



Cambridge International AS Level

ENGLISH GENERAL PAPER

8021/22

Paper 2 Comprehension

October/November 2024

INSERT

1 hour 45 minutes

INFORMATION

- This insert contains all the resources referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

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This document has **8** pages. Any blank pages are indicated.

Material for Section A

Background

The large town of Trimarua is home mostly to young professionals and families, but the surrounding area is largely rural with a significant proportion of older and retired people. The area's local newspaper, the *Trimarua Times*, has been printed weekly for the last 150 years and is available for sale in Trimarua and the wider region, comprising a total of about half a million inhabitants, or 200 000 homes. At its peak, more than three-quarters of eligible households purchased the newspaper, but that was 40 years ago. Weekly sales have been declining ever since, and rapidly in the last 10 years. The editor and owner of the newspaper company, Mr Gabriels, takes his commitment very seriously to providing reliable local news. However, with the business only just remaining viable last year, he now has to consider its future direction. He is presenting two bold strategies to his executive committee. Below are his introductory remarks on both ideas.

Strategy 1: Online-only publication

'Our newspaper has no online presence at all – a shocking waste of an opportunity. We've not moved with the times. I know we tried, 10 years or so ago, to set up a website, but the internet coverage in the Trimarua area wasn't great back then, especially outside the town centre, so the pages loaded far too slowly. Just think how much smartphone ownership has increased since then! Nowadays, everyone wants to access stories online. Our news would become really dynamic – no more "that's it until next week"! People will be only too happy to subscribe, paying a small fee on a monthly basis ...'

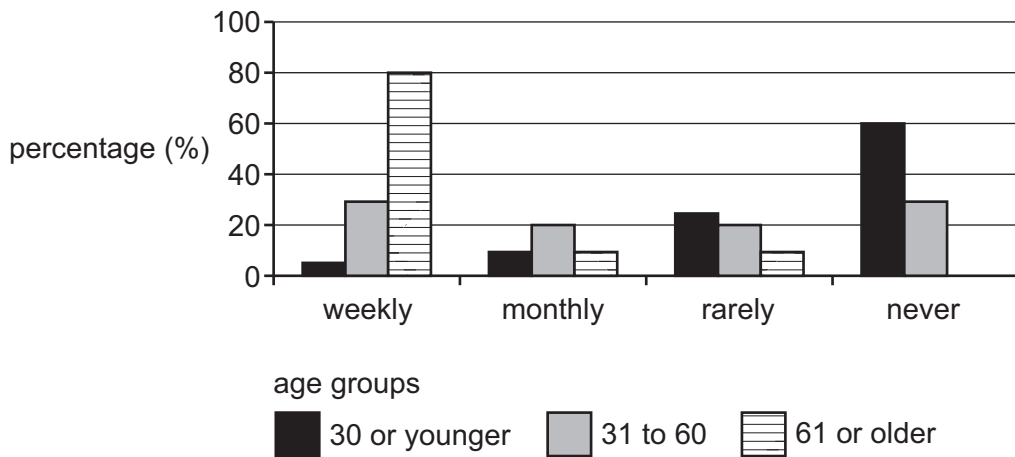
Strategy 2: Free distribution to all households

'Forget the high cover price and people having to go into shops to buy their local newspaper! Let's get it out there, for free, to every home in our area. Best of both worlds – the paper still gets printed, which our older readers would surely appreciate, but there's no effort involved in getting hold of a copy. And how exactly would that be paid for, I hear you ask? Well, we'd fund it entirely from advertising revenue. Local companies will be rushing to place an ad, knowing that *all* their potential customers will see it! We'd know exactly how many copies to print each week too.'

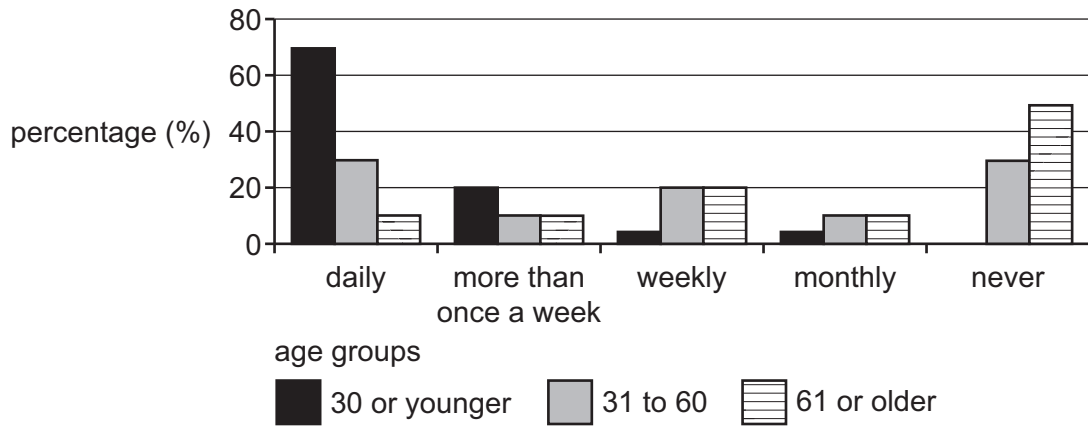
Market research

Mr Gabriels recently asked three of his newspaper staff to undertake a survey in Trimarua. They stood in key locations on the main shopping street for two working days in the same week, eventually collecting responses from nearly 600 people. Here are the results of the survey, recorded as percentages of each age group:

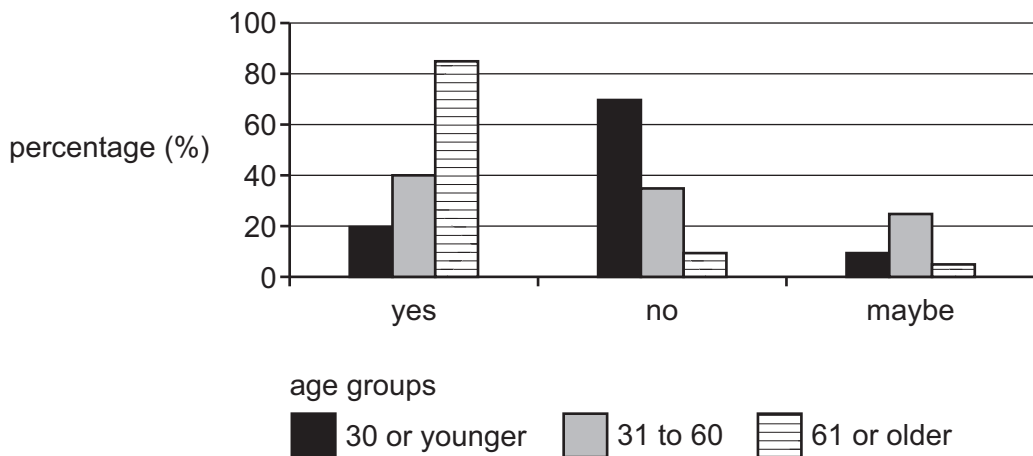
Question 1: How often do you buy the *Trimarua Times*?



Question 2: How often would you access local news online?



Question 3: Would you read the *Trimarua Times* if it were delivered free to your door?



Those who responded to the survey were also asked for any general comments. The most frequent ones were that the printed version of the newspaper is currently:

- 'too expensive' (65%)
- 'not relevant to me' (50%)
- 'boring' (35%)
- 'full of trivial stories' (20%).

Additional Information

1. The newspaper company's current costs are split three ways, almost equally, across its printing and distribution of physical copies, staff salaries and the rent for its luxurious town-centre offices.
2. The online subscription would need to be \$10 per month for the newspaper business to cover its costs. This excludes the initial set-up costs of the website.
3. With falling newspaper sales in the last few years, advertising revenue has been declining too. However, one insurance company, a major employer in the region, remains a loyal advertiser.
4. The previous editor of the *Trimarua Times* now lives in the USA, following her retirement.
5. One member of the newspaper's executive committee, Ms Gallupi, is a keen environmental campaigner. She part-owns a popular local grocery shopping delivery business, which uses electric vehicles only.
6. All of the paper used in the production of the *Trimarua Times* is sustainably sourced from a locally managed forestry project.
7. The online-only publication would be launched with a lively and extensive social media campaign and the website would offer opportunities for readers to comment on the stories.
8. Mr Gabriels would like to be able to offer paid one-year work-experience placements to recent university graduates hoping to embark on careers in journalism.
9. The price of the *Trimarua Times* has had to rise three times in the last five years, in an attempt to cover its costs. It is currently priced at \$6 a copy.

Material for Section B

An article by Sada Mire

Africa's heritage is humanity's – and it's been overlooked for too long

In my first class on an archaeology course at Lund University, Sweden, I stood out more than usual. It was not just that it was full of blond and blue-eyed students, more than in any other class I had ever attended – it was that archaeology is not a field that many migrants study.

My teacher and classmates were lovely, yet I still had this feeling of 'What am I, a Somali refugee, doing here?' Furthermore, I had never even seen an archaeologist before, or held an archaeological object. But I had read a sentence in a book which said that to write African history we need to do archaeological research.

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As this first class was on European stone-age archaeology, stone implements were handed out. An axe was passed to me. To my astonishment the label read 'Somaliland'. Wow: an axe from my own country. The moment was like a message. It was as if someone was saying to me: 'Yes, you belong in this classroom.'

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I bombarded our teacher with questions about the axe. He had no idea where it was from – he did not seem to care. Why would he? Stone-age artefacts are mostly the same. No, he did not think there was any further documentation: only that they were Palaeolithic* objects.

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I later discovered that these objects were extraordinary. It turns out the axes were history-making implements, taken out of my country in the exciting days when the idea of human evolution was taking shape.

Fast-forward 20 years from that day in Lund and I'm creating a new global initiative, a digital museum, to bring together in one platform all Somali objects and materials. I want people across Africa to feel the same connection to the subject as I did.

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In archaeology, context is everything: if your bones are found with those of extinct bears and mammoths, then you've probably been dead for tens of thousands of years and are most likely not even a *Homo sapiens*. In 1856, the first Neanderthal was found in Neander Valley, Germany. The Neanderthal would understandably not have liked to be thought of as the only link between modern humans and the great apes – they were too sophisticated. So it must have been a relief when, in the 1890s, *Homo erectus* came into the picture.

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The Java man, as this find came to be known, was labelled the 'missing link'. Soon this 'upright-ape-man' was joined by more hominids** discovered in Asia. These discoveries reinforced the theories of Charles Darwin, first set out in 1859, and his idea of natural selection gained more ground. This was further evidence for the idea that humans had evolved from one common ancestor.

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Archaeologists didn't bother to look to Africa until 1896, when Heywood Walter Seton-Karr, a Scottish game hunter, returned to London with hundreds of stone implements from British Somaliland. He proclaimed, to global attention, that he had found the Garden of Eden: 'Here it was, in my opinion, that the human race originated.' Major museums – one of which must have been the Lund natural history museum – lined up to acquire Somaliland artefacts, including stone tools. More discoveries on the continent followed.

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I have spent the past year surveying the same area where Seton-Karr stumbled on the stone axes. I asked village elders about him, hoping for some lingering generational memory. Though the name did not ring a bell – why should it? – they told me the *Ingriiskii* (the British) used to come looking for *macdan* (gems) here. Often, foreign archaeological missions failed to tell the locals what they were really doing – indeed, sometimes this still happens. The village chief vowed to me to protect his area, which also includes newly located 5000-year-old rock paintings. 40 45

By uncovering the hidden history of African collections long forgotten in museums in the west, the founders of our new archive have unearthed a wealth of art, technology and human history. With the application of technology, things of the past can come alive – through photogrammetry*** and 3D virtual tours – and feel more relevant to modern-day societies. We are collaborating with major western museums holding African collections, including several UK institutions. But with all our digital work being carried out by local African teams, we are tapping into a new tech-savvy generation. The idea is to inspire Africans to be the owners of their heritage and its narratives. 50

This is not just about the past. Our fast-growing demands for goods have put huge pressure on climate and resources, and also made us forget our traditional ways of resource management and interacting with nature. 55

One of the most extraordinary individuals we worked with was a blind potter. She had been trained by her mother who was, in turn, trained by her mother. Now, she was with her own daughter who was training her daughters. This lineage of female potters will die out after surviving so many adversities, just because so many people now opt for machine-produced pottery and imported plastic goods. 60

Our museum aims to revitalise craft technologies, such as pottery and iron-making. With objects often locally neglected, or forgotten in the storage departments of major museums, this heritage is at risk for the first time in history. If we do not bring together the people and stories that reflect what is most beautiful about human life – the ability to adapt to change and challenges – we may well lose sight of humanity itself. 65

*Old Stone Age, a period of early human pre-history some 2.5 million years ago, characterised by the use and development of stone tools

**a biological classification of mammal, including humans and great apes, living and extinct

***the art and science of extracting 3D information from photographs. The process involves taking overlapping photographs of an object, structure or space and converting them into 2D or 3D digital models

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