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English B – Higher level – Paper 2 – Reading comprehension
Anglais B – Niveau supérieur – Épreuve 2 – Compréhension écrite
Inglés B – Nivel Superior – Prueba 2 – Comprensión de lectura

Monday 8 November 2021 (afternoon)

Lundi 8 novembre 2021 (après-midi)

Lunes 8 de noviembre de 2021 (tarde)

1 h

Text booklet – Instructions to candidates

- Do not open this booklet until instructed to do so.
- This booklet accompanies paper 2 reading comprehension.

Livret de textes – Instructions destinées aux candidats

- N'ouvrez pas ce livret avant d'y être autorisé(e).
- Ce livret accompagne la partie de l'épreuve 2 portant sur la compréhension écrite.

Cuadernillo de textos – Instrucciones para los alumnos

- No abra este cuadernillo hasta que se lo autoricen.
- Este cuadernillo acompaña a la parte de comprensión de lectura de la prueba 2.

Text A

4 Ways to Spot Greenwashing



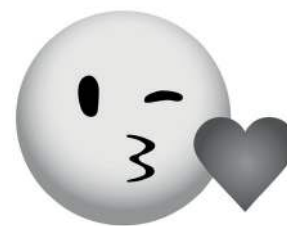
- 1** Finding the truth behind labels on your favorite beauty product or health food isn't always easy. Now that the marketplace is seeing more environmentally-friendly products, companies are using just about every expression possible to convince consumers to buy their products. "Greenwashing" is a term that's used to describe when companies use misleading marketing terms to persuade potential customers that their products are safer, or more natural than they really are. But, how can you spot it?
- 2** [– 3 –]
Avoid buying products that have a strong scent and list "fragrance" on the ingredient list. Fragrances are protected by trade secrets and can contain hundreds of chemicals. Any company which doesn't fully disclose the contents of their fragrances should not label their products as "natural", or "organic". Please note that companies can use essential oils to scent their products, but they should label them accordingly.
- 3** [– 4 –]
Double-check the ingredient list of products to confirm how much of the product is actually organic. Since organic foods are healthier, many people assume that all organic products are healthier, but that's not always the case. Beauty products may use certified organic raw ingredients (like coconut oil), but the rest of the ingredient list could be full of artificial chemicals.
- 4** [– 5 –]
How green can your company really be if the carbon footprint of each product is excessive? Case in point, one company I love makes plant-based protein. Their veggie burger looks delicious but is packed in excessive plastic, paper and cardboard. Being "green" isn't just about what's inside the box, it's also about how the product is stored and shipped.
- 5** [– 6 –]
For beauty products, check to see how they rate on the handy Skin Deep database created by the Environmental Working Group. This scores common beauty products, helping consumers to effortlessly navigate a complicated marketplace and understand what is safe and what is not. You'll notice several brands that are marketing themselves as "natural" have items that rank 7–10 on the hazard scale. I aim only to buy those that score 3 or less.
- 6** I hope these simple tips help you. Feel free to ask me questions if you're particularly stumped, and always hold companies accountable for truth and transparency in their labeling.

Text B

Heart emoji: The language of love in the 21st century

by University of South Australia

It may not be a Shakespearean sonnet,¹ but the language of love in the 21st century is just as affectionate and meaningful as it ever was, according to University of South Australia linguist, Dr. David Caldwell.



5 “Romance is alive and well in the digital realm, and that opens new ways of communicating love and affection, different from the traditional handwritten love letter,” Dr. Caldwell says.

“Modern love communication features images (selfies or images of a couple together), emoticons, emojis and memes, and many other combinations of words, sounds, images and animations that, in essence, combine to function as a love letter.

10 “With digital communications, we also have unprecedented access to each other’s love letters. It is not uncommon for couples to publicly post and or announce their affections.”

Dr. Caldwell says love language today is typically less formal, less poetic, less elaborate and less metaphorical.

15 “There isn’t much room for comparing your beloved to a summer’s day, at least not as superbly as Shakespeare does in Sonnet 18, but the sentiment is no less loving or meaningful,” he says.

“Today’s love language is more immediate, often a two-way online exchange, likely to be more concise in language form, and can often include ‘youth speak’—abbreviations, acronyms and humour.

20 “The change perhaps reflects a shift in what we value in a prospective partner’s linguistic repertoire.

“Are we less attracted to a wordsmith than we once were? Does poetic, elaborate, metaphorical language in the context of romance, now feel outdated, excessive, and possibly inauthentic?

“Perhaps today, the value is in a prospective partner’s ability to use digital communicative tools—humour, emojis, memes and the like—to show a mastery of modern life.”

25 Dr. Caldwell says the current generation are “doing love” quite differently from the romantic stereotype.

“There are no doubt fewer love letters, but online dating is booming.

“The most common written genre people produce for these sites is a kind of information report or auto-biography.

30 “It is designed to ‘sell’ a person to potential partners. And this commodification of self has specific language patterns, which are often very efficient, and certainly not metaphorical or poetic, like the language patterns of love letters.

35 “At the end of the day, love is love and people will express their affection in ways that elicit a positive response—and it may be that successful wooing today, relies a lot more on the right emojis than the structural rigours of a sonnet or a haiku².”

¹ sonnet: a form of poem with 14 lines

² haiku: a type of short form poetry originally from Japan

Text C

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References:

Text A Dahl, L., 2017. 4 Ways to Spot Greenwashing. *Lindsay Dahl*, [blog] 7 March. Available at: <https://lindsaydahl.com/4-ways-spot-greenwashing/> [Accessed 4 October 2020]. Source adapted.

Text B University of South Australia, 2020. Heart emoji: The language of love in the 21st century, 8 February. Available at: www.unisa.edu.au/media-centre/Releases/2020/shall-i-compare-thee-to-an-emoji-of-a-summers-day---what-is-the-language-of-love-in-the-21st-centurynew-page/ [Accessed 4 October 2020]. Source adapted.