English A: language and literature – Higher level – Paper 1
Anglais A : langue et littérature – Niveau supérieur – Épreuve 1
Inglés A: Lengua y Literatura – Nivel Superior – Prueba 1

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

2 h 15 m

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- Write a guided analysis of text 1.
- Write a guided analysis of text 2.
- Use the guiding question or propose an alternative technical or formal aspect of the text to focus your analysis.
- The maximum mark for this examination paper is **[40 marks]**.

Instructions destinées aux candidats

- N'ouvrez pas cette épreuve avant d'y être autorisé(e).
- Rédigez une analyse dirigée du texte 1.
- Rédigez une analyse dirigée du texte 2.
- Utilisez la question d'orientation ou proposez une autre manière d'aborder le texte en choisissant un aspect technique ou formel sur lequel concentrer votre analyse.
- Le nombre maximum de points pour cette épreuve d'examen est de **[40 points]**.

Instrucciones para los alumnos

- No abra esta prueba hasta que se lo autoricen.
- Escriba un análisis guiado del texto 1.
- Escriba un análisis guiado del texto 2.
- Utilice la pregunta de orientación o proponga otro aspecto técnico o formal del texto en el que centrar su análisis.
- La puntuación máxima para esta prueba de examen es **[40 puntos]**.

Write a guided analysis of the following text.

1. The following opinion article was published in *UX Collective*, an online newsletter and blog that helps designers think more critically about their work, particularly in the area of user experience (UX).

A radical opinion on ChatGPT[1]

Churn out every idea and then burn it down.

Thomas Maisey

We need to talk about ChatGPT. Actually, not just ChatGPT but all AI-powered content development tools. Artificial Intelligence (AI) has been chipping at creatives for a while,
5 and this technological transformation is going to create as many opportunities as it does headaches for various sectors.

Discussions online so far have focused on embracing it wholesale or resisting the intrusion of AI into day-to-day work. But I think a lot of the judgment has focused too much on saving time, money, and resources.

10 Instead, we should shift our thinking to see this as a problem of originality. A challenge to get back to being remarkable. An opportunity to streamline brainstorming and ideation[2]. To hold a mirror up to ourselves and ask – is this really what I want to put out there?

Machine Learning in a Nutshell

One of the most common forms of AI is Machine Learning, which teaches computers to think
15 in a similar way to how humans do. Essentially, it takes a massive set of data and processes it to spot patterns in the data that can be used to predicate the outcome of future similar cases.

It's Machine Learning that's powering ChatGPT as it's received tonnes of training data to be able to churn out impressive predictive content in response to our text prompts. In fact, when most companies today use AI, they are most likely using Machine Learning. Think
20 about how streaming services and social media feeds retain your attention with tailored recommendations. Prediction engines are powerful.

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[1] ChatGPT: an Artificial Intelligence (AI) tool that can create texts in response to prompts entered by users

[2] ideation: a creative process in which designers generate ideas

Why Creative Machine Learning Should Shake Us

When I played around with ChatGPT I was both impressed and saddened.

25   Never use a metaphor, simile, or other figure of speech that you are used to seeing in print. — George Orwell[3]

When Orwell penned this in his essay 'Why I Write', he was capturing an idea, a point of view on what it means to push yourself to be original in a crowded space. And the discipline it requires over time to keep yourself that way.

30 It's the same idea, expressed in a different context, that Seth Godin[4] put forward in his marketing manifesto 'Purple Cow'. Every communicator wants to be remarkable; otherwise, you are not worth remembering. And if you're not remembered, your identity is lost and the value of your user experience is zero.

See, ChatGPT will be a threat to being remarkable and original if it's not embraced in a radical way. Because it's trained on commonplace content – on massive amounts of data
35 which hold patterns that can be read and predicated – that means if it's churning out a fundraising email, brand mission statement, or film script, it's opting for the common and unremarkable. It's our job, our challenge, to push beyond that and be unpredictable.

Getting Radical with ChatGPT

When I talk about seeing this rise in AI as a challenge to get back to being remarkable, I
40 envision a couple of ways to seize this opportunity to streamline ideation.

1. **Churn out every idea and then burn it down:** Embrace head on, churn out as many concepts as ChatGPT can provide you. Review them and understand the common points. Then use none of it. Throw it away. Challenge ourselves to produce work that looks nothing like that at all and listen to no one who does.

45 2. **Find a place for the content and park it there:** Use it for the drumbeat content, the everyday products you need to fill space in your workflow. But be strict; limit the unremarkableness it churns out to say 30% of your output. Once you park its usage in that area of your workflow, you can free up your time and energy to go beyond the common in the bigger areas you focus on.

50 These are just two radical starting points in the call to view the rise of Machine Learning content as a way to hold a mirror up to ourselves as creators.

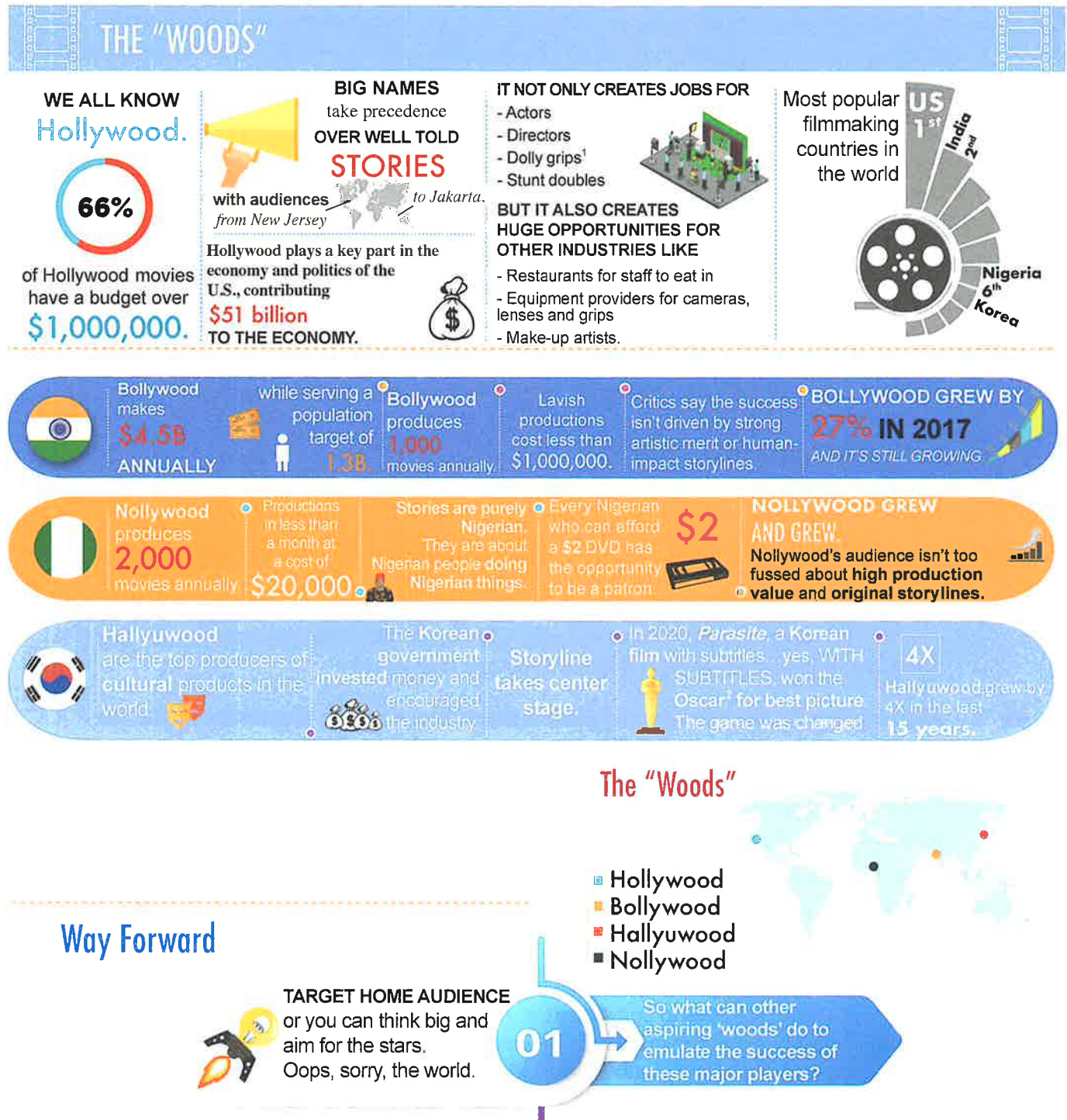[3] George Orwell: a writer most famous for his dystopian novel *1984*
[4] Seth Godin: a non-fiction author who specializes in marketing. His book *Purple Cow* urges readers to improve their marketing by creating something phenomenal, counterintuitive, exciting, and flat-out unbelievable, like a purple cow.

–   How does the writer structure this article to present the argument?

Write a guided analysis of the following text.

2. The following infographic was published by the Africa Digital Media Foundation, whose mission is to mobilize skills, finance, and policy changes to create jobs for youth in Africa's digital economy.

THE "WOODS"

WE ALL KNOW Hollywood.

66%

of Hollywood movies have a budget over **$1,000,000.**

BIG NAMES take precedence **OVER WELL TOLD STORIES** with audiences *from New Jersey* to *Jakarta*.

Hollywood plays a key part in the economy and politics of the U.S., contributing **$51 billion** TO THE ECONOMY.

IT NOT ONLY CREATES JOBS FOR
- Actors
- Directors
- Dolly grips[1]
- Stunt doubles

BUT IT ALSO CREATES HUGE OPPORTUNITIES FOR OTHER INDUSTRIES LIKE
- Restaurants for staff to eat in
- Equipment providers for cameras, lenses and grips
- Make-up artists.

Most popular filmmaking countries in the world

US 1st
India 2nd
Nigeria 6th
Korea

Bollywood makes **$4.5B ANNUALLY** while serving a population target of **1.3B.**

Bollywood produces **1,000** movies annually.

Lavish productions cost less than **$1,000,000.**

Critics say the success isn't driven by strong artistic merit or human-impact storylines.

BOLLYWOOD GREW BY 27% IN 2017 AND IT'S STILL GROWING.

Nollywood produces **2,000** movies annually.

Productions in less than a month at a cost of **$20,000.**

Stories are purely Nigerian. They are about Nigerian people doing Nigerian things.

Every Nigerian who can afford a **$2** DVD has the opportunity to be a patron.

NOLLYWOOD GREW AND GREW. Nollywood's audience isn't too fussed about **high production value and original storylines.**

Hallyuwood are the top producers of **cultural** products in the world.

The Korean government invested money and encouraged the industry.

Storyline takes center stage.

In 2020, *Parasite*, a Korean film with subtitles... yes, WITH SUBTITLES, won the Oscar[2] for best picture. The game was changed.

4X Hallyuwood grew by 4X in the last **15 years.**

The "Woods"

- Hollywood
- Bollywood
- Hallyuwood
- Nollywood

Way Forward

TARGET HOME AUDIENCE or you can think big and aim for the stars. Oops, sorry, the world.

01

So what can other aspiring 'woods' do to emulate the success of these major players?

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[1] dolly grips: technicians who operate a camera dolly, which is a wheeled cart on which a camera is mounted for smooth shots

[2] Oscar: an award presented by the Academy of Motion Picture Arts and Sciences that recognizes excellence in cinematic achievements

What do we need for East Africa to aim for the world?

02

Don't scrimp on production. This is the single most important thing.
A movie or series needs to be on point with the latest cinematographic trends.

It needs to be flawlessly produced to international standards.

Films need to be visual. What do all the international blockbusters that come from outside of the US have in common? They are visually stunning and use the camera to the best of its ability. Dialogue alone isn't going to win an Oscar for best picture.

The country needs to get behind it. Politicians. Ambassadors. Celebrities. Influencers. Nigeria's president called Nollywood the country's 'shining light'. Korea's politicians introduced quotas for screening of domestic films.

Actors
Film directors
Dolly grips
Stunt doubles

But also
make-up artists
Sound engineers
And digital marketers.

03

We need talent, and it needs to be nurtured, encouraged, and resourced.

01

And we, as individuals, consumers, decision-makers, mentors and legislators need to do our part to encourage this talent to thrive.
ENCOURAGE TALENT

03

We need incubators and accelerators for good ideas and talented young artists full of potential.
INCUBATORS ACCELERATORS

02

We need to own our stories, and tell them in a way that makes everybody look and listen.

OWN OUR STORIES

DIRECTOR

04

Good ideas, well executed, with a professional team, will secure investment and screen time.
SECURE INVESTMENT

Soon you won't be able to see the trees for the "woods".

CINEMA

– How do visual elements and text contribute to this exploration of the film industry?

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References/Références/Referencias:

1.   Maisey, T., 2022. A radical opinion on ChatGPT. *UX Collective*, [online] Available at: https://uxdesign.cc/a-radical-opinion-on-chatgpt-e70a9983efcc [Accessed 5 September 2023]. SOURCE ADAPTED.

2.   Africa Digital Media Foundation, 2020. The "Woods". [image online] Available at: https://admf.or.ke/wp-content/uploads/2020/10/ADMF-Woods-Infographic.pdf [Accessed 5 September 2023]. SOURCE ADAPTED.