
Analysis of Answers for GP Paper 2 Exercise (‘Advertising’)

1. The authors are suggesting that we mistakenly believe who our adversaries are, **but this is not the case because in reality**, we have missed out the main culprit which connects all these different elements within the hyper-capitalist framework, which is the advertising industry.

**Useful points to take note of:*

2. The irony is that **while we expect** advertising to increase the number of options we have **because** we are provided with more information, **the truth is** it does not allow us to select if we want to be exposed to it and does not give us freedom in terms of how we react to it **because** of the methods that advertising uses to tap into our subconsciousness.

**Useful points to take note of:*

3. Advertisers do this **by** openly claiming that if we are knowledgeable members of public who educate our children to be more discerning in processing information, we will be free from the influence of advertisements. **Yet**, advertisers secretly hire scientific experts to invent increasingly creative ways to lower our cognitive barriers so as to control how we think and behave.

**Useful points to take note of:*

4. The authors mean that advertisers craft ideas that elicit people’s feelings instead of their logical reactions.

**Useful points to take note of:*

5. The first similarity is that consumers are not fully aware when they are making decisions. **The second similarity is that** advertisers focus on manipulating the feelings of people to get them to consume.

**Useful points to take note of:*

6. The authors illustrate this **by providing examples** of companies that capitalize on social movements to publicize their products, and that hire celebrity activists as their brand ambassadors.

**Useful points to take note of:*

7. The authors use brackets **to provide additional information** that Burger King's meals can be consumed regardless of one's moods, which is meant to poke fun at their competitor whose meals are named 'Happy Meals' and to acknowledge that we do not have to feel happy all the time.

**Useful points to take note of:*

8. The authors are suggesting that these brands are not sincere in contributing to social causes, but are in fact exploiting consumers' desire to support social causes **so as to** persuade them to buy their products.

**Useful points to take note of:*

9. There is a need to heed the advice in the last sentence because if we do not start by recognizing that we are heavily influenced by the power of advertising, no efforts will be taken to mitigate its effects, which would result in much harm brought to society.

**Useful points to take note of:*

10. Summary Question (ANSWERS)

#	Points from the Passage	Paraphrased Points
1	save less	Be less frugal / prudent / thrifty
2	spend more	Increase our expenditure / purchases / consumption
3	use more of their time working	Spend / devote longer hours in our jobs / careers / become workaholics
4	to meet their rising material aspirations	To keep up with the increasing / growing desire to buy more things

5	terrible impacts on family life	Which has disastrous / harmful / devastating effects on relationships with kin / loved ones
6	They also change the character of the nation	Modifies / transforms / alters the nature / essence / identity / spirit of a country
7	Burdened by debt	Riddled / saddled / heavy-laden with financial liabilities
8	without savings	With no financial reserves / buffer / money put aside
9	less free ,	We feel more constrained / restricted / limited
10	less resilient ,	Diminishing / reducing our tenacity / grit / determination to recover from adversity
11	less able to stand up to those who bully us	Less adept at resisting / defending ourselves against aggressors
12	encourage us to become dissatisfied with what we have <u>or</u> a growing sense of inadequacy	We become discontented / unhappy with our current status / status quo
13	To be sexy, beautiful, happy, relaxed, we must buy their product <u>or</u> We must run ever faster...	Believing that consumption of material possessions is the key to a blissful life
14	compare ourselves to those we perceive to be better off	We measure ourselves against those who are more blessed / fortunate / affluent / wealthy
15	trash our happiness	Destroys / robs us of our joy
16	trash the biosphere	Damaging / harming the environment
17	Most advertising appeals to and reinforces extrinsic value	When we applaud / extol superficiality
18	It helps create an environment which shifts our value system (similar to point 6)	We establish a world / society that changes the core beliefs that define us

19	Some advertisements appear to promote intrinsic values...but they also create the impression that these intrinsic values can be purchased ...	We are led to believe that we can buy inherent / innate principles / ideals
20	which demeans and undermines them	Which actually devalues / degrades them

Sample Summary Answer

One negative impact is [that we become less frugal]¹ **and** [increase our expenditure]² **as** [we devote longer hours to our careers]⁴ **in order to** [keep up with our increasing desire for more things]⁴. **[Riddled by]** financial liabilities]⁷ and [without financial reserves]⁸, [we become more constrained]⁹ and [less able to be tenacious in the face of adversity]¹¹. **Increasingly**, [we become discontented with our current status]¹², **[believing that]** consumption of material possessions is the key to a blissful life]¹³. **We also begin to** [measure ourselves against those who are more blessed]¹⁴, thus [robbing us of our joy]¹⁵ and [damaging the environment]¹⁶. **When** [we applaud superficiality]¹⁷, **this not only** [has disastrous effects on our relationships with our loved ones]⁶, **but also** [alters the spirit of a country]⁷.

(120 words)

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