

## **ENGLISH LANGUAGE PAPER 1**

### **PART B1**

#### **Reading Passages**

1.5 hours (for both Parts A and B)

#### **GENERAL INSTRUCTIONS**

- (1) Refer to the General Instructions on Page 1 of the Reading Passages booklet for Part A.

#### **INSTRUCTIONS FOR PART B1**

- (1) The Question-Answer Book for Part B1 is inserted in this Reading Passages booklet.
- (2) Candidates who choose Part B1 should attempt all questions in the part. Each question carries ONE mark unless otherwise stated.
- (3) Hand in only ONE Question-Answer Book for Part B, either B1 or B2, and fasten it with the Question-Answer Book for Part A using the green tag provided.

## PART B1

Read Text 2 and answer questions 22–35 on pages 1–3 of the Question-Answer Book for Part B1.

### Text 2

## Ukulele: Its History and Reception Today



**1** Ukuleles are Hawaiian musical instruments. They are a modification of a guitar, and were developed during the 19th century in the Hawaiian islands. No one is sure how the special miniature guitar got its name. Typical to much of Hawaiian history, there are several accounts. Some believe it comes from the Hawaiian words for ‘the gift that came here’, or ‘uku’ (gift or reward) and ‘lele’ (to come). Others argue that the original name was in fact ‘ukeke lele’ or ‘dancing ukeke’. The name, after being mispronounced for many years, became ‘ukulele’.

**2** The ukulele performs a vital part in Hawaiian music. Most of this can be attributed to Joao Fernandes, who spent most of his time wandering around Honolulu playing his ukulele, although his wife complained about this. At times, he jumped off boats playing the folk songs of his home town. Hawaiians who were familiar with the sounds of guitars and other stringed instruments loved what they heard. They became not just listeners, but also learners.

**3** Despite the recent popularity of the musical instrument among Hong Kong teenagers, experts think that it is harder to learn than the guitar. Reasons are plenty. First, it is harder to tune. A slight tweak of the tuner can send it wildly out of tune. Amateurs may have a difficult time getting the tuning right. Second, there are more guitar teachers than ukulele teachers and the best way to learn a new instrument is sitting face to face with someone who is already an expert. In addition, shops in Hong Kong offer a wide range of guitars for customers to choose from. Guitar beginners can choose to play

with different ones before they decide which one to take home. However, quality ukuleles are usually undersupplied in local shops.

**4** Due to the difficulty of getting a ukulele in the shops, Matt Reynolds decided to start a ukulele shop with his own collection, which led to a surge of ukulele popularity in the U.K. After four years of steady growth, Mr. Reynolds witnessed a 30% increase in Christmas sales in 2009. ‘In many ways they sell themselves,’ he commented. ‘They’re so portable and don’t occupy much space. They don’t have the baggage associated with the guitar. They’re very unintimidating, they just say hold me and play me.’

**5** The magic of the ukulele is in its four strings, as opposed to the guitar’s six. It is technically much simpler. Peter Hudson, a ukulele teacher has observed a growth in popularity in primary and secondary schools. ‘The ukulele is brilliant for kids to learn. It really comes to life when played in groups and they get a lot out of writing their own songs.’

**6** Of course, the internet has helped to spread the ukulele craze like a virus. Al Wood, who runs a website for uku-fans, reports that there are now nearly seven thousand visitors a day, while he merely had ten percent of that number two years ago.

Text 3

## Instagram: What (Not) to Share Instantly

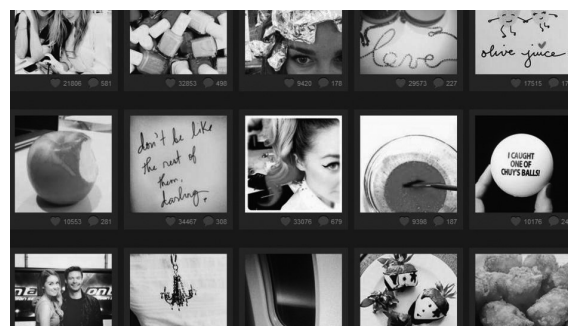
**1** Developed by Kevin Systrom and Michel Krieger in the U.S. as part of their mobile photography project, Instagram has gathered over 100 million users as of early 2013. It allows users to take photos any time with their mobile phones and share their ‘personal moments’ with friends.

**2** New enhancements to this mobile phone app have been added since its launch. For instance, in 2011, Instagram added hashtags (the # symbol) to help users categorize their own photos and discover others’ in its archive. In addition, users are encouraged to tag each other in photos to create a sense of bonding. More recently, Instagram has allowed users to take and upload short videos as well as still images to add to the app’s playfulness.

**3** Even celebrities are drawn to the app. Most of them have profiles on Instagram, sharing photos and videos of their personal and professional lives with fans. Whether or not their accounts are managed by themselves or others remains a mystery. Despite this, fans still subscribe to their idols’ profiles in hopes of learning more about them and to enjoy a virtual ‘friendship’ with those they admire.

**4** Instagram, like other social media platforms, functions as more than just an avenue for sharing. Global brands have seen its viral spread and incorporated it as part of their marketing strategy. Nike remains the most popular (measured by number of account followers and posts on Nike-linked hashtags). Starbucks, Forever 21 and Adidas follow in popularity.

**5** For instance, to create a buzz for Kobe Bryant’s 2013 visit to Hong Kong, Nike worked closely with an advertising firm to gather fans of the basketball legend. In order to get close to Kobe, fans were



required to post on Nike’s Instagram profile a photo of them with a gift they would like to give him in person. The most thoughtful and luckiest thirty were selected and given the chance to meet Kobe for a short basketball encounter.

**6** Nonetheless, Instagram is also being criticized for encouraging users to post trivial and self-indulgent life moments. More often than not, users – adults and teenagers – like to ‘share’ their lives virtually rather than through face-to-face communication. This particularly worries cultural critics, who see the craze as causing alienation. There are also numerous unscrupulous business owners who advertise animals for sale. The U.S. animal rights group, PETA, has declared that it will mount a campaign to force Instagram to stop allowing such images.

**7** ‘Instagram has a clear set of community guidelines which makes it clear what is and isn’t allowed. We ask people not to share photos and videos of illegal content. We encourage people who come across content they find offensive using the report tools next to every photo or video,’ an Instagram spokesperson responds.

END OF READING PASSAGES