



Cambridge International AS & A Level

ENGLISH LANGUAGE

9093/13

Paper 1 Reading

May/June 2021

2 hours 15 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.
- Dictionaries are **not** allowed.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].

This document has **8** pages. Any blank pages are indicated.



Section A: Directed response

Question 1

Read the following text, which is a blog post from the *Psychology Today* website.

- (a) Your teacher has asked you to write the opening speech for a class debate on the subject of organic food. Write your speech, outlining the pros and cons of organic food. Use 150–200 words. [10]
- (b) Compare your speech with the blog post, analysing form, structure and language. [15]

Organic food isn't all it's cracked up to be

Here's food for thought: Taste happens in your head, not your mouth. Color, for instance, is a strong influence on how we perceive flavor. Purple grapes don't look quite right when served on a blue plate. Similar color contrast impressions operate at multiple levels both psychologically and in the brain. It may be that the term 'blue plate special' became popular during the 1930s Depression when cooks noticed that customers were satisfied with smaller portions when meals were served on a blue plate. Shape affects gustatory judgments, too. An angular plate emphasizes the sharpness of a dish. Weight also matters: the more heft a bowl has the more satiated you'll feel no matter how much or little you eat. 5
10

Labeling is powerful: In blind tastings people judge wine as tasting superior when told it costs a lot despite being exactly the same drink as the competitors they taste. Studies repeatedly show that consumers can't detect any difference between organic-labeled and conventionally grown vegetables even when 30% of those tested thought that organic vegetables had to taste better. 15

Expectation and belief strongly shade how food tastes, even when it is served blind or in black glassware. A lack of visual cues can make it impossible to tell one flavor from another. The 8% of men who are red–green colorblind, for example, can't tell the difference between a rare steak and one well done. One would think that a tough texture gave the overcooked steak away, but visual cues, or their absence, outweigh other signals. 20

Now imagine fields of old-fashioned produce. Chickens clucking in the yard. A nice image, but not necessarily reality. As organic products have gained in popularity the incentive to industrialize has influenced producers. That's perfectly legal because 'organic' by definition means only not sprayed with synthetic fertilizers or pesticides. That leaves more than 20 chemicals approved for organic farming that may not be any less risky or more sustainable than synthetic ones. 25

One USDA¹ report showed that 43% of 571 samples labeled organic contained prohibited pesticide residues. Some were mislabeled regular produce. Others were downwind from prohibited pesticides used in conventional fields nearby. Major brands often grow their organic crops next to conventional ones, so it's no surprise they're contaminated. 30

Labels have become a problem: Organic isn't much about food at all. It's now an image and testament to a lifestyle, a virtuous story about the person whose kitchen it fills. People choose it because they value romanticized notions of health, quality, the natural

world. Marketers know that we're swayed by confirmation bias so they can sell us products that don't live up to an imagined ideal. Confirmation bias is basically believing evidence that supports what you already believe while rejecting whatever doesn't fit. 35

'Organic' once did mean more traditional farming practices and less-processed raw ingredients. Our brains still hang on to that ideal even in the face of negative evidence. Attached to beliefs and symbols of a principled lifestyle, cognitive bias nudges us to reject contrary facts. Advertisers claim their organic cereal is healthier, and our critical thinking forgets that frosted cereals are nutritionally poor choices no matter which way you grow, grind, and bake them. 40

The smokiest mirror of the organic industrial complex may be that its system is based on trust. An investigation by the Wall Street Journal found that 47% of USDA certifying agents – people accredited by USDA and trusted to inspect and certify organic farms and suppliers – failed to uphold basic Agriculture Department standards at least once. Caveat emptor²: claims of health benefits and 'natural' ingredients can be meaningless when we take producers at their literal word. 45

There is more to labels than meets the eye, and the psychology of food marketing has yet to change reality. Swedish researchers concluded that 'choosing a lifestyle based upon an organic diet constitutes a return to the natural world on a philosophical level, whereas on a psychological level it connects one to aspects such as identity, values, and well-being'. Organic chickens may be 'cage-free' and have 'outdoor access,' but that doesn't mean they're not still living in crowded factory-conditions-plus-window. You have to look beyond the label. As for moral superiority, that can't fit in a shopping cart anyway. 50
55

Notes:

¹USDA: United States Department of Agriculture

²*Caveat emptor*: Latin for 'let the buyer be aware'

Section B: Text analysis

Question 2

Read the following text, which is an extract from the autobiography of the famous journalist and television broadcaster, Sir Trevor McDonald.

Analyse the text, focusing on form, structure and language. [25]

I remember the cold.

I had dragged myself out of bed before dawn. There was nothing unusual about that. It was what we had to do when working in Washington to cope with the five-hour time difference between DC and London. By the time I was barely awake, my office on the other side of the Atlantic was well into its working day.

5

Drawing back the blinds and looking out of my hotel window down onto the street below I was amazed at the sight of streams of people making their way up towards Capitol Hill. From my room high up on the tenth floor they seemed like a procession of Lowry-like figures¹, shuffling along wordlessly in the semi-dark, in heavy overcoats, thick scarves and gloves. It was, after all, a January winter's day in Washington DC.

10

The event that had brought them to the nation's capital was hours away, but everyone expected the crowds to be large and getting there early would be the only way to find a good spot to watch the ceremony. Only on venturing outside myself much later did I discover how cold it was. A freeze had set in. First light revealed a clear day and a sky of faultless blue, but when the wind rose, it showered icicles across the Mall. They hit you in the face with the sting of burning needles. Toes and fingers went numb.

15

And yet the weather discouraged no one.

Spirits were high. The mood was celebratory. It was as if the warmth of expectation had blunted the effects of the cold.

The early risers had done the right thing. By late morning the largest number of people ever to assemble in Washington had occupied every square inch of the two-mile-long grass runway from Capitol Hill to the Lincoln Memorial to witness the final act in a political drama that had transfixed America and the world.

20

Picking my way through the gathering multitude that day I could almost taste the excitement. A black man with the unlikely name of Barack Hussein Obama had defied political orthodoxy and was about to be sworn in as president of the United States. It was happening in a country where black Americans had only been legally guaranteed the right to vote a little over forty years earlier after a campaign as bruising and turbulent as the Civil War.

25

Now this junior senator from Illinois was about to enter the White House of Jefferson, Lincoln and Roosevelt, of JFK, Reagan, Clinton and Bush – a White House built by slaves. As tradition required, a huge cast of political and civic dignitaries had made its way stageside up at the far end of the Mall – decked out in style and living up to its name as America's Front Yard.

30

Everything slotted into place for a presidential inauguration like no other and I was there to watch an extraordinary moment in American history. It was one of the thrills of my life as a journalist and as a black man. 35

I had followed the noisy carnival of the presidential election campaign with its twists and turns, its frothy controversies and its spasms of political spite. Those memories were already passing into history. They had been superseded by the election result. 40

Watching the president elect's victory speech at Grant Park in Chicago late on election night from my hotel in Washington, I strained to believe what my eyes were telling me. I had telephoned friends in London to share the excitement but also as a way of checking that I had not been transported to a distant planet at a time in the distant future. That evening in Chicago, Obama struck all the right notes in describing to an ecstatic crowd and to the American nation the historic nature of his victory. 45

My conversations with friends across the Atlantic had all ended in tears of high emotion and glorious incredulity.

Notes:

¹*Lowry-like figures*: refers to images of people painted by artist L.S. Lowry

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