

General Certificate of Education
January 2003
Advanced Subsidiary Examination



GENERAL STUDIES (SPECIFICATION B)
Unit 2 Power

GSB2

Tuesday 14 January 2003 Morning Session

In addition to this paper you will require:
an 8-page answer book.

Time allowed: 1 hour 15 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is GSB2.
- Answer the question in **Section A** and **one** question in **Section B**.
- Do all rough work in your answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 70.
- Mark allocations are shown in brackets.

Advice

- You should write your answers in continuous prose.
- You will be assessed according to your ability to:
 - select and use a form and style of writing appropriate to purpose and complex subject matter;
 - organise relevant information clearly and coherently, using specialist vocabulary when appropriate;
 - ensure text is legible, and spelling, grammar and punctuation are accurate, so that meaning is clear.

SECTION A

Answer this question.

- 1 A year ago, *The Independent* published a photograph of Chancellor Gordon Brown and his wife leaving the hospital where their baby daughter had been born prematurely and where, ten days later, she had died of a brain haemorrhage.

Read the four letters opposite that were among the many that complained about the photograph.

Write a letter of your own, to any newspaper, about the representation of public figures in the media.

(40 marks)

TURN TO PAGE 4 FOR THE NEXT QUESTION

The Browns' Grief

Sir: Gordon Brown's performance as a politician is of great interest to me and I may even be persuaded that any perceived lapses in his personal integrity might be a legitimate concern. However, I can see no reason why the personal tragedy which he and his wife have suffered is any of my business.

As a father whose first child was born prematurely I can only offer my personal sympathy to the couple. I know what it is like to watch your tiny infant going into the operating theatre and I can only be grateful that no other than my immediate family was scrutinising how I reacted to that. I cannot begin to imagine what it would have been like to be watched, photographed and harassed by journalists as the drama unfolded. Mr Brown did not invite this when he chose to pursue a political career and neither, perhaps more obviously, did his wife nor his daughter.

JS
Birmingham

Sir: Shortly after our first child was born she was taken ill with a brain haemorrhage from which she died a few days later. Our grief was immense and even now, more than thirty years later, the pain is with us every day.

What on earth possessed you to print on your front page a large picture of a couple in similar agony? Do you believe your readers are so insensitive they need to intrude into the couple's privacy?

DJ
Cardiff

Sir: Publishing the picture of the grieving Browns was bad enough. But your feeble attempt to justify the decision just compounds the offence. Few readers would doubt that the image is "a powerfully affecting photograph", but that is entirely beside the point. The Browns' daughter's sad death raises no questions of public policy, competence, integrity or morality. That the parents are in the public eye is quite irrelevant.

PM
Belfast

Sir: Gordon Brown may be in public life, but the attention given to the birth of his child was entirely driven by the press. He has always kept his private life very private, and that should be respected.

Even if he were the most extrovert, attention-grabbing, publicity-mad star of the tabloids, the picture would have been distasteful. In that the working life of one of our foremost politicians is likely to be affected by these tragic events, we need at least a certain amount of information; but we do not need insensitive and ill-mannered intrusion to be committed on our behalf.

Of course, we are 'interested in' the outcome of this story, but there is no 'public interest'.

IC
Edinburgh

Source: The Independent, Letters to the Editor, 10 January 2002

SECTION B

Answer **one** of the following essay questions.

You are advised to use examples to illustrate your answers where appropriate.

EITHER

- 2 Fewer than six out of ten electors turned out to vote in the 2001 General Election; and half this number cast their vote in the local elections in 2002.

How might the public in general be encouraged to play a bigger part in the democratic process?

You might consider the following in your answer:

- voting by mobile phone or by e-mail
- polling between elections
- the role of MPs in Parliament
- what we mean by 'democracy'.

(30 marks)

OR

- 3 McDonald's boasts that its hamburgers are the same all over the world; and Nike trainers are worn by schoolchildren and celebrities alike.

Discuss possible effects of the globalisation of western branded goods.

You might consider the following in your discussion:

- the impact on locally-produced goods
- the use of cheap labour
- the stimulus to anti-western feeling
- the threat of cultural uniformity.

(30 marks)

END OF QUESTIONS