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

9 May 2024 / 9 mai 2024 / 9 de mayo de 2024

Zone A afternoon	**Zone B** afternoon	**Zone C** afternoon
Zone A après-midi	**Zone B** après-midi	**Zone C** après-midi
Zona A tarde	**Zona B** tarde	**Zona C** 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

Four top tips for using AR in tourism

Augmented reality (AR) is meant to enhance our experience while exploring the world. It is a perfect tool for tourism as it opens new opportunities for local businesses and travellers alike. Here are four top tips
5 for using AR in tourism.

Tip 1: [– 8 –]
AR can help tourists in their search for a place of interest, be it a restaurant or a historic site. As they point their phone towards a certain sign, key information
10 about the place shows up on their screen.

For example, Hub Hotels decorate their rooms with a map of the city. However, this is more than just a design. Their application (app) can recognize the map and enable tourists to visualize attractions near the hotel.

Tip 2: [– 9 –]
15 AR makes maps much easier to read, which greatly improves tourists' experience. This is not only the case with city or subway maps, but also maps for hiking enthusiasts.

For example, the Skyline app uses the phone camera to label mountains and rivers by recognizing the landscape, as well as show the way to the destination point in a "real-life" mode. With this app, there is no chance of getting lost in the wilderness.

20 **Tip 3: [– 10 –]**
Those fascinated by museums will be thrilled to see the exhibits come alive. AR can easily animate a T-rex[1] or make a moai[2] tell you where it is from. It can also recreate what somewhere used to be like hundreds of years ago.

For instance, Augmented Asbury Park shows the history of the place using AR. As people scan
25 a marker with the app, they can see what a particular building looked like and how it evolved. This app places the image of the building on top of the real-world scenery where it used to be.

Tip 4: [– 11 –]
Experienced tourists know that there are places where an English-speaking person is as rare as a unicorn. An AR app can help people understand signs in local languages.

30 When you find yourself in this situation, Google Translate may be your best friend, with its feature of instant translation. As you point a camera to a foreign phrase, the app translates it into the language of your choice. It does not always give you the perfect translation but you will likely get the general idea.

There are more and more AR apps being developed every day. These are just four examples of
35 exciting innovations that enhance the tourists' experience.

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[1] T-rex: a type of large dinosaur
[2] moai: gigantic carved stone figures found on Easter Island

Text B

Fast fashion, over-consumption and landfills

Did you know that 99% of what we buy ends up in the trash can within the first six months, which is the key reason why waste is piling up at an alarming rate?

According to the Waste Management Hierarchy*, discarding our impulse fashion buys in landfills is harmful to our planet as
5   clothes do not biodegrade and could stay intact for more than 200 years. An estimated 92 million tonnes of textiles waste is created each year, which is equivalent to one rubbish truck full of clothes ending up in landfills every second.

The fashion industry produces somewhere between 80 billion
10 and 150 billion garments a year, which is roughly 21 articles per human being on this planet. As textile waste, about three in five of these products are sent to incinerators or landfills.

Business Insider India spoke to Monisha Narke, the founder of RUR Greenlife, about this. "Fast fashion encourages over-consumption through marketing tactics where companies constantly
15 promote new trends. This has evolved into a need for cheap clothing that comes at a cost of unfair wages to workers as well as synthetic clothing that releases thousands of microplastics into the environment. These practices have harmful impacts on both garment workers and animals," she explained.

India's waste management system is facing a number of challenges including lack of public
20 awareness and an inadequate infrastructure. According to the World Bank, effective waste management is expensive, often comprising 20–50% of municipal budgets. With their limited budgets, cities struggle to keep up with the expenses incurred.

In light of this, Narke suggests repurposing waste items as a possible solution. This strategy can reduce both the amount of waste reaching landfills and also the demand for new products.

25 The alternative is to use sustainable fashion products, but even they come with a cost as the social aspects of these are being questioned.

"A lot of big brands are now talking about circular economy: give back your used stuff and you can get a discount on your next clothing purchases. They are made appealing with tags that say 'made from recycled or sustainable materials'," said Vani Hans, head at consulting
30 company Treeni.

Hans noted that the carbon footprint of an item is usually calculated through a life cycle assessment method, which takes into account the number of times the item was used, the products that went into its creation, emissions during transformations and where the item ends up. Hans suggests that consumers can reduce their carbon footprint by buying better quality
35 products which, even if not sustainable, will last longer.

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* The Waste Hierarchy: a ranking system used for the different waste management options according to which is the best for the environment

Text C

An extract from the memoir *Educated*, by Tara Westover

The first time I saw King's College, Cambridge, I didn't think I was dreaming, but only because my imagination had never produced anything so grand. My eyes settled on a clock tower with stone carvings. I was led to the tower, then we passed through it and into the college. There was a lake of perfectly clipped
5   grass and, across the lake, an ivory-tinted building I vaguely recognized as Greco-Roman. But it was the Gothic chapel, three hundred feet long and a hundred feet high, a stone mountain, that dominated the scene.

I was taken past the chapel and into another courtyard, then up a spiral staircase. A door was opened, and I was told that this was my room. I was left to make myself comfortable. The kindly
10 man who'd given me this instruction did not realize how impossible it was.

Breakfast the next morning was served in a great hall. It was like eating in a church, the ceiling was cavernous, and I felt under scrutiny, as if the hall knew I was there and I shouldn't be. I'd chosen a long table full of other students from BYU[1]. The women were talking about the clothes they had brought. Marianne had gone shopping when she learned she'd been accepted to the
15 program. "You need different *pieces* for Europe," she said.

Heather agreed. Her grandmother had paid for her plane ticket, so she'd spent that money updating her wardrobe. "The way people dress here," she said, "it's more refined. You can't get away with jeans."

I thought about rushing to my room to change out of the sweatshirt and Keds[2] I was wearing,
20 but I had nothing to change into. I didn't own anything like what Marianne and Heather wore— bright cardigans accented with delicate scarves. I hadn't bought new clothes for Cambridge, because I'd had to take out a student loan just to pay the fees. Besides, I understood that even if I had Marianne's and Heather's clothes, I wouldn't know how to wear them.

Dr. Kerry appeared and announced that we'd been invited to take a tour of the chapel. We
25 would even be allowed on the roof. There was a general scramble as we returned our trays and followed Dr. Kerry from the hall. I stayed near the back of the group as we made our way across the courtyard.

When I stepped inside the chapel, my breath caught in my chest. The room—if such a space can be called a room—was voluminous, as if it could hold the whole of the ocean. We were led
30 through a small wooden door, then up a narrow spiraling staircase whose stone steps seemed numberless. Finally the staircase opened onto the roof, which was heavily slanted, an inverted V enclosed by stone parapets. The wind was gusting, rolling clouds across the sky; the view was spectacular, the city miniaturized, utterly dwarfed by the chapel. I forgot myself and climbed the slope, then walked along the ridge, letting the wind take me as I stared out at the expanse
35 of crooked streets and stone courtyards.

"You're not afraid of falling," a voice said. I turned. It was Dr. Kerry. He had followed me, but he seemed unsteady on his feet, nearly pitching with every rush of wind.

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[1]   BYU: Brigham Young University
[2]   Keds: American brand of canvas shoes

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