

AN ROINN OIDEACHAIS AGUS EOLAÍOCHTA

JUNIOR CERTIFICATE EXAMINATION, 2002

ENGLISH - HIGHER LEVEL - PAPER 1

180 marks

WEDNESDAY, 5 JUNE - MORNING , 9.30 - 12.00

**YOU MUST ATTEMPT ALL 4 SECTIONS
ON THIS PAPER**

**IT IS SUGGESTED THAT YOU SPEND ABOUT
HALF AN HOUR ON EACH OF SECTIONS
1, 3, 4, AND ABOUT ONE HOUR ON
SECTION 2**

Read carefully the following article (in edited form) by Carin C. Quinn and then answer the questions that follow.

THE JEANING OF AMERICA – AND THE WORLD

This is the story of a sturdy American symbol, which has now spread throughout most of the world. The symbol is not the dollar. It is not even Coca-Cola. It is a simple pair of pants called blue jeans. They have been around for a long time, and it seems they will outlive even the necktie.

This ubiquitous American symbol was the invention of a Bavarian-born Jew. His name was Levi Strauss. He was born in Bad Oheim, Germany, in 1829, and during the European political turmoil of 1848 decided to take his chances in New York, to which his two brothers had already emigrated. Upon arrival, Levi soon found that his two brothers had exaggerated their tales of an easy life in the land of the main chance. They were landowners, they had told him; instead, he found them selling needles, thread, pots, pans, ribbon, yarn, scissors, and buttons to housewives. For two years he was a lowly peddler, hauling some 180 pounds of sundries door-to-door to eke out a marginal living. When a married sister in San Francisco offered to pay his way West in 1850, he jumped at the opportunity, taking with him bolts of canvas he hoped to sell for tenting.

It was the wrong kind of canvas for that purpose, but while talking with a miner, he learnt that pants – sturdy pants that would stand up to the rigours of digging – were almost impossible to find. Opportunity beckoned. On the spot, Strauss measured the man with a piece of string and, for six dollars in gold dust, had the canvas tailored into a pair of stiff but rugged pants. The miner was delighted with the result, word got around about “those pants of Levi’s” and Strauss was in business. The company has been in business ever since.

When Strauss ran out of canvas, he wrote to his two brothers to send more. He received instead a tough, brown cotton cloth made in Nimes, France – called *serge de Nimes* and swiftly shortened to “denim” (the word “jeans” derives from *Genes*, the French word for Genoa, where a similar cloth was produced). Almost from the first, Strauss had his cloth dyed the distinctive indigo that gave blue jeans their name, but it was not until the 1870’s that he added the copper rivets which have long since become a company trademark. The rivets were the idea of a Nevada tailor, Jacob W. Davis, who added them to pacify a mean-tempered miner called Alkali Ike. Alkali, so the story goes, complained that the pockets of his jeans always tore when he stuffed them with ore samples and demanded that Davis do something about it. As a kind of joke, Davis took the pants to a blacksmith and had the pockets riveted; once again, the idea worked so well that word got around. In 1873 Strauss appropriated and patented the gimmick – and hired Davis as a regional manager.

The company went from strength to strength and today more than two hundred and fifty million items of Levi's clothing are sold every year – including more than eighty-three million pairs of riveted blue jeans. They have become through marketing, word of mouth, and demonstrable reliability, the common pants of America. The jeans have become a tradition, and along the way have acquired a history of their own – so much so that the company has opened a museum in San Francisco. There was, for example, the turn-of-the-century trainman who replaced a faulty coupling with a pair of jeans; the Wyoming man who used his jeans as a tow rope to haul his car out of a ditch; the Californian who found several pairs in an abandoned mine, wore them, then discovered they were sixty-three years old and still as good as new and turned them over to the Smithsonian Institute as a tribute to their toughness. And then there was the particularly terrifying story of the careless construction worker who dangled fifty-two storeys above the street until rescued; his sole support the Levi's belt hoop through which his rope was hooked.

Answer the following **three** questions:

1. From your reading of the passage what sort of person do you think Levi Strauss was? (10)

2. Basing your answer on the information given in this passage, write the text of an advertisement for Levi jeans. (10)

3. How does the writer make the historical facts presented in this article entertaining? (20)

SECTION 2:

PERSONAL WRITING

[70]

Write a prose composition on any **one** of the following titles. Except where otherwise stated, you are free to write in any form you wish e.g. narrative, descriptive, dramatic, short story, etc.

You will be rewarded for:

- A personal approach to the subject
- An appropriate style
- Liveliness and a good choice of words
- Organisation and accuracy

1. Your favourite team/pop group are playing one match/concert in Ireland, but you have failed to secure a ticket. Write the story of how you managed to attend the event anyway.
2. What the clothes you wear say about you.
3. Write a composition inspired by the picture on **Page 1 of Paper X**.
4. A significant event that changed my life.
5. Write an essay in which you describe a place you love to visit. Try to give details that appeal not just to your readers' senses of sight and sound, but to all senses.
6. Life's little luxuries.
7. It was my first time away from my home and family... Write a composition beginning with these words.
8. It happened by Magic.

SECTION 3:**FUNCTIONAL WRITING****[30]**

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

You will be rewarded for:

- Well-structured answers
- Clarity of expression
- An appropriate tone
- Good grammar, spelling, punctuation and correct use of capitals

1. You are the captain of a team playing in the final of a major competition. Your team is losing at half-time. Write out the **pep talk** you would give to the team.
2. The Transition Year class in your school carried out a survey of how the students in third year spent an average of ten euro pocket money per week. Based on the figures supplied below write a **report** on this survey for your school magazine.

Pocket Money Survey

	Males	Females
Food/soft drinks	3.90	2.40
Leisure goods and services	2.70	1.90
Clothing	1.00	2.40
Personal goods	1.40	2.30
Transport	1.00	1.00

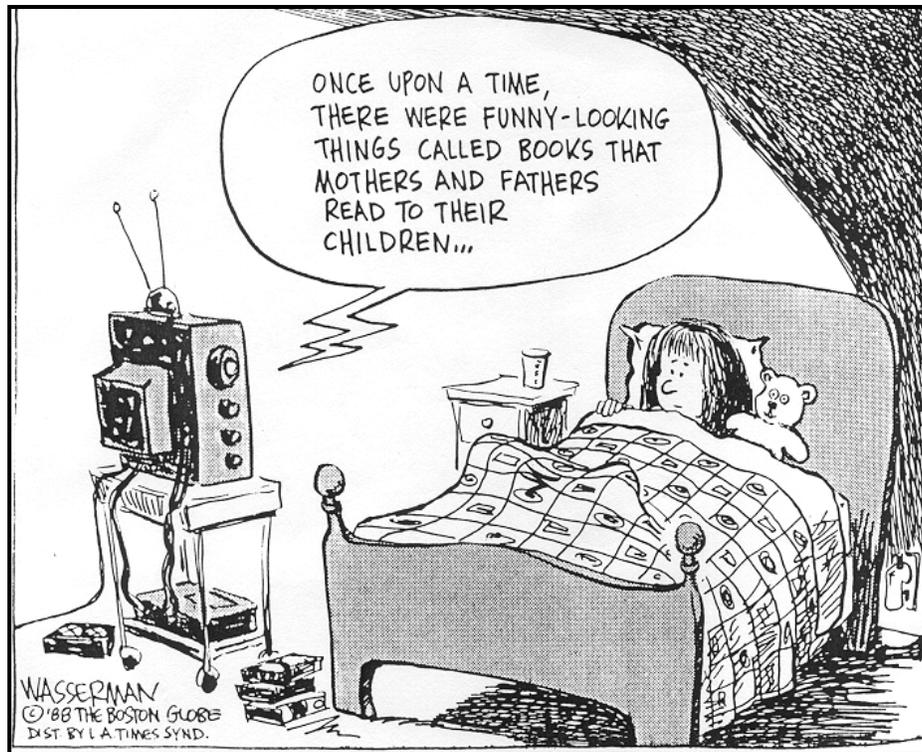
3. Write a **letter** to the author of any text you have studied, telling him or her whether or not you enjoyed it, and explaining why.

Answer question one **or** question two in this Section.

1. Based on your knowledge of Media Studies write an analysis of the advertisement that appears on **Page 2 of Paper X**.

OR

2.



The *Boston Globe* 1988. L.A. Times Syndicate

- (a) What point do you think is being made by this cartoon? (10)
- (b) "Young people watch too much television". Make 3 points in favour of **or** against this argument. (10)
- (c) Based on your experience of Media Studies what advantages do you think television has over radio and print media? (10)
- (d) Based on your experience of Media Studies how do you think television could be used for educational purposes? (10)