



Cambridge International AS Level

ENGLISH GENERAL PAPER

8021/22

Paper 2 Comprehension

May/June 2020

INSERT

1 hour 45 minutes

INFORMATION

- This insert contains all the resources referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

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This document has **8** pages. Blank pages are indicated.

Material for Section A

Situation

A young couple (Thorsten, a graphic designer, and Susi, a computer engineer) have just become engaged and now need to organise a photographer to take photographs of their engagement party planned for next month.

Background

They met three years ago on their first day working at the headquarters of Simsone, an international retail company. They clicked as soon as they started chatting, quickly realising that they shared the same offbeat sense of humour and quirky way of looking at life differently. In addition, they found out that they both loved nature and had a desire to get involved in Simsone's programme of charity work (which had attracted them to working for Simsone in the first place).

The three photographers under consideration are as follows:

(i) Moni Galli

- a fully qualified independent professional photographer, based 200 km away, but will undertake commissions nationally (though charges expenses)
- covers commercial photography, studio portraits, wedding photography and event photography (indoor and outdoor)
- an award-winning member of several professional bodies, such as The Adria Guild of Professional Photographers
- ethical, as she tries to work in as carbon-neutral a way as possible and donates a percentage of her fee to the charity World Nature
- she says, 'by creating a strong link with my clients, I try to capture meaningful images ...'
- fees: studio portrait (1 hour) \$150; half-day shoot (4 hours) \$500; full-day shoot \$900
- online review: 'Moni might be quiet and unassuming, but she works hard at getting to know you properly so her photos really represent you ...'

(ii) Happy Ever After

- a company specialising in engagements, weddings and naming ceremonies
- staff of 50 with access to state-of-the-art facilities and able to undertake commissions covering several local states; no expense is spared – for example, images are delivered on premium quality flash drive, and stunning photobooks and lavish handmade albums are included
- offers a very special extra – aerial photography and filming as some members of staff are qualified licence holders for drone work
- the company says, 'We offer all the services expected of a company specialising in capturing happy moments – and more!'
- fees: high-end packages include 'Capturing your special moments' (photographs only) \$1050 and 'A day of your special moments' (photographs and filming) \$1800
- online review: 'They made us feel as if we were royalty – the centre of attention all day. Can't remember the photographer's name on the day, but the photos were great!'

(iii) Rafe Spitz

- a talented self-trained amateur photographer based in the local town
- does not mind taking on any commission as he will try anything once – has taken photographs of sharks from an underwater cage and charity walkers reaching the top of a mountain
- specialises in capturing the unusual, the scary, the funny, the challenging

- works as a laboratory technician so needs some advance notice of dates in order to book the time off work (if necessary); any consultations beforehand need to be fitted around work hours too
- speaks several languages (fluent in the three national languages and can get by in four or five others)
- he says, 'If you don't want your photos to be boring and conventional, then I'm your man!'
- fees: hourly rate of \$50
- online review: 'Loved the way Rafe was so open to all our ideas, added some of his own, then presented us with a set of beautifully creative images.'

Additional information

1. Thorsten's father is a keen hot-air balloonist, really appreciating the bird's eye view of the world he gets from being on high.
2. Susi is environmentally aware.
3. Both sets of parents have told the couple that they will pay for everything to do with the party and that the budget is unlimited as both Thorsten and Susi have no siblings.
4. The families and friends of the couple are made up of many different nationalities and are scattered all over the world so there will be some who will not be able to make it to the party in person.
5. Rafe held an exhibition of his work in the local library, but it received a poor review in the local newspaper.
6. Thorsten and Susi are both uncomfortable about spending lots of money on a party and would prefer to stick to a reasonable budget.
7. Previously, Thorsten worked as a graphic designer for a publisher.
8. The parents have chosen the venue already – Hotel Luxus. It has a ballroom, several reception rooms and a huge restaurant. The grounds are extensive, including flower gardens, a lake and a wood. There are beautiful views down to the beach.
9. Susi's mother is a very talented clothes designer who has already created her own mother-of-the-bride outfit.
10. Thorsten and Susi prefer the quiet life. They are low-key, thoughtful individuals.
11. The weather is set to be warm and sunny for the next few weeks, with the usual light wind expected at this time of year.
12. Thorsten and Susi tolerate being the centre of their parents' lives and try to understand the parental desire to make a big thing out of everything to do with them, but they find it hard.

Material for Section B

An article by Kevin Rushby

The high street* that came back from the dead

It's the stuff of nightmares. You wander down a road where most of the shops are boarded up. Moving on swiftly through a rising tide of discarded takeaway food containers, you reach the only entertainment in town: the tattoo parlour. You start running now. Even the charity shops have closed down. You wake in a sweat, praying that this isn't a vision of the future for the British high street. 5

The figures, however, suggest these scenes are uncomfortably close to reality. According to the Centre for Retail Research, more than 11 000 major high street outlets have gone bust since 2008, affecting almost 140 000 employees. Although 2008 and 2012 were the worst years, the last year has been traumatic too. It's not only clothing manufacturers, such as Jaeger, who have gone under: photo studios, ice-cream parlours, pet-grooming centres, toyshops and bike shops have as well. 10

The one consolatory note of recent times has been that cafés and restaurants were doing well. No more. The accountancy firm Moore Stephens reports more than 1500 restaurant insolvencies in the UK in 2017, and says that almost 15 000 are under threat.

One group not going out of business appears to be the experts commissioned to report on the decline. A typical comment goes: 'Higher spending can be generated by a diverse town centre which can satisfy customers' needs for immediate purchase of the goods they want.' In other words, if it's in stock, people might buy it. Among all the reports on high streets, the one that stands out for its clarity and intelligence comes from the retail guru Mary Portas. In 2011 she laid out the problems: supermarket sprawl, out-of-town shopping, the internet and poor communication between councils, traders and landlords. She concluded: 'We have sacrificed communities for convenience.' 15 20

What's certain is that the traditional high street of the last 50 years, founded on chain stores and well-known brands, is undergoing a brutal transformation. There are, however, signs of what might emerge from this period of revolutionary change. 25

In York's Bishopthorpe Road I settle down in the window of a high-street café-restaurant-bakery. Beppe Lombardo's Sicilian food outlet, Trinacria, is full of people having coffee, some are sampling the impressive range of homemade pastries and cakes, while a clutch of children linger near the ice-cream display.

'When I came to York in 2001, there was no good ice-cream,' says Lombardo, his expression hinting at the profound shock he had felt. 'Not like proper Sicilian ice-cream.' He waves to a friend outside on the pavement. He not only brought Sicilian ice-cream to York, he also brought a high standard of sociability and friendliness. He's involved in plans to stage a street Olympics and a dog show, and to use street art to engage with visitors. Does he worry about the economic downturn? 'We're doing OK here. I don't think we need any more cafés and restaurants, but things are OK.' 30 35

Bishopthorpe Road is one of a few high streets that have bucked the downward trend, managing to revive and reinvent itself during one of the harshest retailing recessions ever. That's in stark contrast to York's premier shopping strip, Coney Street, where 20

per cent of units lie empty. What really hurts is that some of these outlets are the most beautiful storefronts in England. 40

Just over a kilometre away, a stroll down Bishopthorpe Road reveals many of the elements that are on everyone's wishlist for a decent local high street: a handful of excellent cafés and restaurants, hardware shop, chemist, baker, two greengrocers, a couple of small supermarkets, pub, bike shop, delicatessen and butcher. Most are independent; many have won awards. The street was voted Britain's best high street in 2015. 'Bishopthorpe Road fully deserves the title,' said Marcus Jones, government minister for high streets at the time. 'We'll be sharing Bishopthorpe's top tips with other high streets across the country to make sure others learn from their success.' 45

What's really fascinating about this success is that it's not a glamorous location, a street laden with tourist attractions or backed by upmarket housing; it's a socially mixed area and, at first glance, a very ordinary British shopping street. How did it pull off such a trick? 50

I go to see Johnny Hayes, co-owner of Frankie and Johnny's kitchenware shop, and Andy Shrimpton from the Cycle Heaven bike shop. Both were instrumental in turning Bishopthorpe Road around. 'When the post office closed, I really thought we were in trouble,' says Hayes. In fact, it was the start of the upswing: 'Two things happened. We got the Pig and Pastry café opening – local owners who knew everyone and worked hard to make a brilliant little place to eat – then in 2010 Andy came to me with an idea.' 55

'I was inspired by cycling trips to Copenhagen,' says Shrimpton. 'There was a sense of neighbourhood and community ... I thought, why can't all cities be like this?' 60

It was a simple plan. Gather all the shops together under one website, and launch it with a street party. 'It was a eureka moment,' says Hayes. 'At 18:00 we closed the road to traffic. There was hardly a soul about. We set out a few stalls. By 18:20 there were 3000 people out there. The butcher gave away burgers, there were bands, people were dancing. I couldn't believe it. I realised there was so much good will. I thought, "We're going to be all right."' 65

*The main street and often the principal shopping area of a town.

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