



General Certificate of Education
Advanced Level Examination
January 2011

General Studies (Specification B)

GENB3

Unit 3 Power

Insert

SOURCE MATERIAL

These texts are to be read in conjunction with unit GENB3.

The questions arise from the texts.

Use the texts, your own knowledge and examples to answer **both** questions in Section A, and **either** Question 03 **or** Question 04 from Section B.

Text A

Corporate Identity

Just as a nation's flag expresses the distinct identity of a country, so too, a logo, helps to establish the name and define the character of a corporation. Effective logos become synonymous with the organisations they portray. They are instantly recognised by millions of people, and help to identify their companies and convey a message about the brands for which they stand. Nike, McDonald's and Coca-Cola logos are some of the most globally recognised logos.



In January 2010, the Lion, associated with Peugeot since 1858, was changed. Created by Peugeot designers, the Lion on the radiator grille is now simpler in its design, more dynamic, and with greater fluidity. It creates a bi-metallic effect through the contrast of its matt/lustrous finish. Three-dimensional for greater modernity, it is based on a heraldic tradition, combining past, present and future in one image.

In April 2007, KFC unveiled their current logo in which the Colonel shed his white suit jacket for a red cook's apron. The new logo includes bolder colours and a more well-defined face of the late Kentucky Fried Chicken founder, who will keep his classic black bow tie, glasses and goatee. The logo is changing for only the fourth time in 50 years, and for the first time in nearly a decade. The smiling Colonel is featured against a red background that matches his red apron, with the KFC brand name in black thick lettering under his chin.



This BP logo, launched in 2000, symbolises a number of things – from the living, organic form of a sunflower to the greatest source of energy, the sun itself. In a press release announcing the change, the group said it had decided to retain the BP name because of its recognition around the world and because it stood for the new company's aspirations: 'better people, better products, big picture, beyond petroleum'. The colours suggest heat, light and nature. It is also a pattern of interlocking shapes: like BP, a single entity created by many different parts working as one. This was particularly relevant, as the new brand was launched after a series of mergers and acquisitions.

Source: Peugeot logo, reproduced by permission of the trademark owner
KFC, permission received from KFC Communications & CSR
BP logo, © Jeffrey Blackler / Alamy

Text B

The truth is rarely so black and white

Doubts have niggled for more than half a century over the authenticity of 'The Falling Soldier', Robert Capa's famous Spanish Civil War photograph of a Republican militiaman at the moment of death. An academic study has proved beyond reasonable doubt, that it is a fake. The fledgling, Hungarian-born photographer got his big break through trickery. Stuck too far from the action, he persuaded bored soldiers in a distant village to act out their deaths to make a point. No one wanted it to be a fake, but the evidence is sadly compelling.



'The Falling Soldier'

And my first thought, my thought anytime I've seen this picture, was: does it matter? It is still an astonishing image. It captures, or, as we now know, purported to capture the very moment of death; legs and torso in a shocking tumble of forced imbalance, seemingly impossible in life, the face neither shocked nor pained, but wholly unknowing. It made much of the world pay more attention to Spain's war; volunteers arrived from around the world in a spirit of internationalism. Subsequently, it made generations of younger viewers think apparently big thoughts about war and death. Why should it matter that it was faked if it got a point across and made people think?

The conclusion has to be that it does matter, it all matters. It matters that Capa cheated because we were not being sold "art", the representation of an idea to let us think about truths: we were being sold truths. That's why there are art galleries, but also museums, why there are novels, but also newspapers.

We were not being knowingly manipulated, as in certain war or love films, say, we were being offered veracity*, the real deal; we thought we had discovered something about life, not art. We were told *this* happened, not 'something like this'.

In a world saturated with new media, at a time when it is easier than ever to fake a photograph, or spread "facts" of dubious authenticity, it is more crucial than ever that what we see and read can be trusted. Capa is at fault and it's a crying shame. It almost *shouldn't* matter, but it does. It matters more today that he did what he did, than it mattered on that day in 1936, when men *were* dying, like this, in the sun, on a forlorn hillside, thirty miles away.

Source: adapted from an article by EUAN FERGUSON, *The Observer*, 26 July 2009
 Copyright Guardian News & Media Ltd 2009
 photograph from ©2009 artnet - The art world online. All rights reserved

* Truth

Text C**The Power and the Glory**

I think that even the most extreme supporter of environmentalism would find it difficult not to appreciate these superb images, taken by Toby Smith, of Britain's power stations. I may not like the millions of tonnes of carbon that coal-fired power stations emit, but, having grown up with them as a prominent feature of the landscape, I find these photographs peculiarly affecting. There is much industrial architecture that resonates with the energy of the past, but these are the true temples of our current era; furnaces within which the fossil fuels of the earth itself are being incinerated. Moreover, without the energy that marches out from them, clutched in the arms of giant pylons, our entire mechanised society would shut off.

Maybe this is why the designers of these structures managed so effectively to make them resemble places of worship. Didcot (right) was the first of these power stations I remember noticing, and even in my teens the enormous cooling towers seemed to me to be like the pillars left behind after the destruction of some mighty temple. The thick steam that belched from their stained lips made phantasmagorical shapes daily in the skies above southern England, suggesting that something was being sacrificed there – although it's only the curse of hindsight that makes me realise it was our own future.



Didcot, once voted the third worst eyesore in Britain



Drax, the largest power station in the UK providing 7% of Britain's power

Source: adapted from 'The Power and the Glory' by WILL SELF, © *The Times*, 4 April 2009
photographs by TOBY SMITH, www.shootunit.com

Text D

UK Energy Supply

Energy powers the economy, and one of the Government's key responsibilities is to ensure that the UK continues to enjoy secure, competitively priced energy. We are importing more of our energy, and competition for energy resources can make prices volatile, as the spike in oil prices in the summer of 2008 demonstrated. At the same time, to tackle climate change and meet our own emissions targets, we need to accelerate the move to a low-carbon energy supply. The Energy White Paper 2007: 'Meeting the energy challenge' set out our strategy for addressing these challenges.

It is clear that to achieve secure, affordable and low-carbon energy in the years and decades ahead, we need an energy mix that is diverse, both in terms of technologies and geographical sources of imported fuels, such as gas, within a market framework that offers us competitive prices.

The Nabucco Pipeline



The Nabucco pipeline is a new gas pipeline that has been proposed for construction across Europe from Turkey to Austria and beyond. This is to diversify Europe's gas supply after Russia turned off the taps during the winter of 2006. The new pipeline will broaden the scope of sourcing gas supplies towards countries such as Iran, Kazakhstan, Syria and Azerbaijan.

Our solutions include a massive expansion of renewables, new nuclear power stations and pioneering Carbon Capture and Storage technology to clean up the fossil fuels we use in the future. They also include innovative technologies, such as fuel cells and wave energy, heat as well as electricity, and small solutions (photovoltaic cells on the roof of your house, for example) as well as large ones.

Source: © Copyright 2009 Net Resources International, a trading division of SPG Media Limited. All rights reserved.

END OF SOURCE MATERIAL

There is no source material printed on this page

There is no source material printed on this page

There is no source material printed on this page