

# Integrated Skills in English

## ISE III



### Reading & Writing exam

Sample paper

10am-12pm

Your full name:.....  
(BLOCK CAPITALS)

Candidate number:.....

Centre:.....

Time allowed: 2 hours

#### Instructions to candidates

1. Write your name, candidate number and centre number on the front of this exam paper.
2. You must not open this exam paper until instructed to do so.
3. This exam paper has **four** tasks. Complete **all** tasks.
4. Use blue or black pen, not pencil.
5. Write your answers on the exam paper.
6. Do all rough work on the exam paper. Cross through any work you do not want marked.
7. You must not use a dictionary in this exam.
8. You must not use correction fluid on the exam paper.

#### Information for candidates

You are advised to spend about:

- ▶ 20 minutes on Task 1
- ▶ 20 minutes on Task 2
- ▶ 40 minutes on Task 3
- ▶ 40 minutes on Task 4

#### *For examiner use only*

Examiner initials	Examiner number

## Integrated Skills in English III

Time allowed: 2 hours

This exam paper has four tasks. Complete all tasks.

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### Task 1 – Long reading

Read the following text about advertising and answer the 15 questions on page 3.

#### Paragraph 1

I've lost count of the number of times I've heard my friends claim that they are not influenced by adverts. When I question the truth of their claim, they get annoyed. They insist. So do I. I back this up by pointing out that it just wouldn't make sense for US advertising companies to invest 70 billion dollars in an industry that was totally ineffective. Whatever else advertising companies may be, they're not stupid. This fact initially creates a short burst of interest in my friends, who think briefly about their claim. It is, without any doubt, a huge amount of money. But, like a lot of people, they still imagine they are too clever to be fooled by advertising. What people seem to imagine is that adverts are designed to make us go out and buy a product immediately, but this isn't how it works. In fact, a successful advertising campaign rarely tries to do this, because it's well known that consumers can actually react negatively if they feel that they are being forced to do something against their will.

#### Paragraph 2

What I have noticed in my friends is that, although they protest loudly that they have not been affected by ads in the slightest, they are surprisingly able to recall certain adverts in great and vivid detail. They can describe the series of ads for a particular hot beverage popular years ago, involving animals that are able to speak and act like humans. They easily differentiate between a number of ads for a certain well-known soft drink, featuring young people joyfully singing and dancing or cute kids playing. They can sing the songs line by line, word for word. They are even able to recite the irritating slogans for various chocolate bars and remember the context for the slogans. This recall can, amazingly, go back many years. And, when my friends are pressed, they will even admit to having bought the products.

#### Paragraph 3

In fact, rather than provoke an immediate reaction, what the best adverts do is to create a more generally positive impression. Not only are they memorable, but they promote warm feelings in us that build up an effect over time. They alter our behaviour quite slowly and, because we haven't leapt out of our armchairs and rushed out to buy the product, we don't even realise it is happening to us. But, and this is the key point, we may well decide to buy the product later on, or we might talk about it to other people, and spread the positive message this way.

#### Paragraph 4

It is quite clear that our emotions guide our buying choices very strongly. Scientists specialising in this area have found that emotion is the essential factor in our decision-making. When we are faced with having to decide on something, this gives rise to emotions from various connected experiences we have had in the past. These sentiments combine, creating preferences which result in our final decision. This emotional effect explains why customers tend to go for brand names rather than for cheaper products sold under the name of a supermarket. This happens even though it is generally known that the supermarket versions contain exactly the same ingredients, and also cost a lot less. The consumer has developed an emotional attachment to the brand.

#### Paragraph 5

This probably explains why many advertisers have sometimes struggled in the past to find the best way to publicise products. They focused on and highlighted information about the features and advantages of the product, rather than the feelings provoked by it, and they tried to persuade people of the many benefits of having the latest model fast. This may appear to be reasonable, but human reactions to such things are unpredictable. What might appear to be new and exciting to some will leave others cold. We humans are emotional beings and any advertisers who still haven't realised the importance of this fact will have to change their way of thinking. And if my friends, the ones who claim to be too clever for adverts to influence them, could be bothered to listen to me as I explain all this, they might see my point!

**Questions 1-5**

The text on page 2 has five paragraphs (1-5). Choose the best title for each paragraph from A-F below and write the letter (A-F) on the lines below. There is one title you don't need.

- 1. Paragraph 1 .....
- 2. Paragraph 2 .....
- 3. Paragraph 3 .....
- 4. Paragraph 4 .....
- 5. Paragraph 5 .....

- A The need for a different approach
- B Loyalty to certain products
- C Evidence of being influenced
- D Denials are strongly challenged
- E Wasted investment in advertising
- F A gradual and unnoticed process

**Questions 6-10**

Choose the five statements from A-H below that are TRUE according to the information given in the text on page 2. Write the letters of the TRUE statements on the lines below (in any order).

- 6. ....
- 7. ....
- 8. ....
- 9. ....
- 10. ....

- A Many think that the aim of an advert is to make people buy a product straight away.
- B Outlining the benefits of goods is not the most effective advertising method.
- C Our most recent experiences have the greatest effect on our purchases.
- D The writers' friends are interested in her ideas about advertising.
- E When we make a decision, our feelings are always key.
- F The writer's friends are not influenced by advertising.
- G People tend to prefer more expensive versions of the same product.
- H All of the writers' friends are able to describe several adverts.

**Questions 11-15**

Complete sentences 11-15 with a word, phrase or number from the text (maximum three words). Write the word, phrase or number on the lines below.

- 11. Too much pressure to buy can make people ..... to adverts.
- 12. People's memories of adverts may ..... decades.
- 13. Good impressions of a product may be ..... as a result of people's conversations.
- 14. When we need to decide something, several different feelings ..... .
- 15. How people will behave when they see an informative advert is ..... .

## Task 2 – Multi-text reading

In this section there are four short texts for you to read and some questions for you to answer.

### Questions 16-20

Read questions 16-20 first and then read texts A, B, C and D below the questions.

As you read each text, decide which text each question refers to. **Choose one letter – A, B, C or D – and write it on the lines below.** You can use any letter more than once.

Which text:

16. gives details of how rapidly mobile phone photography has grown? .....
17. gives an example of the changing role of media photographers? .....
18. explains the need to understand the equipment you are using? .....
19. explores the idea of the financial worth of particular image taken on a mobile phone? .....
20. expresses the view that traditional photographers may need to change their ideas? .....

### Text A

Professional photographers are becoming alarmed at the rise in popularity of photographs taken on mobile phones. An extreme view is that although photography is more popular than it ever was, with more people doing photography courses, the idea of photography as an art form is being destroyed. Others think that what might be happening is simply that photography is moving on.

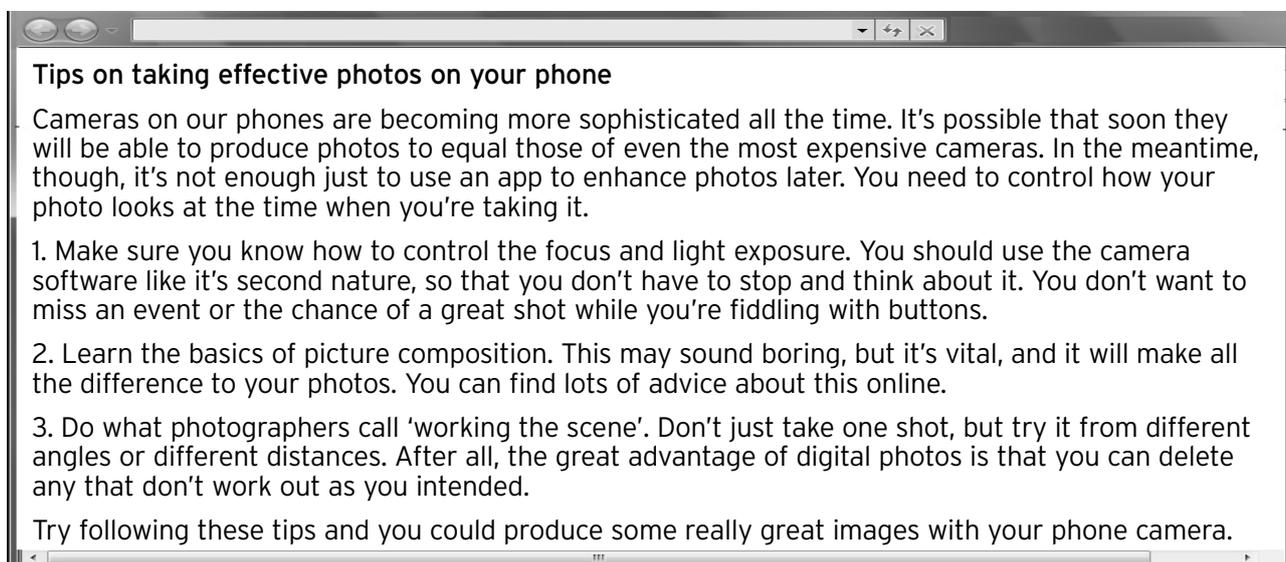
Photographers can no longer make large sums of money photographing events like weddings. We can photograph events like these ourselves, even if the results may not be as impressive as hiring an expensive photographer. And photo-journalists often face fierce competition from people who just happen to be passing as a dramatic event takes place. These mobile phone photos taken by amateurs can capture the immediacy of the event.

Photographers as artists are also suffering from people using apps that can enhance even the dullest of their shots. Admittedly, some of the results of this technique are pretty awful, but some mobile phone photos do have a great deal of artistic merit. The new mobile photography awards have produced some memorable images.

Perhaps what's actually happening is that photography is becoming more democratic and less exclusive, which could be seen as a positive development. In response, photographers may need to undergo a shift in attitude.

Pete Morgan

### Text B



**Tips on taking effective photos on your phone**

Cameras on our phones are becoming more sophisticated all the time. It's possible that soon they will be able to produce photos to equal those of even the most expensive cameras. In the meantime, though, it's not enough just to use an app to enhance photos later. You need to control how your photo looks at the time when you're taking it.

1. Make sure you know how to control the focus and light exposure. You should use the camera software like it's second nature, so that you don't have to stop and think about it. You don't want to miss an event or the chance of a great shot while you're fiddling with buttons.
2. Learn the basics of picture composition. This may sound boring, but it's vital, and it will make all the difference to your photos. You can find lots of advice about this online.
3. Do what photographers call 'working the scene'. Don't just take one shot, but try it from different angles or different distances. After all, the great advantage of digital photos is that you can delete any that don't work out as you intended.

Try following these tips and you could produce some really great images with your phone camera.

**Text C**

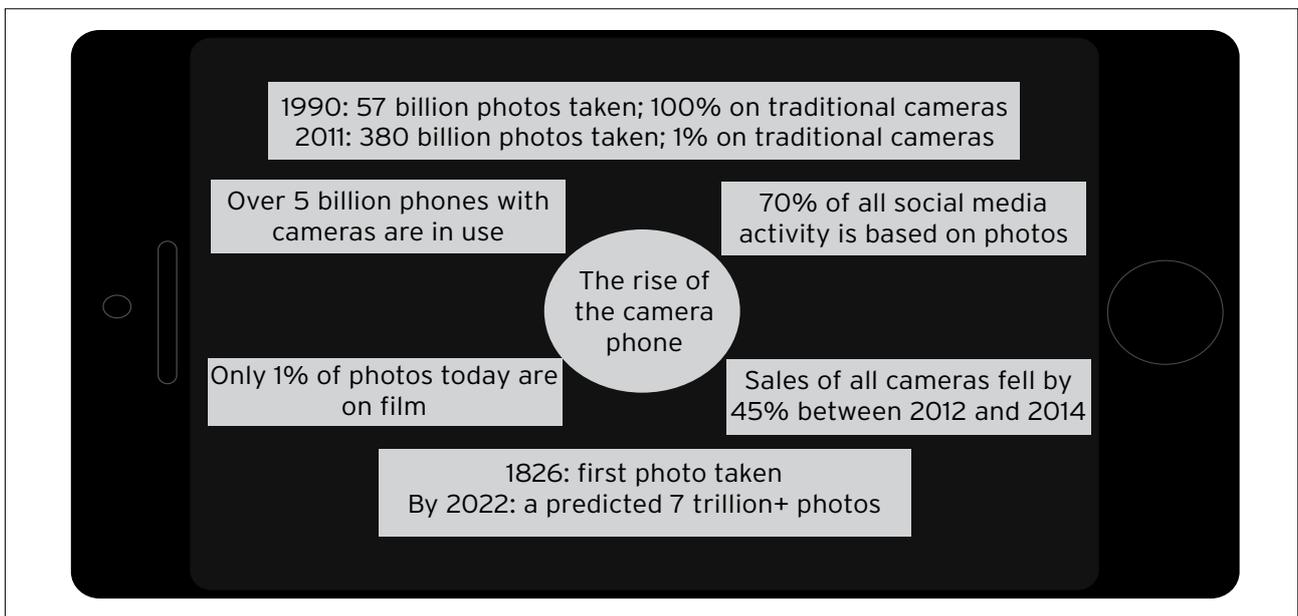
**Jen:** The rise of the mobile phone camera has definitely affected me professionally. I find that nowadays I'm having to work harder to persuade people to use my services.

**Carl:** What makes a huge difference for me is the fact that nowadays any image can be reproduced endlessly. It means that individual photos are losing their value. But people's everyday snapshots can hardly be called art, can they?

**Jen:** My most popular shot recently was one that I took on my mobile phone and shared on social media. It's had thousands of viewings so far. Imagine if someone liked it and bought it without knowing how it was taken. Would they think it was less valuable if they discovered later that it had been taken on my mobile phone?

**Carl:** Yes, maybe they would. It's certainly an interesting thought, isn't it? But surely the value of a photo should be for what it is, not the method used to take it.

**Text D**



**Questions 21-25**

Choose the **five statements** from A-H below that are **TRUE** according to the information given in the texts above. Write the letters of the **TRUE** statements on the lines below (in any order).

- 21. ....
- 22. ....
- 23. ....
- 24. ....
- 25. ....

- A People are less willing to pay for photographs of special occasions by professionals.
- B Mobile phones are already producing photos of the same quality as the best cameras.
- C Camera sales are reported to have fallen by around a half in a two-year period.
- D Using an app to improve photos cannot make up for having some photographic skill.
- E People entering photography competitions have taken great photos using phones.
- F Carl believes that the main problem is the ease of copying pictures these days.
- G Journalists are finding that the use of mobile phones helps them to photograph dramatic events.
- H Pete Morgan thinks photos taken on mobile phones are all of similar quality.

**Questions 26-30**

The summary notes below contain information from the texts on pages 4 and 5. Find a number, word or phrase (maximum three words) from texts A-D to complete the missing information in gaps 26-30.

Write your answers on the lines below.

**Summary notes****Some facts**

- 1826 – first photo taken. In 2022 over 7 trillion predicted.
- Over 5 billion people use camera phones.
- Photos represent over half of all **(26.)** .....

**What photographers fear**

- Photography as a form of art is being destroyed.
- Passers-by with cameras are **(27.)** ..... for photo journalists.
- Apps available to **(28.)** ..... very boring photos.
- Value of photographs as works of art in question.

**The upsides**

- People on the street **(29.)** ..... of something happening at that moment.
- The quality of mobile phone photos is surprising – they can have a lot of **(30.)** .....
- More people taking up creative photography.
- People are learning how to take great photos.













## Answer key

### Task 1

1. D
2. C
3. F
4. B
5. A
6. A
7. B
8. E
9. G
10. H
11. react negatively
12. go back
13. spread
14. combine (creating preferences)
15. unpredictable

### Task 2

16. D
17. A
18. B
19. C
20. A
21. A
22. C
23. D
24. E
25. F
26. social media activity
27. (fierce) competition
28. enhance
29. capture the immediacy
30. artistic merit