

ACJC General Paper Department
JC2 Preliminary Exam 2015 P2 Answer Scheme (with Examiners' Notes)

From Paragraph 1

1. What is the author implying by describing nostalgia as 'at best a trait to avoid and at worst a root cause of depressive illness' in lines 3-4? [1m]

From Passage	Inferred
The habit of living in memory rather than the present, of comparing how things once were with how things are now, was for several centuries thought at best a trait to avoid and at worst a root cause of depressive illness. (lines 2-4)	Nostalgia was deemed as completely negative, with no redeeming features at all. NB: must emphasise that there is nothing good about it

Question type: Inferential

Examiners' notes:

- Many students merely wrote "negative", which did not show that nostalgia was completely negative.
- It is not sufficient to merely paraphrase the quote.

2. Explain the author's use of the phrase 'rose-tinted' to describe peace in line 6. [1m]

From Passage	Inferred
Nostalgia was the soldiers' malady – a state of mind that made life in the here and now a debilitating process of yearning for that which had been lost: rose-tinted peace , happiness, loved ones. (lines 4-6)	It suggests that the soldiers' perceptions of peace are idealised/ overly positive. OR The soldiers only see the positive aspects of peace.

Question type: Vocab

Examiners' notes:

- Many students wrongly interpreted 'rose-tinted' as a metaphor for beauty or romance and therefore provided wrong contextualisation of the phrase.
- Many students did not capture the extent of the positivity.

From Paragraph 2

3. Explain what the author means by the 'universality' (line 13) of nostalgia. **Use your own words as far as possible.** [2m]

From Passage	Paraphrased
Some of the research has proved the universality of the feeling itself - new study shows the commonality of nostalgia effects (lines 12-14)	The impact of nostalgia/ feeling nostalgic is shared/ similar/ experienced by many
	Inferred
in 18 countries in five continents . (line 14)	all around the world/ globally.

Question type: Paraphrase and inference

Examiners' notes:

- This question was successfully attempted by most students.

4. Explain the **two** positive effects of nostalgia highlighted in paragraph 2. **Use your own words as far as possible.** [2m]

From Passage	Paraphrased
...nostalgia is shown to be both a driver of empathy and social connectedness , (line 15)	Nostalgia motivates/ encourages/ spurs/ inspires people to understand/ relate to/ identify with each other at a deeper level and promote community cohesion/ bonds/ ties/ relationships NB: 'driver' is the main idea and MUST be paired with either 'empathy' or 'social connectedness' (or both) for 1m.
and a potent internal antidote for loneliness and alienation . (lines 15-16)	as well as function as a solution/ answer/ cure for solitude/ isolation and marginalisation/ detachment. NB: 'antidote' is the main idea and MUST be paired with either 'loneliness' or 'alienation' (or both) for 1m.

Question type: Paraphrase

Examiners' notes:

- Many students either missed out on the main idea of "driver" or explained it inaccurately. Words like "enables" and "allows" do not capture the meaning of pushing for something to happen.

5. Why has the author placed brackets around the comment in lines 16-18? [2m]

From Passage	Inferred
Among the measurable effects, nostalgia is shown to be both a driver of empathy and social connectedness, and a potent internal antidote for loneliness and alienation (a fact which has led to the beginnings of nostalgia-based therapies for illnesses that include clinical depression and perhaps even Alzheimer's). (lines 14-18)	[Function] The comment in brackets is additional information [1m] [Context] to illustrate how nostalgia can be used for medical treatment/ to show that the benefits of nostalgia have been extended to medical treatments [1m]

Question type: Inference/punctuation

Examiners' notes:

- Most students handled this question well, but some simply regurgitated the function of brackets from the skills package/past year A Level exam answer schemes without explaining the context of nostalgia being used for medical treatment.

[SUMMARY ANSWER SCHEME AFTER THE SHORT ANSWER QUESTIONS]

From Paragraph 6

7. What is the author's purpose in describing nostalgia as being 'like choosing neural pathways' and an 'inexhaustible bank' (lines 64-65)? **Use your own words as far as possible.** [3m]

From the passage	Inferred
Nostalgia in this sense is like...	Purpose: The author wants to create an analogy/a comparison for the reader to recognise/understand that nostalgia functions like choosing a pathway and creating a bank account, NB: We accept answers that say "the author wants the reader to better understand the concept of nostalgia".
Paraphrased	
Reinforcing some formative positive experiences over and over could be one way of attempting to manipulate that subconscious selection process. (lines 56-58) ... choosing the neural pathways you want to tread most often (lines 64-65)	where nostalgia is a process of picking/deciding on specific memories that we want to revisit,
...most people have at least one nostalgic memory that they cherish and that they can use repeatedly (lines 62-63) ...we can dwell on them and return to them forever . (lines 63-64) creating an inexhaustible bank account which is there for you if you want to withdraw from it. (lines 65-66) Reinforcing some formative positive experiences over and over could be one way of attempting to manipulate that subconscious selection process. (lines 56-58) ...choosing the neural pathways you want to tread most often (lines 64-65)	and also a process of building a collection of memories that can be used endlessly/without limit/ is always accessible.

Question type: Inference/ paraphrase

Examiners' notes:

- Most students did not explain the author's purpose of using the metaphor.
- "Selection" and "Choosing" were common lifts.

From Paragraph 7

8. Why does the author describe storytellers as 'professional nostalgics' (line 78)? [2m]

From Passage	Inferred
The essays written in a nostalgic state were judged more imaginative and creative (storytellers, professional nostalgics, have long intuited this, not to mention poets). (lines 77-78)	As the livelihood/ work/ job of storytellers depends on their imagination and creativity, they are proficient/ skilled/ experts at using feelings of nostalgia.

Question type: Inference/ vocab

Examiners' notes:

- Many students did not capture both characteristics of what it means to be "professional".

From Paragraph 8

9. What does the author mean when he describes nostalgic memory as 'bittersweet' in line 79? **Use your own words as far as possible.** [3m]

From Passage	Paraphrased
Nostalgic memory is a bittersweet combination of rumination, counterfactual thinking and nostalgia. (lines 79-80)	He describes nostalgic memory as both painful and pleasurable.
Rumination and counterfactual thinking are related to despair and perhaps to depression ... (lines 80-81)	While nostalgic memory is associated with grief/ affliction/ dejection/ melancholy,
People want to remind themselves of the people who are no longer here and what they meant. (lines 84-85) OR It serves to remind them of what intimacy they have achieved and therefore what they are capable of. (lines 85-86)	it also reminds us of the significance/ importance/ value of loved ones whom we have lost. OR the affection/ close relationships/ love they once had/enjoyed (and may enjoy again).

Question type: Paraphrase

Examiners' notes:

- Many students did not explain the term "bittersweet" fully and accurately, and gave a vague explanation of the term "bittersweet" (e.g. "good and bad", "positive and negative").

From Paragraph 9

10. What 'danger' is the author referring to in line 90? **Use your own words as far as possible.** [1m]

From Passage	Paraphrased
Of course advertisers and political speechwriters have long understood the power of collective nostalgia. Is it not the fact that such feelings can also manipulate us into doing things, buying things, voting for things that in more coldly rational states we might resist ? (lines 87-89)	Collective nostalgia can be exploited/ made used of by others to make people act in a way that they would usually/ normally not. NB: Holistic understanding must be shown.

Question type: Paraphrase

Examiners' notes:

- Some students did not capture the irrationality of the behavior as a consequence of exploitation by advertisers and politicians.

SUMMARY

6. Using material from paragraphs 3-5 only (lines 19-53), summarise how nostalgia benefits us. 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.** [8m]

No.	Possible Points	No.	Possible Paraphrase
1	Nostalgia seems to be a kind of inbuilt (line 19) OR Nostalgia spontaneously rushes in (and counteracts those things) (lines 22 - 23)	1	Nostalgia benefits us because it is an innate/ inherent/ inborn/ natural/ instinctive response/ tool that
2	neurological defence mechanism (line 19) OR which can be marshalled to protect us (lines 19-20) OR as a defence against the present (for children) (line 46)	2	helps us guard against/ shields us/ fortifies us from...
3	against negative thoughts (line 21)	3	anxiety/ worry/ despair/ pessimism.
4	nostalgia compensates for... (line 21) OR counteracts those things (line 23) OR ... posed in a redemption sequence... (line 42)	4	Nostalgia neutralises/ lessens the impact/ harm
5	(negative) situations . (line 20) OR Particularly in times of hardship and difficulty (lines 20-21) OR uncomfortable states (line 21) OR (helps children) through difficult periods (line 45)	5	posed by threatening/ unfavourable circumstances, OR during harsh/ painful/ intolerable/ unbearable times,
6	can temporarily affect your perceived body state (lines 26 - 27) OR to temporarily alter their perception of the state they were in (line 30) OR the temporary change in perception (line 31)	6	momentarily change our perspectives of the current situation
7	allowed them to crucially persevere just a bit longer . (lines 31-32) OR which are correlated with mental fortitude (line 34) OR and in doing so it perhaps builds resilience (line 36)	7	and allows us to hold out further during/ endure through/ stressful times.
8	nostalgia helps build resources like optimism (line 34) OR and a hope for the future . (line 46)	8	Nostalgia builds positivity/ helps (us) expect better prospects/ things to come,
9	or inspiration (line 34)	9	motivates / spurs us on,
10	or creativity (line 34)	10	promotes resourcefulness/ inventiveness/ imagination.
11	nostalgia grounds us	11	Nostalgia anchors us/ gives us a realistic perspective / sense of reality,
12	... and gives us a base (line 35)	12	gives us a yardstick / standard against which we compare our current situation,
13	on which to evaluate the present as a temporary state (line 36)	13	and helps us to realise/ consider that the present is short-lived/ will not last/ will be over soon.
14	... reminding them (children) to think of happier moments (lines 45-46)	14	Nostalgia allows children to remember more joyful/ blissful times. NB: Comparative MUST be present.
15	The ability and encouragement to access nostalgia also builds gratitude (line 52)	15	Nostalgia develops in children an appreciation for others / thankfulness,
16	connectedness towards others (line 52)	16	helps children to relate to others/ grow closer to others/ empathise with others,
17	and tends to make children less selfish . (line 53)	17	and makes them less self-centred/ inconsiderate.

No. of Points	1-2	3-4	5-6	7	8-9	10-11	12-13	14 & more
Marks	1	2	3	4	5	6	7	8

11. In this article, Tim Adams describes the functions of nostalgia. How far would you agree with Tim Adams' observations? Relate your opinions to your own society.

Requirement:

Students should -

- a) explain the functions nostalgia plays in their own society
- b) describe the benefits and problems of being nostalgic
- c) show understanding and engage with the ideas and views raised in the passage
- d) support their views with relevant examples from their own society

Explanation:

Discuss some of the following in relation to their own society

- a) nostalgia and its ability to forge social cohesion
- b) nostalgia and its ability to forge optimism
- c) nostalgia and its ability to encourage resilience and perseverance
- d) the changing perceptions of optimism and pessimism
- e) how people use nostalgia in different situations
- f) how nostalgia encourages creativity and imagination
- g) how nostalgia can be manipulated

Evaluation:

- a) question/show reasons for subscribing/not subscribing to the author's ideas
- b) provide insightful analysis of the changing perceptions towards and the reasons why people would want to adopt these mindsets
- c) critically evaluate the functions and benefits of nostalgia
- d) provide cogent development of arguments
- e) give examples from their own society to support their views

Coherence:

- a) adopt a consistent viewpoint
- b) argue logically
- c) organise answers into cohesive, themed paragraphs
- d) link paragraphs to show continuity and direction of argument
- e) maintain relevance to the task in everything they write
- f) end with a summative or concluding paragraph/ sentence

Examiners' notes:

- Some students misinterpreted nostalgia as a bad memory, when it should refer to memories of a more pleasant past (e.g. the brutality of WWII is not an example of a nostalgic memory).
- Some students launched into long descriptions of examples without sufficient analysis of how nostalgia is used in the context of the students' society.
- Several AQs were incomplete, lacked an introduction or had several lines left blank in the beginning.
- Many students discuss nostalgia's effect on Singaporean society in the past, without drawing a link to current times.
- Many students hastily launch into describing the Singaporean context without making a link back to the reference/ main topic of nostalgia.
- Students frequently misunderstood how nostalgia was a "nationalistic, chauvinistic tool" that could promote national identity and patriotism, whereas the author intended to show the exploitative effects of nostalgia.
- Some students hijacked the AQ, for instance, instead of discussing how nostalgia can or cannot inspire altruism, they went on to describe how other factors inspired people to be more altruistic instead.
- Some students selected quotes/ references that are not related to the functions of nostalgia.
- Some students rephrased the author's points too loosely and hence distorted the author's intended meaning.
- Many students provided examples that are trivial, generic, or/and insignificant.

11. In this article, Tim Adams describes the functions of nostalgia. How far would you agree with Tim Adams' observations? Relate your opinions to your own society.

From the Passage	Guiding Questions / Discussion Issues	Agree with author	Disagree with author
<p>1. Nostalgia fosters social cohesion</p> <p>Claims: '...nostalgia is known to be both a driver of empathy and social connectedness, and a potent internal antidote for loneliness and alienation...' (lines 14-16)</p> <p>'In group situations those with induced nostalgia not only tend to feel more closely bonded with the group but also more willing to form intimate associations with strangers and to be freer in their thinking.' (lines 66-67)</p> <p>'The ability and encouragement to access nostalgia also builds gratitude and connectedness towards others.' (lines 48-50)</p>	<p>Does nostalgia create closer bonds amongst Singaporeans?</p> <p>Does nostalgia build gratitude and connectedness towards others?</p>	<ul style="list-style-type: none"> Reminiscing about past experiences does create closer bonds, especially if the past experience is meaningful. For example, national service is a common experience for Singaporean males and many NS men recall their past experiences fondly and form lasting friendships with their ex-army mates. Reminiscing about a past common experience that Singaporeans identify with also unites and bonds them. E.g. Most Singaporeans felt united in their sense of loss during the passing of Mr Lee Kuan Yew. Singaporeans also feel a sense of identity and pride whenever Singapore's remarkable development the past 50 years is mentioned. The sense of achievement is palpable and this common pride can be used to drive them to be more compassionate towards fellow Singaporeans. For example, as part of the SG50 celebrations, numerous clips of Singapore's past were aired to highlight Singapore's past to the effect of creating a common, shared history and identity. 	<ul style="list-style-type: none"> Nostalgia may lead to the exclusivity of a group of people. Singaporeans may become all the more xenophobic since its history drives social connectedness that may leave foreigners out of the picture. It might be dangerous to falsely appropriate nostalgia for nationalistic agenda (E.g. A retelling of Singapore's history may portray the British and the Japanese unfavourably). Taken out of context, this may lead to xenophobic, anti-foreigner sentiments. It may also lead to minority groups being marginalised and viewed negatively, being seen as riding on the coattails of their predecessors and enjoying the fruits of the labour of others.

<p>2. Nostalgia provides us with a sense of optimism and hope for the future.</p> <p>Claims: 'Nostalgia seems to be a kind of in built neurological defence mechanism, which can be marshalled to protect us against negative thoughts and situations.' (lines 18-20)</p> <p>'...nostalgia compensates for uncomfortable states such as feelings of meaninglessness or a discontinuity between past and present.' (lines 20-21)</p> <p>'...nostalgia helps build resources like optimism...' (lines 31-32)</p> <p>'...reminding them to think of happier moments as a defence against the present and a hope for the future.'(lines 42-43)</p>	<p>Do Singaporeans use nostalgic thoughts as a form of defence against pessimism?</p> <p>Does nostalgia provide Singaporeans with a sense of hope for the future?</p>	<ul style="list-style-type: none"> Thinking about the past glory days calms any anxiety we may have about the uncertain and volatile future as we feel that if we could cope with more tumultuous times in the past, when Singapore was in a much less prepared state, then what the future holds cannot be that bad and we can handle and cope with whatever new challenges come our way. Common unpleasant experiences such the Hotel New World disaster, WWII, the split with the Malayan Federation, the early struggle post-independence and SARS remind Singaporeans of our tenacity and fortitude, inspiring us to be stronger and to ride out whatever current crisis we may face. Negative past experiences and the positive lessons learnt from tackling them teach us to build resources to combat potential crises. 	<ul style="list-style-type: none"> The more people dwell on the past, the more dissatisfied or uncomfortable they may become. For example, in sport, comparisons with the victorious Malaysia Cup teams of the past cast the current football teams in Singapore in a bad light – where the team used to be regional powerhouses, one cannot help but feel that the national team has somehow lost its way. For older Singaporeans, it could be a longing for the days when life in Singapore was simpler, less competitive and less crowded, leading to more bitterness directed towards the government today. Nostalgia can evoke a sense of pessimism – it is easy to see the past as 'the good old days' while the present as a pale imitation of the past and for us to worry about our society in the future. For example, in the past, education was certainly a lot less competitive and stressful for children. The frequent complaints and pessimism about our hyper-competitive education system and its bleak future have prompted government leaders to take action to reduce the stress placed on our students (E.g. Minister of Education Heng Swee Keat's repeated calls for our education to move away from the emphasis on grades, PM Lee Hsien Loong's exhortation to parents to let children play and learn through play).
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			<ul style="list-style-type: none"> We may get trapped in a never-ending loop wherein we dwell upon these idealised forms of the past so much so that we feel pessimistic about the future. Like a broken record, nostalgia may instead remind one of the past, that we cannot help but feel apprehensive about the future. For example, the sense of a kampung spirit has been replaced by unease over immigration and uncertainty over rising costs of living.
<p>3. Nostalgia helps us build perseverance and resilience.</p> <p>Claims: ‘...an “as if” loop – a mechanism by which your mind can temporarily affect your perceived body state.’ (lines 25-26)</p> <p>‘It was not a solution, but the temporary change in perception allowed them to crucially persevere just a bit longer.’ (lines 29-30)</p> <p>‘nostalgia grounds us and gives us a base on which to evaluate the present as a temporary state, and in doing so it perhaps builds resilience.’ (lines 33-34)</p>	<p>Does thinking about the past help Singaporeans build resilience?</p> <p>Does nostalgia help Singaporeans ride out tough times?</p>	<ul style="list-style-type: none"> Thinking about the past hardships Singapore endured as a nation – as well as learning from them (e.g. SARS, 2008 economic crisis, race riots, haze) - has indeed driven Singaporeans to be more resilient in the face of hardship. For example, plans for recurrent problems such as the haze and MERS have been put in place by the government to ensure Singapore continues to run smoothly in case we face the same problems again. On a personal level, there are many stories of successful people who use their past experiences to fuel their resilience and determination to succeed that have inspired Singaporeans to endure hardship and to thrive in difficult circumstances. E.g. Lim Hock Chee experienced being a pig farmer and a failed business to become the owner of the Sheng Siong group of supermarkets. Navy regular Jason Chee, who lost three limbs in an 	<ul style="list-style-type: none"> In Singapore, the past was definitely a much tougher and tumultuous era as compared with the present – as such, we do not think about the good moments we had in the past as much as we think about the bad ones – we constantly draw on instances like the racial riots we experienced in the 1960s and the pre-independence communist insurgency as warnings that our current situation is one that is fraught with potential missteps. We are constantly worried that issues that plagued us in the past will crop up again and we compensate for this pessimism by passing heavy-handed laws and policies (for example our libel and sedition laws). We are not necessarily more resilient when we think about happier times in the past – instead, Singapore’s economic success through the decades and relatively good governance have bred a generation of complainers whose sense of entitlement is a worrisome trait. In fact, some worry that Singaporeans are more

		accident in 2012, is back with the Navy because of his love for his past career.	content to take the foot off the pedal and demand a less competitive society, with more social welfare benefits and safety nets provided by the government.
<p>4. Nostalgia drives creativity and imagination.</p> <p>Claim:</p> <p>‘...inspiration or creativity, which are correlated with mental fortitude.’ (line 32)</p> <p>‘The essays written in a nostalgic state were judged more imaginative and creative...’ (lines 72-74)</p>	Does nostalgia drive creativity and innovation in Singapore?	<ul style="list-style-type: none"> Nostalgia can be marketed to the younger generation in novel ways – such as retro-themed cafes like <i>The Coastal Settlement</i>, <i>Carpenter & Cook</i> and <i>Tian Lee & Co</i>. Nostalgia can be repackaged for it to be relevant to the younger generation. Nostalgia can be an inspiration for creative works of art. For example, <i>50 Years of Theatre Memories</i> presents the memories of 50 significant theatre practitioners in an exhibition that not only shares their diverse, enlightening and personal moments with the audience but also creates an informative, stimulating and playful experience to enrich a wider appreciation and understanding of the theatre scene in Singapore. Films like <i>1965</i>, <i>Old Romances</i>, and most recently, <i>Seven Letters</i>, are also made with nostalgia as the main backdrop. Nostalgia can inspire authentic artistic expression. The book, ‘Balik Kampung’, is a collection of eight new tales written by Singaporean authors who have lived in their neighbourhoods for 10 years or more. 	<ul style="list-style-type: none"> Nostalgia may only fuel fleeting frivolous fads. What the youth in particular are experiencing is a “hipster heritage impulse”, a form of nostalgia that appeals specifically to young middle-class, urban professionals who pick certain aspects to reminisce about. Nostalgia may encourage people to just do what worked in the past and not take risks, resulting in an unwillingness to adapt to the changing times.

<p>5. Nostalgia has longevity in its use and can be easily adapted across various forms and over time.</p> <p>Claim: ‘...most people have at least one nostalgic memory that they cherish and that they can use repeatedly.’ (lines 57-58)</p> <p>‘Nostalgia in this sense is like choosing the neural pathways you want to tread most often, like creating an inexhaustible bank account...’ (lines 60-62)</p> <p>‘...nostalgia stands out as <u>adaptive</u> - it is distinct from these negative memories in that it is always related to intimacy maintenance.’ (lines 79-81)</p>	<p>Is it always true that nostalgia entails positive memories or experiences?</p> <p>How might a person’s inherent temperament colour or undermine the use of nostalgia for more beneficial purposes?</p> <p>Can everyone tap into or meaningfully harness nostalgia to seek hope and purpose in their lives? Are there exceptional circumstances?</p>	<ul style="list-style-type: none"> • Nostalgia has been very often applied in national celebrations, such as the short clip of how Singapore’s first Prime Minister teared in his announcement of Singapore’s separation from Malaysia in 1965, describing it as a moment of anguish. That moment also marked Singapore’s independence and the revisiting of this memory has been used in many circumstances – in schools, as part of the National Education Curriculum, during National Day celebrations and a key video clip in MM Lee’s remembrance documentaries. • Nostalgia can be encapsulated in various art forms such as movies and songs. National Day songs such as “We are Singapore” allow us to revisit the days where Singapore was struggling to build its economy and infrastructure, and striving to maintain peace and stability within its community. It reminds us of the past with the lyrics, “There was a time when people said that Singapore won’t make it, but we did. There was a time when troubles seem too much for us to take, but we did.” This popular National Day song takes the community through Singapore’s history and though some might view it as propaganda material, most Singaporeans young and old resonate with the ideas presented as it revisits this nostalgia of Singapore’s growth and development. 	<ul style="list-style-type: none"> • Nostalgia would not be relevant or as relevant to individuals who are suffering from any form of mental incapacities e.g. children born with severe autism, geriatric patients with degenerative Alzheimer’s disease etc. In the case of the latter, memories and nostalgia of the elderly’s better, healthier days may actually bring more hurt and grief to the immediate family or caregivers as they witness the withering of their loved ones’ former selves.
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<p>6. Nostalgia can inspire acts of charity.</p> <p>Claims: ‘...nostalgia is known to be both a driver of empathy...’ (lines 14-15)</p> <p>‘The ability and encouragement to access nostalgia also builds gratitude... tends to make children less selfish.’ (lines 48-50)</p>	<p>Is nostalgia a compelling reason or motivation for acts of grace, charity or compassion?</p>	<ul style="list-style-type: none"> • Nostalgia can inspire acts of altruism. As part of the campaign of “50 ACtS” in celebration of SG50, the ACS schools participated in an event to give mandarin oranges as an act of gratitude and thanks to those who have contributed to Singapore society (they include healthcare workers, lawyers, the Singapore Civil Defence Force and cleaning staff at various locations) during Chinese New Year Eve earlier this year. • Singaporeans also feel a sense of identity and pride whenever Singapore’s remarkable development the past 50 years is mentioned. The sense of achievement is palpable and this common pride can be used to drive them to be more compassionate towards fellow Singaporeans. For example, as part of the SG50 celebrations, ComfortDelgro sold little ‘red dots’, where the profits went to the Lions Befrienders Service Association (Singapore), the Handicaps Welfare Association, the Cerebral Palsy Alliance Singapore, and the Singapore Association of the Visually Handicapped. 	<ul style="list-style-type: none"> • One’s sense of compassion or altruism, and less due to nostalgia and memories nor personal experience, inspires acts of charity. For example, when Singaporeans donated to causes supporting disasters like the recent Nepal earthquake, many did it for the sheer empathy for the plight of the Nepalese and less due to having experienced the devastation of a disaster.
<p>7. Collective nostalgia can be manipulated.</p> <p>Claim: ‘...the power of collective nostalgia. Is it not the fact that such feelings</p>	<p>Is collective nostalgia similarly manipulated in our context?</p>	<ul style="list-style-type: none"> • The ruling PAP may be leveraging on Singapore’s nostalgic jubilee celebrations to create a sense of goodwill and connectedness with Singaporeans, in order to gain the upper hand in the General Elections to 	<ul style="list-style-type: none"> • Collective nostalgia may be challenging to muster/rally, and may also encounter resistance especially in a multi-ethnic society like Singapore with a people of diverse aspirations and goals. As the income gap widens with economic

<p>can also manipulate us into doing things, buying things, voting for things, that in more coldly rational states we might resist?’ (lines 84-86)</p> <p>‘Nostalgia can certainly be a nationalistic, chauvinistic tool.’ (line 87)</p>		<p>be held by the end of the year.</p> <ul style="list-style-type: none"> • Advertisers/Businesses make use of nostalgia as a marketing strategy to encourage mindless consumption during festive seasons like Christmas and Chinese New Year, and major sale seasons like the Great Singapore Sale. 	<p>development, the Singapore government has been finding it an uphill task to appeal to Singaporean’s shared sense of national identity, despite the inclusion of National Education into the school curriculum and the commemoration of various ethnic festivities and national celebrations. It can thus be said that even as a “nationalistic tool”, nostalgia merely enjoys fleeting appeal or short-term indulgence as more practical bread-and-butter issues take precedence for most Singaporeans.</p> <ul style="list-style-type: none"> • Over-emphasis on nostalgia may lead to the “museumification of heritage and history”, which is reflective of a country with token heritages. In Singapore, the new wave of nostalgia has resulted in the setting up of numerous retro-themed cafes, such as <i>Sinpopo</i>, <i>Chye Seng Huat</i> and <i>Dong Po Colonial café</i>. However, these places are products of commercialised nostalgia and may not be true representations of the past, providing an ostentatious – as opposed to truly meaningful - display of heritage instead. Similarly, the miserable attempts by <i>Breadtalk</i> to market a bun based on Mr Lee Kuan Yew is similarly thoughtless and predatory.
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