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ENGLISH LANGUAGE

PAPER 1 – CONTINUOUS WRITING 1310/1

Thursday **26 MAY 2022** 9:00 A.M.–10:10 A.M.
(1 hour plus 10 minutes
reading and planning time)

Additional materials:
Answer booklet

MINISTRY OF EDUCATION NATIONAL EXAMINATIONS

BAHAMAS GENERAL CERTIFICATE OF SECONDARY EDUCATION

INSTRUCTIONS TO CANDIDATES

Do not open this booklet until you are told to do so.

Write your school number, candidate number, surname and initials in the spaces provided on the answer booklet.

Write a composition based on **ONE** of the topics overleaf.

You should write between **350** and **500** words.

You should pay attention to punctuation, spelling and handwriting.

You will have **10** minutes to read and plan your topic. You should **NOT** begin to write your composition during this time. However, you should write your plan.

At the beginning of your composition write the number of the topic you have chosen.

INFORMATION FOR CANDIDATES

Dictionaries are **NOT** permitted.

This paper accounts for 40% of the total marks available for the examination in this subject.



This question paper consists of 4 printed pages.

Choose **ONE** of the following topics. Your writing should be planned on your answer paper.

1. "Do not break anything," she said sternly. I nodded before replying in a quiet voice, "I won't." Soon after, there was a loud bang.

Write a story that includes this scene.

2. Describe the sights, sounds and events of a homecoming or regatta celebration that you experienced.
3. Discuss **THREE** reasons why some parents or guardians might be disappointed with their teenagers.
4. "The Gift"
5. "*We are our brothers' keepers.*" To what extent is this statement true of Bahamians?
6. Write a composition based on the following lines of poetry. You may write about any ideas that the poem suggests to you, or you may write a story or a description based on the subject of the poem. You should **NOT** write a poem.

*I will not be made useless
I won't be idled with despair
I will gather myself around my faith
For light does the darkness most fear*

From the poem "Hands" by Jewel Kilcher

7. Discuss ways other than tourism in which young people can help the Bahamian economy to grow.



8. Write a story, description, or any form of composition suggested by **ONE** of the photographs.

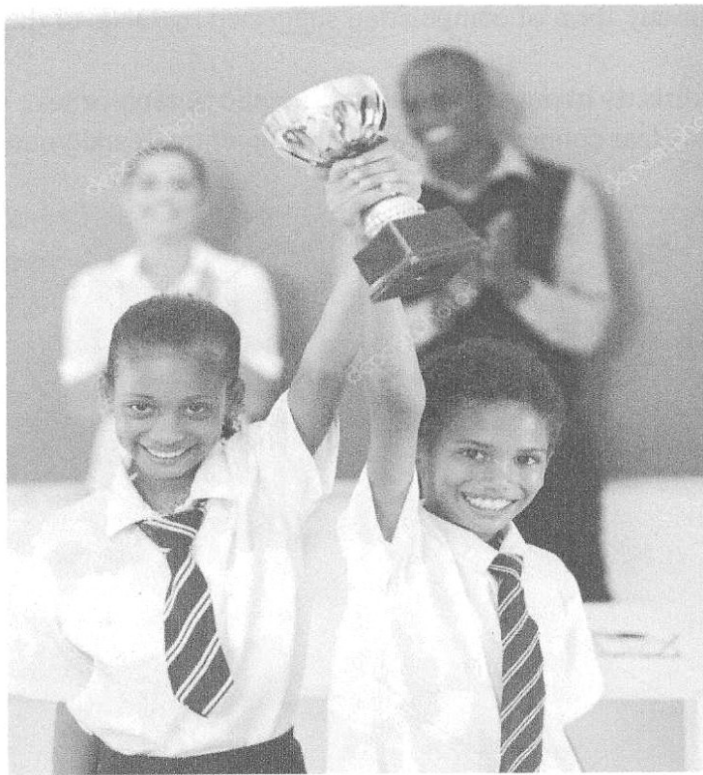
Your composition may be directly about the subject of the photograph or take some suggestions from it. There must be some clear connection between the photograph and your composition.

(a)



animais.culturamix.com

(b)



ru.dreamstime.com



School Number	Candidate Number
Surname and Initials	

ENGLISH LANGUAGE

PAPER 2 – AURAL COMPREHENSION CANDIDATE'S COPY 1310/2b

Tuesday **3 MAY 2022** 9:00 A.M.–10:15 A.M.

Additional materials:
Compact disc recording
CD player

MINISTRY OF EDUCATION NATIONAL EXAMINATIONS

BAHAMAS GENERAL CERTIFICATE OF SECONDARY EDUCATION

INSTRUCTIONS TO CANDIDATES

DO NOT open this booklet until you are told to do so.

Write your school number, candidate number, surname and initials in the spaces provided on the booklet.

The recording will be played **TWICE**.

FIRST PLAYING

Listen carefully to the **FIRST PLAYING** to gain a general impression of what is being said. **DO NOT** look at the **NOTES SECTION** or the **QUESTIONS** during the first playing.

AFTER THE FIRST PLAYING, turn to the **NOTES SECTION** of the paper. Read through the suggested points. Make any notes you wish on the points listed. Your notes will not be marked. **You will have 3 minutes.**

SECOND PLAYING

Listen again to the recording. You may make additional notes as you listen. **AFTER THE SECOND PLAYING**, complete your note making. **You will have 3 minutes. You will be allowed a total of 45 minutes to complete your answers to PART TWO of the test. Answer ALL questions.**

INFORMATION FOR CANDIDATES

The number of marks available for each question or part question is shown in brackets [].

Dictionaries are **NOT** permitted.

This question paper consists of 8 printed pages and 4 blank pages.

PART ONE

You have just listened to a recording of a radio show about changes in Education in The Bahamas.

Make some detailed notes on the **EIGHT** points listed below. **REMEMBER THAT YOU WILL NEED THESE NOTES IN THE SECOND PART OF THE TEST**; therefore make them as full and as accurate as you can.

LISTEN CAREFULLY

YOUR NOTES ON THE RECORDING

1. What Malcolm X says about education, quoted by Everton Simms at the beginning of the recording

2. Information about Mrs. Dawkins' experiences as a student

3. Schools that Mrs. Dawkins attended



4. What we learn about online education

(a) Advantages

(b) Disadvantages

5. Details about Mrs. Kay Smith's character

[Turn over

6. The requirements for home-schooling programme

7. The activities available in a home-schooling programme

8. Methods/Techniques used in the recording to keep the conversation interesting and entertaining

DO NOT TURN OVER UNTIL YOU ARE TOLD TO DO SO



BLANK PAGE

[Turn over

PART TWO

Write your answers to the following questions. Base your answers on the notes you took when you listened to the recording in **PART ONE**.

1. What is the passport that Malcolm X speaks about?

 [1]

2. 'Mrs. Dawkins did not use a calculator in her Math class.' What evidence is there to support this?

 [1]

3. Name the school where Mrs. Dawkins completed her education.

 [1]

4. Explain how Mrs. Dawkins got to school.

 [2]

5. List **THREE** sources of information that were available to Mrs. Dawkins when she was a student.

 [3]

6. Based on the recording, what are **THREE** advantages and **THREE** disadvantages of online education?

(a) Advantages

[3]

(b) Disadvantages

[3]

7. Give **TWO** character traits that describe Mrs. Kay Smith. You must give support for each character trait mentioned.

[4]

8. What are **THREE** specific requirements for a home-schooling programme?

[3]



9. The recording mentions a number of extra-curricular activities that are available to children who are home-schooled. List **THREE** of these activities.

[3]

10. Give **THREE** methods/techniques used by the host and his guests to make the conversations interesting.

Place your ideas in the chart below, supporting each one with details from the recording.

METHODS/TECHNIQUES	SUPPORT

[6]

TOTAL MARKS [30]

End]

ENGLISH LANGUAGE

PAPER 3 – WRITTEN COMPREHENSION & DIRECTED WRITING 1310/3

Monday **30 MAY 2022** 9:00 A.M.–11:10 A.M.
(including 10 minutes
reading time)

Additional materials:
Answer booklet

MINISTRY OF EDUCATION NATIONAL EXAMINATIONS

BAHAMAS GENERAL CERTIFICATE OF SECONDARY EDUCATION

INSTRUCTIONS TO CANDIDATES

Do not open this booklet until you are told to do so.

Write your school number, candidate number, surname and initials in the spaces provided on the answer booklet.

Answer **ALL** the questions in the answer booklet provided.

Number your answers clearly.

Special attention should be given to the directions for each question.

Work should be neat and well-organised.

INFORMATION FOR CANDIDATES

The number of marks available for each question or part question is shown in brackets.

Dictionaries are **NOT** permitted.



This question paper consists of 6 printed pages and 2 blank pages.

Read the following passage carefully before you attempt any questions.

GOING THE DISTANCE IN EDUCATION

As Kylie was idly scrolling through her Instagram and Facebook stories, an email notification popped up on her screen from her online university. Her heart started beating so fast that she felt as if she was going to have a heart attack! She slowly took a few deep breaths to calm her nerves. When she finally built up the courage to read the message, she stared in disbelief at the congratulatory message regarding her Bachelor of Science degree! The tears poured from her face as she realised that her many sacrifices had finally paid off.

Distance learning has proven beneficial to many adults like Kylie. This increasingly widespread trend, especially among adults, gives them the option of attending classes on campus or from the comfort of their homes. Distance education offers flexible learning paths or a variety of courses which can be completed at the convenience of the student. This greatly enhances accessibility to higher education for adult learners. These persons can be classified as older adults, depending on their ages with varied abilities, educational backgrounds, and life experiences. They balance their family and work and are generally older than twenty-two years. For these adult students, distance learning is therefore an important element of lifelong learning.

Distance education, also called distance learning, is when students are separated from teachers and peers. This means that students learn remotely and do not have face-to-face learning with instructors or other students. Distance learning is extremely important for those who cannot attend programs due to health complications, severe social anxiety or any other situations which make it necessary to be confined to the home. Distance Learners are **“constantly juggling the demands of everyday life”**. The distractions of wanting to watch a good movie on Netflix, surfing the net, completing household chores, and taking care of the children who are at home make it difficult for some adults to stay on task. Because of this, **“a distance learner cannot be a slacker”**. As is the case with traditional students, adult learners need to be self-motivated in order to actually get the work done, especially in systems that don’t require them to be present at a specific time or place.

While some may believe that distance learning is a new concept, it is not. Let us explore the history of this great phenomenon known as distance learning. Distance higher education goes back at least as far as the first century A.D., when St. Paul wrote texts called epistles (or letters of instruction) that were given to early Christian communities. Historically, in correspondence courses, students would communicate with their schools or teachers by mail. The difficulty with corresponding by mail, however, was that these were one-way forms of communication. Students were unable to ask the professors questions or interact with other students, because everything was shared directly with them. In the late 1800s, the first major correspondence program in the United States was established in which the teacher and learner were at different locations. In earlier times, education had been available primarily to males in higher levels of society. But with the introduction of correspondence study, it was made possible for those who were not a part of the elite group or rich enough to afford full-time residence on a college campus, to be able to gain higher education. By early 1800, the first major correspondence program was established in the United States and by mid-century, the first distance degree was awarded in London.



40 As time progressed, so did technology in the 1920's. With it came the radio and television. The introduction of the radio played a pivotal role in distance education by allowing universities to broadcast information and courses to a larger number of students. A decade after the establishment of the radio, the television made its educational debut and was used as a learning tool. Soon, college courses were televised for credit and over 15,000 students enrolled in 5 years. It might be hard to believe, but credible degrees were attainable through these televised courses. Even the traditional
45 housewife and mother was able to find time in her day to begin learning university-level concepts and ideas without leaving home. In fact, a 2008 survey of distance learners found that almost 60 percent of college-level distance learners in the United States are female.

After the television, the personal computer with internet capabilities was the next major invention to revolutionise distance education. Teaching face-to-face at a distance was now more of a possibility
50 with the introduction of broadband technologies. This allowed students to communicate with one another and their professors so that they learned interactively, rather than just being taught passively. In 1989 the first fully online college institution that offered both bachelors and masters degrees was launched.

By the 1990s, distance learning had greatly developed through the use of satellite virtual classrooms,
55 mobile telephones, videoconferencing, and the internet. The journey of distance learning continued into the 21st century moving from a one-to-many broadcast model to a more social, collaborative, personalised and interactive experience. This evolution presented various options for the adult student – complete distance learning, a combination of distance learning and traditional classroom instruction known as hybrid or blended learning. Today, the internet has become the primary source
60 for delivery of college-level distance learning.

After the 2009 Great Depression there was an even greater demand for distance education. While 11.6 million jobs were created, 8.4 million of those were “snagged” by adults with college degrees. When adult learners realised that persons with degrees were preferred by employers, they were motivated to engage in distance education so that they could improve their present career or broaden
65 their career prospects beyond their current vocation. You will often hear about successful individuals who didn't hold a degree. Steven Paul Jobs, founder of Apple Inc. is one of the most notable. Michael Saul Dell, founder, chairman and CEO of Dell Technologies is another example. But the truth is, these success stories are not the norm. Employers today are increasingly interested in hiring degreed employees, and this is true across a broad range of industries.

70 Adult education isn't just for those seeking a college degree, either. For many other adults, through distance education, colleges and other online institutions offer programs called continuing education courses. These courses aren't credit courses, so they won't count toward a degree should you choose to pursue one, but they will result in learning new skills for one's personal enjoyment or enrichment. This could include learning a new language, developing your creativity through photography, or
75 receiving certifications in auto mechanics and graphic design. The list is endless. Distance education also caters to those adults who didn't, for various reasons, attain a high school diploma; now, through distance learning, they can achieve their goal.

80 Employment prevents many adults from obtaining higher education because not everyone works a traditional nine to five job, such as military personnel who may be deployed to various posts all over the world. Then there are those rural learners, similar to the ones living on the far-flung islands of The Bahamas, who cannot physically gain access to a campus. Fortunately, in the last few decades, colleges and universities have caught on. In an effort to assist these adults while increasing and sustaining enrolment, these schools have begun to cater to the adult learner by offering night and weekend classes. That is the magic of distance learning.

85 Many adult students find distance learning to be a fulfilling and practical way to receive quality education, without needing to attend a traditional university. Many of them had to overcome several obstacles such as learning how to use the technology needed to manoeuvre their way in the digital environment. Other issues they experienced included limited access to the internet and computer hardware, along with the frustration of having to 'relearn' information after a prolonged intermission
90 from the classroom. Nevertheless, the old adage still rings true: 'the greater the obstacle, the more glory in overcoming it.' Distance education has overcome the test of time and we can be assured of its continued evolution.

Adapted from www.fnu.edu/evolution-distance-learning

Answer **ALL** the questions in the answer booklet provided. Do not place any answers on this question paper.

Unless otherwise indicated, **ALL** answers must be based on the information presented in the passage.

In answering questions 1–5, write down the letter A, B, C or D **in your answer booklet** to indicate the most appropriate answer.

1. In paragraph 3 of the passage, another name for distance learning is:

- A. Remote learning;
- B. Face-to-face learning;
- C. Cooperative learning;
- D. Passive learning.

[1]

2. According to the passage, the word 'snagged' in line 62 means:

- A. to be torn roughly;
- B. to be packed tightly;
- C. to be taken quickly;
- D. to be taught swiftly.

[1]



3. What is **ONE** goal of continuing education courses?
- A. Interactive experiences;
 - B. Earning credits;
 - C. Increased enrolment;
 - D. Personal improvement.
- [1]
4. After reading about the development of distance education, it is clear that distance education _____.
- A. will make people lazy;
 - B. will continue to advance;
 - C. is not effective;
 - D. is too expensive.
- [1]
5. Explain the expression, “**constantly juggling the demands of everyday life**”.
- [3]
6. According to the passage, “**a distance learner cannot be a slacker**”.
- (a) What is the tone of this statement? [1]
 - (b) Explain what is suggested by these words. [2]
7. Give **THREE** reasons why adults might not attend classes on campus. [3]
8. Write a paragraph identifying **SIX** specific challenges of distance learning that are outlined in the passage. [6]
9. *Distance education developed over hundreds of years.* Trace the major stages of distance education and briefly explain the method used to communicate at each stage. Use no more than 130 words. Remember to use your own words as far as possible. [10]

10. You have successfully completed a distance learning program. Write a letter to the editor of a local newspaper in which you seek to convince the readers of the many benefits of distance learning.

Your letter should be no more than 400 words and should be based on information stated in or inferred from the passage. [16]

When writing the letter, **BE SURE TO:**

- (a) demonstrate a sense of audience; use an appropriate tone – persuasive and informative;
- (b) clearly convey the purpose of the letter;
- (c) provide support for your content points – move beyond merely listing points by identifying and ***explaining*** at least 8 ways in which readers can benefit from distance learning;

PAPER TOTAL MARKS [45]



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ENGLISH LANGUAGE

PAPER 4 – EXTENDED COMPREHENSION & DIRECTED WRITING 1310/4

Thursday **2 JUNE 2022** 9:00 A.M.–10:15 A.M.

Additional materials:
Answer booklet

(including 10 minutes
reading time)

MINISTRY OF EDUCATION NATIONAL EXAMINATIONS
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INSTRUCTIONS TO CANDIDATES

Do not open this booklet until you are told to do so.

Write your school number, candidate number, surname and initials in the spaces provided on the answer booklet.

Answer **ALL** the questions.

Number your answers clearly.

Special attention should be given to the directions for each question.

Work should be neat and well-organised.

INFORMATION FOR CANDIDATES

The number of marks available for each question or part question is shown in brackets [].

Dictionaries are **NOT** permitted.



This question paper consists of 7 printed pages and 1 blank page.

SECTION A

Read the following passage carefully, and then answer the questions that follow.

Can you survive 24 hours without social media?

“Can you handle 24 hours without your phone?” I asked my followers on Instagram, telling them about Digital Detox Day, a campaign that aims to bring awareness to the negative effects of social media.

“Can you???” friends replied to my Stories.

The question was valid. I am pretty attached to my phone. It’s the first thing I reach for when I wake up; it’s the last thing I touch before I fall asleep. My husband often complains, but I can’t help it. There is always something to post, tweet, snap or follow. My attachment to social media was having such a negative impact on my family life, that I wanted to prove to my husband, my followers and myself that I could step away and live more in the moment. That’s right! No Twitter, Facebook, Instagram, Snapchat or WhatsApp for one whole day!

Don’t get me wrong, I love social media! It’s incredible in so many ways. As part of my job as a Human Resources Manager, I use Twitter, Instagram and Facebook, to conduct background checks on potential employees. Also, Mike’s construction company, Paradise Builders, took off after I started posting pictures and videos of his construction projects to Facebook, YouTube and Instagram. However, as the years have progressed and social media has grown, it’s clear that it has its flaws too: comparison, criticism, cyberbullying, a disconnect from reality. Digital Detox Day made me think about just how dependent I’ve been on social media. I *call* my husband to eat using Messenger, when I could just go to the living room and say, “Honey, dinner is ready.” Also, because restaurants now place their menus along with pics of satisfied customers on Instagram and Facebook, that’s how I order food. In addition, I buy toys on Facebook and it’s my primary mode of communication with friends. We don’t even text anymore.

On Friday night, I drew a circle on my palm, wrote the word “OFF” in the middle, took a photo, and of course, posted it to all of my accounts, promising to fully commit to my Saturday away from social media. But before the clock struck 12, I had things to do. First, I offered a package deal to my Facebook and WhatsApp friends...a stroller, car seat, crib and baby swing, all in excellent condition for \$500. While on Facebook, I checked for any new posts by Queen Fashions, my favourite clothing store. Great...new arrivals! I would have to stop by before they sold out. Still on Facebook, I needed to comment on Happy, the clown’s timeline. Though his profile featured more than 3,000 followers, many “happy” children, and described him as an expert in children’s entertainment, Joshua’s reaction was hilarious. Then, the perfect idea struck me! Why not tweet that video of Joshua screaming and running away? Done! Immediately after that, I added twenty new pics to my WhatsApp status. Finally, I Instagrammed a photo of my dog looking miserable while I gave him a bath. Then, seconds before midnight, I switched off all of my social media notifications and put my phone down. I knew that all of these “little” things, coupled with how often I was scrolling were eating away at my relationship with Mike, and impacting how I interacted with the children. Things had to change.

In the next 24 hours, I realized just how addicted I had become to social media. How was that tweet I sent last night doing? Had it gone viral yet? What was Linda from high school doing while on vacation in Orlando? Had anyone on Instagram eaten anything fun for breakfast? How many people liked the pic



I snapped in the driveway yesterday morning? Did my neighbours really enroll their children in a private school? Was my niece keeping up with that weight loss challenge? Those posts would be gone by the time I was back online and a whole day of life would be forever lost to me! I was completely out of the loop and it was driving me crazy!

To make it through, I centered myself by watching our children at play. It was fascinating to learn that these little people I share a home with have interests and personalities. I watched for hours with wonder and awe as they played with various toys in their playroom and invented imaginary worlds. Then, a rare occurrence... I went outside and felt the sun as Joshua and Morgan engaged in interesting activities such as ball throwing and chasing each other. For some reason, they wanted me to join in. It was amazing!

Later, ordering our usual feast from Mama's Kitchen required some finesse. I had to Google the restaurant to find the phone number and actually call the order in. When we sat down for dinner, I instinctively reached for my phone, but a quick glance at Mike forced me to halt. There would be no posting of my plate and waiting to see the likes and comments from my friends. Instead, Mike insisted that I give my attention to the children and actually talk to them. I complied, asking if they were enjoying their meal and if they wanted to play a game or watch a movie after dinner. Soon, everyone gathered in the living room to watch an animated movie as a family. I was mesmerized by the incessant giggles and Mike's ability to mimic the voices of the characters. Apparently, they had seen this movie many times before.

Eventually, the children fell asleep and Mike indicated that he wanted to talk "for a minute". I knew what that meant. It was the first time in months that we had had a real conversation. Never one to mince words, Mike urged me to take an honest look at myself and my intentions: *Why was I posting? Was I genuinely proud and wanted to share with friends and loved ones? Was I competing with other parents for likes and shares? Was I fishing for compliments for myself? By posting the children's pictures online and actively tracking the posts' popularity, did I realize that I was teaching Joshua and Morgan to measure their own worth based on how many people clicked that "like" button?*

Mike even cited a couple examples to illustrate how distracted I was as a parent. "Joshie finally did number 2 in the toilet!" and "Morgan fell into the clothes hamper head-first!", my tweets had read. He reminded me of how I had absentmindedly grabbed my smartphone and snapped away instead of assisting Joshua with cleaning himself or quickly rescuing Morgan from that scary dive into the clothes hamper. As Mike put it, my behaviour was often "irrational and ridiculous". Though his criticisms were harsh, his concerns were all valid. Why was this so important to me, anyway?

The truth is that there seems to be an unofficial competition on social media to be the funniest, wittiest, most-amazing parent, and it was causing me to miss opportunities for natural parent-child interaction. I was too busy clambering for likes, loves, favorites and re-tweets. They say, "a picture is worth a thousand words", but thanks to Facebook, the worth of a picture is now based on a thousand likes. I had been peppering my timelines with photos and updates, sometimes multiple times a day. And no topic was off-limits, from potty training accidents to vomit shots. When Joshua and Morgan are old enough, will they feel embarrassed or even violated by the digital footprint that I have created for them? I needed to carefully consider the long-term impact of my pictures and comments regarding our children.

Furthermore, social media was draining me of more time than I thought possible and that is time that I could have spent with my family. I never had time to watch a movie or play with the children because I was always too busy or too tired (but never too busy or too tired to post, comment, like, follow or

subscribe). Moving forward, I vowed to set limits for myself. By turning off my device at the dinner table and a couple of hours before bedtime, I would set a good example for our kids and gain back quality time to connect without the screens.

That was my biggest lesson from Digital Detox Day. Social media is beneficial as long as you use it wisely, as long as you don't let it consume you and as long as you remember that there's an entire world waiting for you that isn't on your screen.

Adapted from an article by Pam Pastor which was published in the *Philippine Daily Inquirer* on September 13th, 2020.

Your responses to the following questions should be based on the information presented in the passage, and should be expressed as far as possible in your own words. You should spend approximately one hour on this section.

1. In no more than 200 words, give an account of the specific actions which suggest that the narrator is addicted to social media. [10]
2. How does the narrator use a variety of techniques and language devices to capture the interest of readers?

You should identify specific techniques, provide examples and comment on the likely effect of each one on the reader. [14]



SECTION B

Read the following text carefully, and then answer the questions that follow.

Inspiring Entrepreneurs Who Built Careers Around Their Passions and Social Media

Young people who are trying to decide on a career are often given the advice to follow their passions and do what they love. Yet, with the cost of living ever increasing, this advice only seems possible if that passion involves politics, law, medicine, or accounting. After all, a career requires an income. However, social media influencers have been able to successfully marry their hobbies and passions with the need to earn a living. Social media makes it easy to meet new people through various user-friendly apps, but another dimension to consider is using social media as a marketing tool. It may sound far-fetched, but many are turning to free and user-friendly social networking applications such as Facebook, YouTube, Twitter and Instagram to post photographs and tweets *a few times a day* or upload videos *once or twice a week* with the goal of launching a lucrative career. This can often be done without being tethered to a laptop, as mobile apps give access wherever and whenever. All of the icons mentioned in this article are earning more than \$100,000 a year. Understandably, if the use of social media is *free*, one may ask, *how do* these social media entrepreneurs make money?

First of all, sponsorships are responsible for much of the money earned through social media, especially for those just starting off. YouTube, Instagram and Twitter are all platforms that make it possible to earn an income from sponsorships. This occurs when brands pay to be featured in your posts. For instance, Lauren Bath, Australia's "first professional Instagrammer" collaborates with tourism boards and brands to provide them with exposure through her almost 500,000 Instagram followers. Bath's influence can be attributed to the fact that human beings love to share in the experiences of others. This fly on the wall mentality takes those followers along on her adventures which feature dazzling sunsets, tranquil beaches, wildlife from remote regions of the world and engaging dialogues about her experiences along the way. Tourism authorities eagerly pay for her endorsements, convinced that if her snaps do not entice potential travelers to book a safari or summer getaway, then nothing will.

Advertisements are another popular method of monetizing social media. According to Forbes Magazine, in 2020 nine-year-old Ryan Guan earned approximately \$30 million for advertisements that aired on his YouTube Channel, "Ryan's World". His 27 million subscribers enjoy his "unboxing" videos in which he simply takes toys out of their packages and reviews them. Parents love him because of his ability to keep little ones entertained for hours at a time.

For those with product-based businesses, such as an E-commerce store, additional income can be earned by tapping into social media. It can be a great place to sell products – or, at the least, build up a following and redirect those followers to a website, like Amazon, where products can be purchased.

Companies also capitalize on a phenomenon known as FOMO (Fear Of Missing Out). Because followers want to keep up with the latest trends, they are ready to purchase whatever their favourite social media idols promote. Affiliate marketing allows entrepreneurs to work with a brand to help sell their products: the social media influencer would place links within a post, and when the follower clicks on the link and makes a purchase through it, that entrepreneur would earn a percentage of the sale.

Service-based business owners don't want to look past social media as a marketing tool. From hair

[Turn over

stylists who post their work on Instagram or YouTube to party planners who use Facebook as a platform to showcase their work and engage with potential clients, there is a lot of opportunity on social media to promote your services.

One of the core pillars of social media is connecting like-minded individuals through interest-based groups. Because social media encourages people to like, subscribe or follow those with similar interests, it is easier than ever before to showcase one's talents, skills and accomplishments and to be discovered by the right entities. Thus, for artists, writers, or creative entrepreneurs, social media can be an amazing tool to boost their visibility. Fashion Illustrator, Grace Ciao, was pegged for a career in the banking industry. Her hobby and passion, however, was using paint and other mediums to bring high fashion gowns to life. While working on one of her designs, she had a thought to preserve a red rose that was on her table by incorporating the petals into her artwork. She posted the design on Instagram and it went viral. That gave birth to an exciting new career, which has inspired fellow artists to incorporate unconventional items in their artwork. Grace Ciao has created unique designs for commercials, magazine advertisements and elite design houses such as Chanel, Christian Dior and Fendi.

One entrepreneur realized the power of social media to encourage empathy for others and their struggles. In 2010, Brandon Stanton began to take candid photographs of people on the streets of New York and post them to a Facebook page he called, Humans of New York. His goal was to raise money for charity, which he did with the help of his 12 million Facebook followers. The spinoff from that campaign is that he earns a living through motivational speaking engagements, photography bookings and the sale of his many books.

Obviously, the time it takes to create content and manage a social media marketing strategy can be significant. Even so, the time is well worth it, especially for those looking to build a new career. Consider the facts: Television networks have all seen a decline in the number of viewers, but YouTube sees over 1 billion active users *each month, while Facebook has 2.7 billion active users. Even Netflix with its 195 million paid subscribers can't compete, because some people find social media to be even more entertaining than television programmes and movies.* Even if only 0.1 percent of the people on those platforms are interested in what you are doing, you have still amplified your reach 1,000 times by using social media to spread your message and share your passion. *Musicians, Michael and Carissa Alvarado realized this truth early on when they formed the group, Us The Duo, in 2012. At the time, no one in the world of music had any idea of how talented they were. That changed quickly when one of the first videos they posted to YouTube had over 1 million views. That spotlight, landed them a record deal with Republic Records and a fan base that has grown to over 7 million YouTube, Twitter and Instagram users. Imagine the ease with which their many albums can be promoted. That would not have been possible without social media.*

Besides entertainment, some look to social media for educational purposes and self enhancement. After all, the tutorials and lessons are free and can be accessed at any time. This gives entrepreneurs who can teach specific skills an avenue to establish their expertise. With content being the lifeblood of social media, if you post a two-minute video on YouTube or a photo on Instagram, you are posting content. **When you consistently post content about a specific topic, you establish yourself as an expert.** Take, for example, two teachers who are mathematicians. Teacher A, loves her work but avoids social media, while Teacher B, shows others how to solve math problems on YouTube and has 200,000 followers. They are both experts, but Teacher B has established her credibility and gained the trust of followers. As an "expert", her followers will have no qualms about purchasing supplementary materials or registering for additional courses.



Truly, there's no better time than now to do what you love. As these inspiring entrepreneurs demonstrate, by building a following around your passions, you can earn a comfortable living. There's no excuse to not get out there, select a social media platform, and start posting.

Reference: <https://www.entrepreneur.com/article/246049>

In answering the questions below, you should use your own words as far as possible. You should spend approximately one hour on this section.

3. **Besides the possibility to earn an income,** briefly discuss the reasons why so many find social media appealing. Use no more than 180 words. [12]
4. Your Junior Achievement club recently hosted a seminar on how to use social media to earn an income. You wish to share this valuable information with others at your school.

Write an article for your school's newspaper in which you inform your peers of the various careers and money-making opportunities that are available to them through the use of social media.

In your response you are expected to:

- (a) present ideas based on information from **BOTH** passages.
- (b) include one or two original ideas for careers and money making opportunities via social media. [16]



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