

# AS German

## Essay titles & Examiner Notes

**(2010-2013)**

Health	→	Doping/Sport: 2 Holiday: 13 Healthy lifestyle: 4, 6, 23
Family & Relationships	→	Friendships: 5, 7, 21 Family: 11, 18 Marriage: 24
Media	→	TV: 8 Technology: 9, 15, 19 Advertising: 3, 12, 16
Popular Culture	→	cinema/film: 10, 22 Fashion: 1, 20 Music: 14, 17

# 1

Viele Jugendliche definieren sich durch ihre Kleidung. Eine Studie in Deutschland hat ergeben, dass die 16- bis 19-Jährigen im Durchschnitt ein Fünftel ihres Geldes für Kleidung und Accessoires ausgeben – wesentlich mehr als vor zwanzig Jahren.

Warum ist Ihrer Meinung nach Kleidung für Jugendliche so wichtig? Wäre es in der heutigen Gesellschaft möglich, Mode zu ignorieren? *(35 marks)*

- initial reaction to statement about defining identity through clothing
- initial reaction to statement about spending money on clothes
- clothes indicate personality
- clothes indicate membership of group
- clothes need to be practical and comfortable
- pleasure of shopping for clothes
- pressure on young people to spend money on clothes
- consequences of ignoring fashion : negative comments from peers;
- lower self-esteem;
- more money to spend on other things.

# 2

## **Doping-Skandal droht**

Zwanzig noch unbekannte deutsche Wintersportler aus den Bereichen Biathlon und Skilanglauf sollen unerlaubte Dopingmittel genommen haben; unter den insgesamt 30 betroffenen Profis finden sich auch die Namen von Radsportlern....

## **Leistungssportler als Vorbild**

Die Erfolge unserer Sportler bei den Olympischen Spielen sollten viele Jugendliche motivieren, Sport zu treiben: „Sport dient nicht nur der Gesundheit, er fördert auch die soziale Kompetenz...“

Inwiefern sind Leistungssportlerinnen und -sportler gute Vorbilder für Jugendliche, die selbst Sport treiben? Welche Eigenschaften sind Ihrer Meinung nach im Leistungssport wichtig? *(35 marks)*

- initial reaction to topic: is the influence of top sports (wo)men good or bad?
- why some top sports (wo)men take drugs
- the effects of some top sports (wo)men taking drugs
- what should be done about top sports (wo)men taking drugs
- top sports (wo)men as good role models: sense of achievement;
- passion for sport, even if you don't reach the top;
- benefits for health;
- benefits in terms of social skills
- example(s) of important qualities, eg dedication, ambition
- further example(s) of important qualities, eg honesty, integrity.

# 3

**Werbung soll bunt und unterhaltsam sein**

Wie weckt man das Interesse des Kunden?

**Das Produkt soll gut sein**

Man muss seine Zielgruppe kennen

„Wie kannst du ohne dieses Produkt leben?“

**Verantwortungsvolle Werbung?**

Was ist Ihrer Meinung nach „gute Werbung“? In welchem Medium (Internet, E-Mail, Fernsehen, usw.) ist Werbung am effektivsten und warum?

(35 marks)

- general comment on importance of advertising for companies
- general comment on impact of advertising on consumers
- use of photographs, artwork etc.
- choice of words
- how customers' attention is won
- qualities of product
- clear targeting, eg age, gender
- comment on responsible advertising
- choice of medium depends on product and target group
- further comment on choice of medium.

# 4

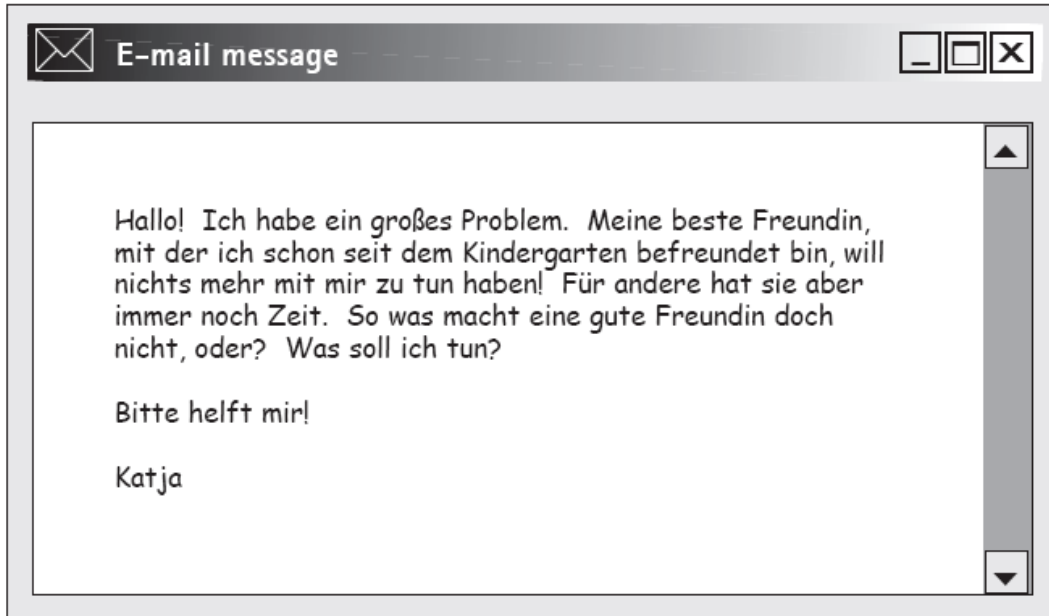
Jeden Tag hört und liest man Ratschläge über Fitness und Gesundheit. Trotzdem sind Jugendliche heute weniger gesund als vor zwanzig Jahren. Experten meinen sogar, die Lebenserwartung in der EU werde in den kommenden Jahrzehnten sinken.

Warum leben so viele junge Leute heute ungesund? Wie sollte man das Problem am besten bekämpfen?

(35 marks)

- Initial reaction to information in question, eg shock or scepticism
- reaction to claim about reduced life expectancy
- reason for decline in health: diet;
- lack of exercise;
- drugs and/or alcohol;
- stress
- suggestions for improving health: improve diet;
- take more exercise;
- abstain from drugs and/or alcohol
- relieve stress by doing less.

# 5

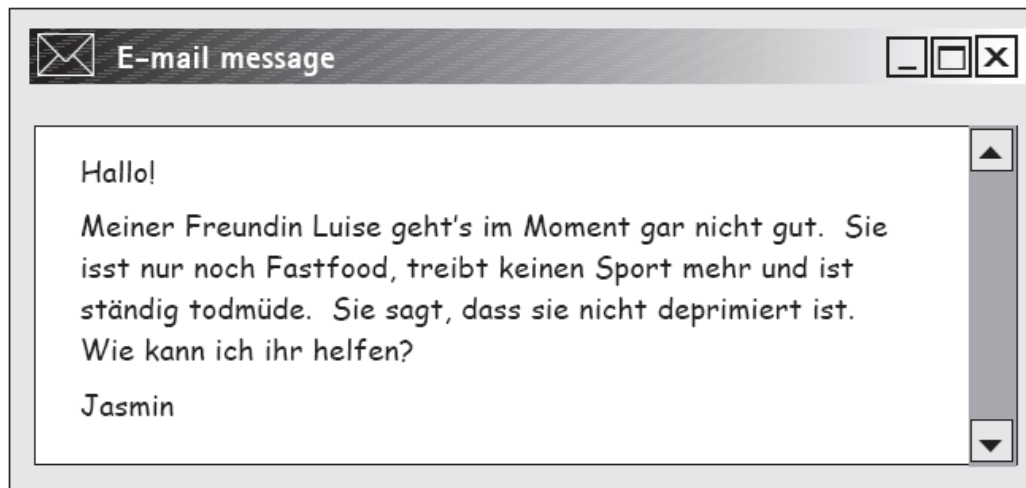


Schreiben Sie eine Antwort auf Katjas E-Mail. Was ist Ihrer Meinung nach „eine gute Freundin“ bzw. „ein guter Freund“?

(35 marks)

- Initial reaction to letter, eg sympathy
- might you (the writer of the e-mail) have done something to cause the change?
- friendships don't always last forever
- still worth trying to talk, or contact in some other way eg letter, networking site
- be less exclusive – recognise that the friend needs other friends too
- find new pursuits/activities as a way of finding friends
- write to a Kummerkasten to seek advice
- ask family members for advice
- qualities of friendship, eg time, patience, good communication
- barriers to friendship, eg selfishness, dishonesty.

# 6



Schreiben Sie eine Antwort auf Jasmins E-Mail. Welche Ratschläge sollte sie Luise geben?

(35 marks)

- initial reaction to Jasmin's email e.g. sympathy
- consequences of poor diet
- suggestions for better diet
- consequences of lack of exercise
- suggestions for exercise – sport
- suggestions for exercise – alternative to sport, e.g. dance
- comment on sleep, e.g. sleep better after exercise
- maybe depression is a factor despite what Luise says
- general advice e.g. need to tread carefully
- final comment, e.g. 'hope Luise is soon back to previous form'

# 7

„Liebe und Freundschaft werden oft verwechselt, haben aber wenig miteinander zu tun.“

Schreiben Sie einen Artikel für eine Schülerzeitung, in dem Sie Ihre Meinung zu diesem Thema äußern. Inwiefern ist Freundschaft anders als Liebe? Was ist Ihrer Meinung nach wichtiger – gute Freunde zu haben oder jemanden, den man liebt?

(35 marks)

- initial reaction to topic of love and friendship, e.g. agreement or disagreement with the quotation
- differences between love and friendship
- similarities between love and friendship
- a friend is someone you can trust
- a friend is someone who spends time with you
- a friend is someone who can give you advice
- love can lead to a long-term relationship
- love is deeper than friendship
- love means accepting a person's faults as well as strengths
- summarising comment, e.g. relative importance of love and friendship

# 8

**Entspannung**

Zeitverschwendung

**Gewalt**

Information

*Manipulation*

**Abwechslung**

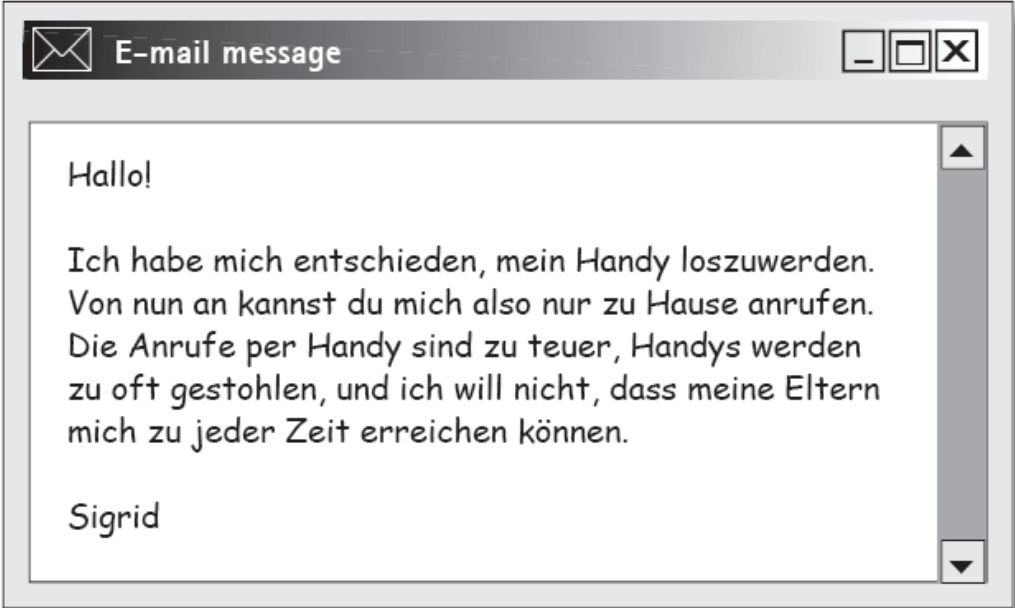
Fantasielosigkeit

Viele Erwachsene beklagen sich, dass Kinder zu lange vor der Glotze hängen. Wie reagieren Sie darauf? Bringt das Fernsehen mehr Vorteile als Nachteile?

(35 marks)

- initial reaction to statement about parents complaining
- general comment on huge influence of TV
- relaxation
- entertainment
- information
- education
- violence
- manipulation e.g. through advertising
- poor quality programmes
- summary judgment on TV

# 9



Hallo!

Ich habe mich entschieden, mein Handy loszuwerden. Von nun an kannst du mich also nur zu Hause anrufen. Die Anrufe per Handy sind zu teuer, Handys werden zu oft gestohlen, und ich will nicht, dass meine Eltern mich zu jeder Zeit erreichen können.

Sigrid

Wie reagieren Sie auf Sigrids Entscheidung? Ist ein Handy im heutigen Leben unbedingt nötig? Schreiben Sie eine Antwort auf Sigrids E-Mail. (35 marks)

- initial reaction to Sigrid's decision
- comment on cost of calls from mobile
- comment on theft of mobiles
- comment on ease of contacting people on mobiles
- how lifestyle has changed over last 25-30 years
- everyone is now expected to have a mobile
- mobiles help to ensure personal safety
- mobiles have other functions apart from phone calls
- mobiles cause a nuisance to others eg public transport
- other ways of staying in touch, eg landline, e-mail, letter

# 10

Computergesteuerte Animationen?

Liebenswerte Charaktere?

Langweilige Storyline?

Ein überraschendes Ende?

Phantastische Kameraeinstellungen?

Enttäuschende Schauspieler?

Schreiben Sie Ihre Kritik zu einem Film, den Sie gesehen haben. Wem würden Sie diesen Film empfehlen – oder nicht? *(35 marks)*

- brief description of film, eg name, director, language
- context of seeing film, eg when, where with whom
- comment on plot
- comment on main characters
- comment on other characters
- comment on quality of camera work
- comment on special effects
- comment on ending
- who you would (not) recommend the film to
- what others might (not) particularly enjoy about the film



# 11

In unserer Gesellschaft verliert die traditionelle Familie allmählich an Bedeutung. Immer mehr Ehen gehen in die Brüche und immer weniger Jugendliche wollen eine Familie gründen.

Wie reagieren Sie darauf? Was ist Ihrer Meinung nach eine „traditionelle Familie“? Was halten Sie von den verschiedenen Familienformen, die es heute gibt? (35 marks)

- definition of 'traditional family'
- comment on number of marriages breaking up
- divorce/separation now accepted as normal
- individual seen as more important than a couple
- both partners are now more likely to be able to support themselves
- comment on couples/young people deciding not to have children
- change of lifestyle required in order to bring up children
- cost of bringing up children
- comment on different forms of family
- possible substitutes for family, eg friends

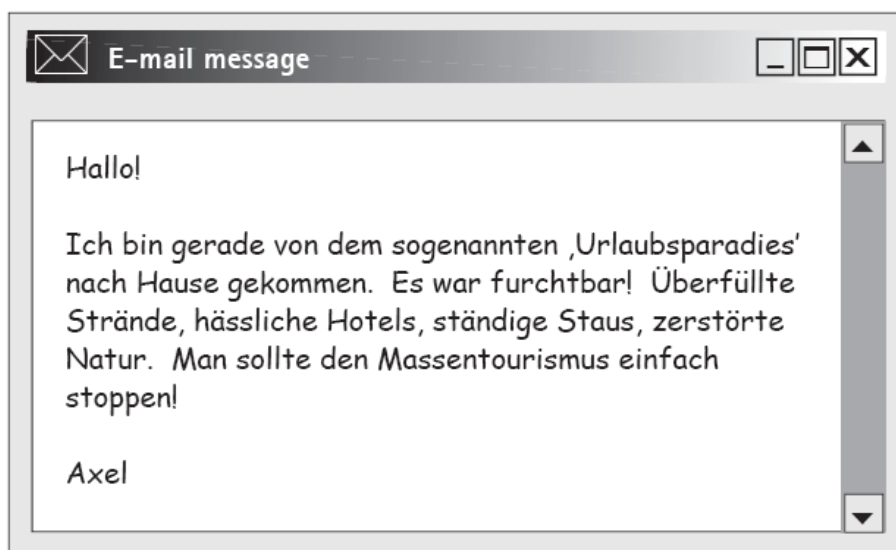
# 12

Seit 2006 ist Werbung für Tabak in gedruckten Medien, im Radio und im Internet verboten. Aber es gibt immer noch Werbung für andere Produkte wie Alkohol und Fastfood, die ebenso gesundheitsschädlich wie Tabak sind.

Was meinen Sie zu dem Werbeverbot für Tabak? Sollte man Werbung für andere Produkte auch verbieten? (35 marks)

- whether the ban on tobacco advertising was right
- effects of the ban on popularity of smoking
- reduction in deaths/illness from smoking
- effects of the ban on the tobacco industry
- whether the ban is an attack on personal freedom
- ban on alcohol is possible/has been proposed
- comparison between dangers of alcohol and of smoking
- other possible bans eg fatty foods
- whether advertising restrictions should apply to all media
- whether there should be specific exemptions, eg television after a certain time.

# 13



Schreiben Sie eine Antwort auf Axels E-Mail. Wie ist Ihre Meinung zum Massentourismus? (35 marks)

- Initial reaction to letter eg sympathy, shock
- general opinion of places seen as ' holiday paradise'
- general comment of mass tourism
- benefits of mass tourism for holidaymakers, especially poorer people
- benefits of mass tourism for tourists destinations, eg income
- effects of having too many people in a small area
- transport problems caused by mass tourism
- damage to the environment caused by mass tourism
- whether it is feasible to restrict mass tourism
- ways in which mass tourism could be restricted.

14<sup>(b)</sup>

Durch Musik lernt man verschiedene Kulturen kennen.

Musik ruft gute – und schlechte – Erinnerungen hervor.

Musik kann mit Gewalt verbunden sein.

Musik ist reiner Kommerz.

Durch Musik kann man seine Gefühle ausdrücken.

Musik stärkt die Konzentrationsfähigkeit.

Welche Rolle spielt heute Musik im Leben der Jugendlichen? Ist diese Rolle immer positiv? (35 marks)

- different situations where music can be listened to - in bedroom, on bus...
- different ways of listening to music – CD, MP3...
- how music promotes knowledge/understanding of other cultures
- how music brings back memories
- how music allows people to express feelings
- how some people concentrate better with music
- how some music may be connected with violent behaviour
- how commercialisation affects the quality of music
- how skilled/successful musicians can inspire others
- how music helps to define our identity.

*Elektronische Post – schneller und einfacher als ein Brief*

*Zeitverschwendung*

**Breitbandanschlüsse werden immer billiger**

**INTERNET-KRIMINALITÄT**

Internet-Gemeinschaften (Facebook...) für Alt und Jung

*Die Informationen im Internet werden nicht überprüft*

**INTERNET MACHT DAS LERNEN LEICHTER**

Das Internet gehört bei den meisten Leuten zum Alltag. Es hat sowohl Nachteile als auch Vorteile. Wie ist Ihre Meinung zum Internet?

(35 marks)

- initial reaction to topic: how good is the internet?
- positive aspects: volume of information;
- ease of email and internet communities;
- secure method of carrying out financial transactions;
- lower costs compared with postal systems etc.
- negative aspects; fallibility of information;
- problems with email, eg messages not getting through;
- risk of exposure to fraud and other criminal activity
- high cost of repeatedly replacing obsolescent software
- likely future developments.

*Sie haben im Fernsehen einen Werbespot gesehen, den Sie nicht akzeptabel finden. Schreiben Sie einen Brief an den Fernsehsender, in dem Sie Ihre Reaktion auf den Werbespot erklären.*

16

- introduction: purpose of this letter
- description of product advertised
- when the advertisement was shown
- why it was unacceptable, e.g. violence
- why it was unacceptable, e.g. sexist
- effect of advertisement on viewers
- what the TV company should do, e.g. apologise
- what the TV company should do, e.g. withdraw the advertisement
- the need for the TV company to show responsibility
- suggested guidelines for acceptable advertising

17



Warum sind Musikfestivals Ihrer Meinung nach so populär? Können solche Events auch Probleme mit sich bringen?

- initial reaction, e.g. many young people now like going to pop festivals
- atmosphere
- music: well known bands
- music: better than listening at home
- able to see as well as hear the bands
- in the open air
- fewer constraints than at home
- problems e.g. disturbance to local environment / people
- problems e.g. substandard facilities
- personal perspective e.g. a festival that the candidate has attended or will attend

# 18

Ich finde junge Leute respektlos und frech. Sie sind nur Rowdys!

*Alte Menschen verstehen uns nicht und wollen uns auch nicht verstehen. Sie haben vergessen, dass sie selbst einmal jung waren!*

Warum gibt es oft Konflikte zwischen den Generationen? Wie kann man solche Konflikte lösen?

- initial reaction, e.g. are there really conflicts between the generations?
- why the problem has, or has not, got worse
- danger of stereotyping
- differing perspectives on relationships with parents, (girl/boy)friends etc.
- differing perspectives on education
- differing perspectives on music and fashion
- differing perspectives on free time activities
- how grandparents can support children
- how children can help grandparents
- how conflicts can be resolved

# 19

„Computer helfen Kindern, wichtige Fähigkeiten zu entwickeln.“

„Am liebsten ein bildschirmfreies Kinderzimmer.“

„Die Kids sollen erst mal richtig lesen und schreiben lernen, bevor sie an den Computer gehen dürfen.“

Inwiefern sollten Eltern die Computernutzung ihrer Kinder kontrollieren? Erklären Sie Ihre Meinung dazu. (35 marks)

- background: computers more and more a part of everyday life
- computers can be useful for learning skills
- computer games can be innocent fun
- better for children not to share a computer with adults
- computers can become addictive
- computers can be frustrating
- small children cannot use mouse and keyboard
- children should be experiencing the real world instead
- the need for adult supervision
- conclusion: to what extent parents should monitor their children's use of computers

Further guidance:

- Students may use one or more of the given quotations as starting points if they wish. Students must develop the ideas in those quotations in order to gain credit.
- An essay focusing on the benefits and pitfalls of computer usage by children, but with no explicit reference to parental monitoring, will score a maximum mark of 8 for Content.
- The question refers to *Kinder*, so it is inappropriate to focus entirely on (older) teenagers.
- While the title lends itself to a 'for and against' approach, it is acceptable for a student to adopt an extreme point of view, e.g. that no parental monitoring is necessary or that parents should not allow children to use computers at all, provided that they justify their case.

## 20

Lady Gaga, Sebastian Vettel, Kate Moss... Viele Jugendliche haben als Vorbilder Stars aus den Bereichen Musik, Sport und Mode. Ist der Einfluss von Stars eher positiv oder negativ? Geben Sie Gründe für Ihre Antwort an. (35 marks)

- initial response to statement, e.g. it is true that celebrities are role models for many young people
- example of positive influence: skill and ability
- example of positive influence: determination
- example of positive influence: self-belief
- example of a celebrity who can have a positive influence, with reasons
- example of negative influence: bad behaviour
- example of negative influence: breaking the law
- example of negative influence: greed
- example of a celebrity who can have a negative influence, with reasons
- conclusion: whether influence is on the whole positive or negative

Further guidance:

- Students may use any or all of the celebrities mentioned in the question - Lady Gaga, Sebastian Vettel and Kate Moss - as starting points if they wish.
- Students do not have to refer to all of the areas mentioned - music, sport and fashion.
- The question refers to *Einfluss von Stars* in the plural, and responses which refer to only one celebrity will score a maximum mark of 12 for Content.
- While the title lends itself to a 'for and against' approach, it is acceptable for a student to adopt an extreme point of view, e.g. that the influence of celebrities is entirely negative, or entirely beneficial, provided that they justify their case.
- References to body image, anorexia, etc. may be appropriate but should not be the focus of the essay.

# 21

Sie haben den folgenden Kummerkasten-Brief in einer deutschen Zeitschrift gelesen. Schreiben Sie eine Antwort an Laura. (35 marks)

Ich bin sehr einsam und habe einfach keine Freunde. Mir ist es sehr unangenehm darüber zu reden. Bis ich 13 war, hatte ich viele Freundinnen, aber dann habe ich den Kontakt verloren – und das war eigentlich meine Schuld! Was kann ich jetzt tun, um neue Freunde zu finden?

Laura, 16

- initial reaction, e.g. sympathy
- loneliness is a common feeling
- Laura shouldn't feel ashamed of being lonely
- Laura has shown in the past that she can make friends
- pity that (Laura says) it is her fault that she lost contact
- suggestion: try getting to know one or two other pupils in class better
- suggestion: take up a new sport or activity
- suggestion: be open to people even if they seem unfriendly
- suggestion: is there something about Laura's behaviour that she could change?
- suitable closing statement

Further guidance:

- In order to have access to the top mark band for Content, responses must relate clearly to the situation explained in the letter. A response which focuses entirely on the nature of friendship in an abstract way will score a maximum mark of 8 for Content.
- A response which does not include any suggestions as to how Laura can make new friends will score a maximum mark of 8 for Content.
- Students may refer to their own experiences of friendship or to those of others, provided that they relate those experiences to the set task.



# 22

Sie sind Filmfanatiker/in und möchten mit ein paar Freunden einen Kino-Klub organisieren. Schreiben Sie einen Zeitungsartikel, in dem Sie Ihre Pläne erklären. Welche Filme werden Sie zeigen, und warum?

(35 marks)

Possible content points:

- who is proposing the project
  - what kinds of films will be shown
  - example of film to be shown
  - reason(s) for choosing that film
  - 2<sup>nd</sup> example of film to be shown
  - reason(s) for choosing that film
  - the target audience
  - benefits of the project for the local community
  - practical arrangements, e.g. location, times, cost
  - an appeal for support from the readers
- 
- There are two parts to this question. Students must address both parts in order to score more than 12 for content. However they do not need to be addressed sequentially; it is possible to embed the response to the second part within the response to the first part.
  - Although this task is framed as a newspaper article, students are not expected to present their response in the format of a newspaper article; rather it is the content that is important.
  - Some background information about cinema going may be appropriate, but a response that focuses mainly on the broad topic of cinema, e.g. the pros and cons of cinema going compared with watching DVDs at home, will score a low mark for content.
  - In response to the second part of the question, it is equally acceptable to refer to actual film titles – which do not have to be German – or to particular types of film. Reference to a single specific film title is insufficient.
  - The title clearly refers to a proposed film club, so responses that focus exclusively on a club that is already operating cannot score more than 12 for content.

# 23

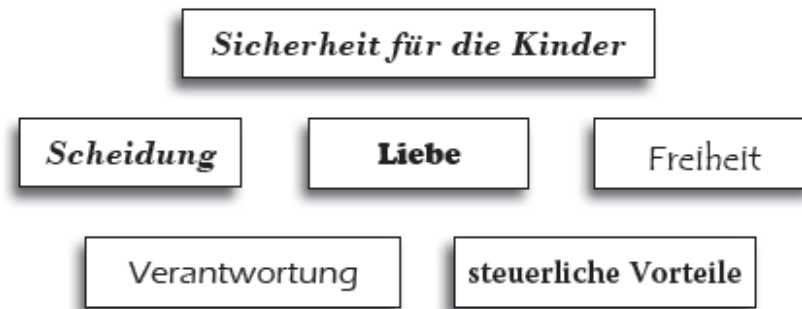
„Alkohol ist die schlimmste Droge.“ Wie reagieren Sie auf diese Aussage? Sollte der Alkoholkonsum strenger kontrolliert werden?

(35 marks)

Possible content points:

- initial reaction to quotation
  - alcohol is more socially acceptable than some other drugs
  - alcohol abuse is rising in some social groups/contexts
  - reasons for alcohol abuse
  - effects of alcohol abuse on individual
  - effects of alcohol abuse on society
  - comparison between effects of alcohol and effects of other drugs
- 
- arguments in favour of tighter controls, e.g. damage done by binge drinking
  - arguments against tighter controls, e.g. personal freedom
  - conclusion: agree or disagree with quotation
- 
- There are two parts to this question. The response to the initial quotation may be brief but it must be there in order to score more than 16 for content. Students must address the second part of the question, i.e. why alcohol consumption **should** (not) be restricted, in order to score more than 12 for content.
  - A response that lists only current restrictions on alcohol consumption, i.e. with no reference to what should happen, cannot score more than 16 for content.
  - Although the first part of the question suggests a polarised response, it is acceptable for students to avoid a direct 'yes' or 'no' e.g. by explaining that it depends on the circumstances.
  - The task does not require any reference to the student's own experience, but it is acceptable for this to be included if it supports the student's line of argument.

# 24



Welche Lebensform ist Ihrer Meinung nach besser – Ehe oder Partnerschaft?  
Erklären Sie Ihre Meinung dazu.

(35 marks)

Possible content points:

- background: marriage has become less popular
  - background: non-married couples now accepted as normal
  - marriage restricts personal freedom
  - marriage sometimes ends in separation/divorce
  - marriage is just a piece of paper
  - marriage encourages responsibility
  - marriage can make things easier administratively/financially
  - marriage is a public statement that two people love each other
  - marriage can give children more security
  - conclusion: whether marriage or cohabitation is better
- 
- Although the wording of the question suggests a polarised response, it is equally acceptable for students to explain the pros and cons of both types of relationship.
  - The task does not require any reference to the student's own experience, but it is acceptable for this to be included if it supports the student's line of argument.
  - Lengthy references to a 'single' lifestyle are not directly relevant to the task and will be treated as such. A response that focuses entirely on the difference between living alone and living in a relationship cannot score more than 8 for content.
  - Reference to same-sex marriages and/or partnerships may be made.