Notions</b> of beauty are becoming more <b>diverse</b> in the media	There is a wider interpretation of beauty in the media
22.	This is apparent in how viewers are turned off by reality shows that depict cosmetic operations... reflecting <b>broadening ideals of who is pretty</b> . ...teenagers seeking cosmetic surgery today are requesting <b>not to have 'perfect' features</b> like the one all their friends just bought.	People today no longer subscribe to conventional notions of beauty
23.	<b>Different</b> is <b>sexy</b> . The message is: different is <b>good</b> .	<b>and want to look unique instead of flawless</b> and feel that looking unique is more attractive/ desirable than looking flawless

Points	Marks
15+	8
13-14	7
11-12	6
9-10	5
7-8	4
5-6	3
3-4	2
1-2	1

*One change in the pursuit of beauty is that* bodies are enhanced to a startling degree. This is caused by a society which values one's looks more than one's accomplishments. Professionals have overtaken famous personalities as the main consumers of cosmetic surgery as they strive for a younger appearance which gives them advantages in the workplace. In the recent past, cosmetic surgery was frowned upon. Today, cosmetic surgeries are universally regarded as advantageous and even appealing. It is also affordable worldwide. Ideal beauty used to be uncommon. Now, it can be purchased so easily that it is no longer appealing. Resistance towards cosmetic surgery has started, with a wider interpretation of beauty in the media. Increasingly, young people today want to look unique rather than flawless.

16 points, 8 marks

Word count: 117

12. In this article, Karen Donley-Hayes and Christine Lennon write about the pursuit of beauty. How applicable are their views to you and your society? Illustrate your answer by referring to the ways in which you and your society regard beauty. [10m]

**A. Main ideas posited by the authors:**

Paragraph 1	"People are more and more drawn into thinking that their identities and bodies are similarly plastic, flexible, liquid."
Paragraph 2	"Consumerism or what can be called 'self-commodification', is occurring – the financing of enhanced body parts is now creeping into monthly credit card statements."
Paragraph 3	"At the core of this is a new economy that judges people less on their achievements, less on their records of success, and more and more on their appearance"  "More and more, middle-class professionals are turning to plastic surgery in an effort to retain, or sometimes acquire, youthful looks."
Paragraph 4	"There is a widespread acceptance that cosmetic surgical culture is beneficial and even desirable."  "To be surgically 'freshened up' provides an edge to the market place"  "Financing options [make] it accessible to the less well off – [it has] become as much an expectation as a luxury for some people."
Paragraph 5	"Now, you can shop for a new face and body like people used to shop for makeup. It makes the traditional ideal of beauty less exciting."  "Increasingly, physical perfection is a bonus, not a necessity."
Paragraph 6	"Notions of beauty are becoming more diverse in the media."  "Different is sexy. The message is: different is good."
Paragraph 7	"Consumers think twice about going under the knife."  "Ratings for such reality TV shows continue to slide....nobody likes perfection anymore"
Paragraph 8	"Plastic is the new cosmetic."  "While 'drastic plastic' is not yet the norm, it is worrying how beauty is now central to the new economy"

**Prelims Paper 2 Table of Specifications**

No.	Question Types	Question Number	Mark Allocation
1	Direct Literal	1, 3, 8	6
2	Inferential – Technique, Attitude, Punctuation	4, 5, 6, 7, 10	7
3	Extended Vocabulary	2, 9	4
4	Summary	11	8
5	AQ	12	10
		<b>Subtotal</b>	35
		<b>Language</b>	15
		<b>Total</b>	50