

Passage 1

1. Why does the writer characterise 'accelerating' technological progress as 'ominous' (line 3)? **Use your own words as far as possible.** [2m]

Lifted	Paraphrased
The ominous thing is that the process that created them [technological progress] is accelerating .	While offering us things we desire, technology can simultaneously turn these into negative outcomes (addictions) (1m) (explaining <i>ominous</i>) As technological progress/advancement speeds up, these undesirable consequences will become more prevalent / we will see more of such outcomes. (1m) (explaining the outcome of <i>accelerating</i>)

2. Explain how addiction has been created in the food industry (lines 12-13). **Use your own words as far as possible.** [2m]

Lifted	Paraphrased
Food has been transformed by innovative processing and creatively marketed as something almost physically seductive	Through inventive/unique mechanisation and ingenious/imaginative advertising / branding food has been reshaped/alterd as something too enticing/beguiling/captivating/tempting to resist. 1 or 2 points = 1m 3 points = 2m (note: attractive = 0m, imprecise degree) (note: can lift 'transform')

3. In paragraph 3, identify a contrasting pair of words that illustrates the change in social attitudes towards smoking. [1m]

Answer
...smoking transformed from something glamorous movie stars did in publicity shots to something huddling addicts do outside buildings. glamorous (movie stars) huddling (addicts) (note: movie stars vs addicts = 0m) (must have both words for 1m)

4. Explain why we will be “increasingly unable to rely on our social customs to protect us” (line 23) from new addictions. **Use your own words as far as possible.** [2m]

Lifted	Paraphrased
But unless the rate at which social antibodies evolve can increase to match the accelerating rate at which technological progress throws out new addictions, we'll be increasingly unable to rely on our social customs to protect us.	We cannot/are unlikely/may find it difficult to develop resistance to/checks/shields against new addictions... (1m)
	...quickly enough to catch up with/keep pace with/stay ahead of/outpace technological progress / new addictions. (1m)
	(note: cannot be expressed as “we need to...”) (note: can lift ‘social’)

5. According to the author, how have novelists revealed our ‘dysfunctional core’ (line 24)? **Use your own words as far as possible.** [2m]

Lifted	Paraphrased
Novelists have ...revealed [our] dysfunctional core: characters fixate on an object or behaviour	Their characters are overly attached to/obsessed with/overly focused on/are infatuated with something...
	(note: addicted = 0m)
to displace or to eliminate their anxietiesthat replaces/substitutes for/is a proxy for what actually troubles them/what they really fear .

6. i) What tone is conveyed by the italicised words in line 34? [1m]

Lifted	Paraphrased
How have <i>we</i> allowed <i>them</i> to feel both appointed and anointed?	anger/outrage/indignance/affront/ire/offence / accusatory (BoD) (note: insult/enraged = 0m)

- ii) Who are the ‘we’ and ‘them’ the author refers to? [1m]

Lifted	Paraphrased
we them (ref: brave new world of marketing)	Consumers (us=0m) Marketers/advertisers

7. Explain the irony in the author's suggested response to the 'acceleration of addictiveness' (line 35) [2m]

Lifted	Paraphrased
If I'm right about the acceleration of addictiveness, we'll need to constantly - even obsessively - examine ourselves.	<p>We expect that to fight off/resist/combat addiction, we should abstain/be moderate in our actions. (1m)</p> <p>However, his suggestion requires our behaviour to be even more absorbed/fanatical/immersed/consumed/excessive. (1m)</p> <p>=====</p> <p>OR: Instead of moderation/abstinence to counter excess, he proposes <i>even more</i> excessive behaviour. (2m)</p> <p>OR: He proposes excess to counter <i>already</i> fanatical behaviour. (2m)</p> <p>(note: crazy/mad = 0m)</p>



Passage 2

8. Using material from paragraphs 2 – 5, summarise the reasons the writer offers for addictive behaviour.

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]

Addiction happens because.....

	Lifted	Paraphrased
A	That streak is there because our brains have evolved to seek out immediate, short-term rewards . (ln 14-15)	We are mentally / innately / psychologically wired to find / look for... ... instant / fast / speedy ... gratification / returns / gains ,
B	...Our problem is that we've built an environment (ln 16-17)	...creating / developing surroundings / an atmosphere ...
C	...that bombards us with rewards that our bodies don't need (ln 16-17)	...that overwhelms / engulfs / barrages us with rewards that are... ... physically unnecessary / pointless / non-essential / non-crucial / gratuitous ...
D	...and that do nothing to ensure our survival as a species . (ln 17-18)	...and will not guarantee / assure Man's continued / uninterrupted / enduring existence .
E	thanks to technological [changes]... (ln 21)	Technological alterations / modifications / updates / novelties / innovations ... (note: <i>technology</i> alone = 0m)
F	With each passing week , technology unveils a new object, process or relationship we can obsess over . (ln 23-24) OR ... avalanche of technological change (ln 35)	... regularly / frequently ... fascinate / occupy us... OR ...are rapid and overwhelming / voluminous amount of technological change... (note: credit either speed or volume of technological change)
G	...and social changes (ln 21)	...and alterations / modifications in our community (allow lift of 'social')
H	...that stimulate the most fundamental of all our instincts – desire . (ln 21-22)	... fuel / arouse / excite ...our most basic innate impulse ...to crave / long / yearn for something.
I	Never before (ln 22)	This is the first time / It is unprecedented ...
J 1	...have we had access to so many desirable things and experiences	...that we can get a plenitude / an abundance / large number of
J 2	that we hope will change our moods . (ln 22-23)	...that might potentially alter our feelings / emotions / state of mind . (note: accept for holistic understanding)
K	Addictive behaviour is partly explained by the overstimulation (ln 28)	Addiction also results from excessive activation / overexcitement / overexertion ...
L	...of the brain's fearsomely complex reward circuitry . (ln 28)	...of our brain's / mind's complicated processes / mechanisms / workings .
M	But as technologies develop and converge, (ln 32)	As technologies grow / evolve ...and merge / come together ,

N	...the speed of delivery increases (ln 32)	...the supply of consumer goods hastens / quickens / is faster , (note: the subject - <i>what's being delivered</i> - must be accurate)
O	...and so does the speed of our expectations . (ln 33)	...likewise our anticipation for them.
P	It's as if everything that tumbles off a production line is stamped Go . (ln 29-30)	(inferred) Thus, we are primed to accept / embrace / we cannot say no to all these options / goods. (note: credit for overall idea)
Q	If we pay too much mind to these potent images [of stereotypical addicts (ln 36)], we might end up with a dangerous sense of immunity . (ln 38-39)	(inferred) A limited / inflexible sense of addiction makes us prey / vulnerable to its unconventional forms. (note: cannot lift 'stereotypical')
R1	And, in an age when so much digital entertainment is designed to be	Today, digital entertainment is intentionally / deliberately / purposefully / crafted / constructed / devised
R2	as addictive as possible (ln 42)	...for maximum habit-forming behaviour / dependence .
S	The global marketplace offers a bewildering selection of consumer experiences, (ln 43)	The dizzying choice / variety / cornucopia for buyers / users...
T	...simultaneously delightful and dangerous . (ln 44)	...offers joy / pleasure and peril / jeopardy / potential harm / threat
U	It constantly modifies products and experiences that were never previously considered to be addictive, (ln 44-45)	...by manipulating / altering existing harmless products...
V	...or invents them. (ln 45-46)	...or creating them / making new ones.
W	Corporations have learned how to supercharge well-established intoxicants (ln 46)	... the addictive properties of existing products have been made worse / intensified ...the appeal of well-known addictive elements
X	...by popularising new patterns of consumption . (ln 47)	...by making novel forms of imbibing ... trendy / fashionable .

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

9. Why is the food writer in paragraph 6 not surprised that 'cupcakes are favourites with bulimics'? **Use your own words as far as possible** [2m]

Lifted	Paraphrased
'They're the ultimate eye-candy, primed and styled like a pop star, the edible incarnation of many girls' fantasies.'	The deliberate / purposeful ornamentation / embellishment of cupcakes [1m]...
	...resonates with girls with eating disorders who take careful / intentional actions to be thin . (inference) [1m]
	(key idea: parallel deliberation) (note: 2m or nothing)
	<u>Not acceptable:</u> Many girls desire to look good (<i>inference: as good as celebrities</i>), which is something bulimics particularly desire.

10. Why does the author place the comment about waistlines (lines 72-73) inside brackets? **Use your own words as far as possible.** [2m]

Lifted	Paraphrased
It's easy for urban sophisticates to mock American 'rednecks' or British 'chavs' who stuff themselves with fast food, and easy to assume (with an oh-so-amiable snigger at their waistlines) that they are in the grip of addiction.	To highlight/emphasise his attitude... [1m]
	...indicating his strong disapproval of such snobbery/dismissiveness towards commoners / those who are not considered socially elite. [1m]
	(note: allow lift of 'urban sophisticates', 'rednecks', 'chavs')

11. Paul Graham and Damian Thompson discuss the causes and potential consequences of addiction in modern society. How applicable are their views to you and your society? [10m]

R1: Refer to both writers' arguments regarding **causes** and potential **consequences** of addiction. ****Must address both causes and consequences for more than 4m.****

R2: Evaluate how applicable writers' views are to your society.