

Read the passage and then answer all the questions which follow below. Note that up to fifteen marks will be given for the quality and accuracy of your use of English throughout this paper.

For
examiner's
use

Note: When a question asks for an answer *IN YOUR OWN WORDS AS FAR AS POSSIBLE* and you select the appropriate material from the passage for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words or phrases from the passage.

1. What are the authors suggesting by writing 'We think we know' (line 1)?

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..... [2]

2. Explain the irony in lines 8-9.

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3. How are advertisers 'developing sophisticated means of overcoming our defences' (lines 10-11) in paragraph 2? **Use your own words as far as possible.**

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4. Explain what the authors mean by 'the messages used by advertisers are designed to trigger emotional rather than rational responses' (lines 20-21). **Use your own words as far as possible.**

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5. What similarities are there between the 'low attention processing model' (line 21) and the 'New developments in neurobiology' (lines 29-30)? **Use your own words as far as possible.**

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6. Give the two ways in which the authors illustrate how profit-driven companies deploy 'good causes for advertising purposes' (lines 34-35). **Use your own words as far as possible.** [2]

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7. Why have the authors placed brackets around the comment in lines 37-38?

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8. What are the authors suggesting about the brands by using the phrase ‘cynically preying’ (line 48)? [2]

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9. Suggest one reason why there is a need to heed the advice given in the last sentence.

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10. Using material from paragraphs 6 to 8 only, summarise what the author has to say about the negative impact of advertising.

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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.**

One negative impact is

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11. The authors argue that the power and pervasiveness of advertising 'raises serious concerns' (line 7).

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How far do you agree or disagree with this view? Illustrate your answer by referring to the extent to which, as consumers, you and your society are influenced by advertising.

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