

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2015

ENGLISH LANGUAGE PAPER 3

PART B1

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B1

- (1) The Question-Answer Book for Part B1 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only **ONE** Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

Part B

Situation

You are Starsky Chung. You work for North Star Artists, an international agency that manages a range of pop music bands and singers.

Your boss is Malcolm Parker, who works in the London office of North Star Artists. He is sending a British pop band called Bubblegum to Hong Kong to do some promotions for their next CD. You need to look after them while they are here.

You will listen to a Skype conference call between Malcolm Parker, a music video director – Eduardo de Luca – and yourself.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarize yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on page 3 of the Data File.

You now have five minutes to familiarize yourself with the Question-Answer Book and the Data File.



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Performance at Atlantic Plaza

Music Video (May 19)

Rules about interviews with band

Merchandise / Souvenirs for Asian Tour

Email from Malcolm Parker to Starsky Chung

To: Starsky Chung
From: Malcolm Parker
Date: 14 April 2015
Subject: Things to do

Dear Starsky

I need you to do a few things in preparation for Bubblegum's visit to Hong Kong in May.

First, I need you to complete the whole-day schedule for the band's performance at the Atlantic Plaza shopping mall. Look at your notes from the Skype conference, my WhatsApp chats and the emails I got from Ms. Dong Jianzhen and from the Paradise Gardens Hotel.

You also need to work on the Hong Kong Bubblegum Fan Club website. We've now written a biography for all the band members except for Charlie Chiba. So I want you to write a short biography of Charlie Chiba. Mention the following things:

- Her early life
- Her career before she joined Bubblegum (you can include negative things here!)
- Her career and achievements after she joined Bubblegum

Look at the transcript of the Listen Up! podcast, and the information I found from iTunes, Dredger Magazine and Buzz Online. Don't forget you'll be writing for Bubblegum's teenage fans.

Finally, remember I've agreed to allow the pupils from St. Godfrey's Catholic School to interview Bubblegum. Please write them an email answering their questions. Make the rules about interviews and questions clear to them. I'll forward you a scan of their letter and the email from the Paradise Gardens Hotel too. Look at your notes from the Skype conference, the letter the pupils sent me and the email from the Paradise Gardens Hotel as well as my WhatsApp chats and the Listen Up! podcast.

Malcolm

WhatsApp chat between Malcolm Parker and Ms. Ajala Chaterjee

08:48

Ajala:
Hi Malcolm, I can meet Bubblegum at Atlantic Plaza at 1:30pm on the day to take photographs. Did Ms. Dong tell you where she wants the band to be photographed?

Malcolm:
She said the main entrance. Don't forget we also need you to take more photographs at 3.30pm. Don't be late because the band are signing CDs at 4 o'clock. I'll ask Starsky to put these points in the band's appointments for Atlantic Plaza later and send you a copy.

Email from Dong Jianzhen to Malcolm Parker

To: Malcolm Parker
From: Dong Jianzhen
Date: April 8 2015
Subject: Atlantic Plaza visit

Dear Mr. Parker

Just to say again how very excited we are about Bubblegum's visit to Atlantic Plaza.

I have some important instructions for the band's performance at 2.30pm. Could you remind the band about wearing the T-shirts we provided? Also, we'd be grateful if the band could thank Atlantic Plaza at the end of the show. After thanking Atlantic Plaza, I would then like the band to have their photograph taken with me.

As regards dining on the day, I'd like to invite the group to have breakfast with me in my office at 8.30 a.m. and then for lunch I have arranged for them to go to the 'Fresh and Healthy' Restaurant in Atlantic Plaza at 12.30 pm.

Best regards

Dong Jianzhen
Managing Director of Atlantic Plaza

WhatsApp chat between Malcolm Parker and Charlie Chiba

12:06

Malcolm:
I've decided which songs I'd like you guys to sing at Atlantic Plaza. I want you to sing "You're special" as the second song and "Hey! Don't ignore me" as the third song. You guys will sing "Mirror of love" at the beginning of the performance because it will be your next hit. Please remember too that you must start the performance with a greeting.

Charlie:
You mean like "Hello Hong Kong"?

Malcolm:
Yes, say that at the start. Don't forget!

Charlie:
Okay Malcolm. Can you ask Starsky to write these points on the song list and in some special instructions so we remember. Can you also tell Starsky people should talk to us politely during interviews – you know, like, respectful. No questions about you know who's family.

Malcolm:
You mean Mark Nelson's family? Yes, I will tell Starsky. And I'll ask Starsky to tell interviewers to talk about your latest CD and what you guys think of Hong Kong.

Charlie:
Yes, we'd love to talk about the "Sugar Love Mountain" CD. But no interviews longer than one hour. PLEASE!

Email from Angelina Dai to Malcolm Parker

To: Malcolm Parker
From: Angelina Dai
Date: April 1 2015
Subject: Update

Hi Malcolm

Good to hear from you again. Hope the weather is better in London.

Anyway, I've managed to find you a room for holding the interview (room 829). It's excellent for conducting interviews and it will be available on 19th May (Tuesday) from 2:00pm to 5:00pm. I will personally make sure that no more than 4 people are allowed in to do the interview as you requested.

Just to warn you that the hotel has some really tough rules about dress. Basically, the hotel will tell anyone who isn't wearing smart clothes to leave. And sandals? Absolutely not!

Also, our helicopter will be ready at 5.30pm at Atlantic Plaza on 18th May (Monday). I am sure Bubbegum will enjoy the flight back to the hotel.

Looking forward to another drink (or three!) with you soon.

Angelina

General Manager
Paradise Gardens Hotel

Letter from pupils at St. Godfrey's Catholic School to Malcolm Parker

ST. GODFREY'S CATHOLIC SCHOOL

March 20, 2015

Dear Mr. Parker,

We are students at St. Godfrey's Catholic School and we are really BIG fans of Bubbegum. We think their music is really great to listen to and their image is really cool and trendy.

We would be so honoured if they could do an interview with some of our senior students from our Media Club. What we would like to know is:

- The time, place and length of time for the interview. (Please note that due to school activities during the week Bubbegum are in Hong Kong, we will only be free after 4pm)

I know this is short notice and the band will be really busy in Hong Kong, but if you could find any time in their schedule to have an interview with us then that would be amazing.

Please tell Bubbegum how much we love them!

Yours sincerely,

Bonnie Ng
Chairperson of the Media Club
St. Godfrey's Catholic School

Transcript extract from *Listen Up!* podcast

Sarah Wilde: Woo! Charlie Chiba from Bubblegum. So how's it going?

Charlie Chiba: Great to be here.

Sara Wilde: So tell us about yourself Charlie.

Charlie Chiba: Well, I'm actually not from London like everyone thinks. I was born way up North.

Sara Wilde: In Scotland, you mean?

Charlie Chiba: Yeah, in a tiny village. In 1996.

Sara Wilde: Wow! And your dad was Japanese right?

Charlie Chiba: Yes, but my mum is English. We moved down to London when I was 6 years old.

Sara Wilde: Do you ever get scared by your fans, Charlie? You must have heard about that all-girl Japanese band who were attacked by a crazy man with a knife.

Charlie Chiba: Oh, sometimes. But we have rules to protect us. If anyone wants to interview us then they need to...

Sara Wilde: ...let me guess. Show our ID card, right? Ha ha. Actually listeners, we had to do this... and they searched our bags and equipment! Crazy!

Charlie Chiba: Those are the rules for interviewing us for every interview I'm afraid! Ha ha!

Sara Wilde: You joined Bubblegum in 2013, but what was your career like before you joined?

Charlie Chiba: Oh dear. Ha, ha. What can I say? I did win best singer in the London Youth Music Awards, so I guess it wasn't all bad news, I suppose.

Sara Wilde: Were you still at school then?

Charlie Chiba: Yeah, it was 2010. So yeah.

Sara Wilde: Actually, I think I remember your solo album, "Oh So Pretty" in 2012. Oh dear! But let's move on eh? Now, our listeners might be interested to know that you went to the same school as me.

Charlie Chiba: That's right. Gray's School of Music and Drama. Ha ha. But you were a few years above me.

Sara Wilde: But we're both still young. Ha ha. I suppose we had the same teachers though. Did you have Mr. Wildgoose?

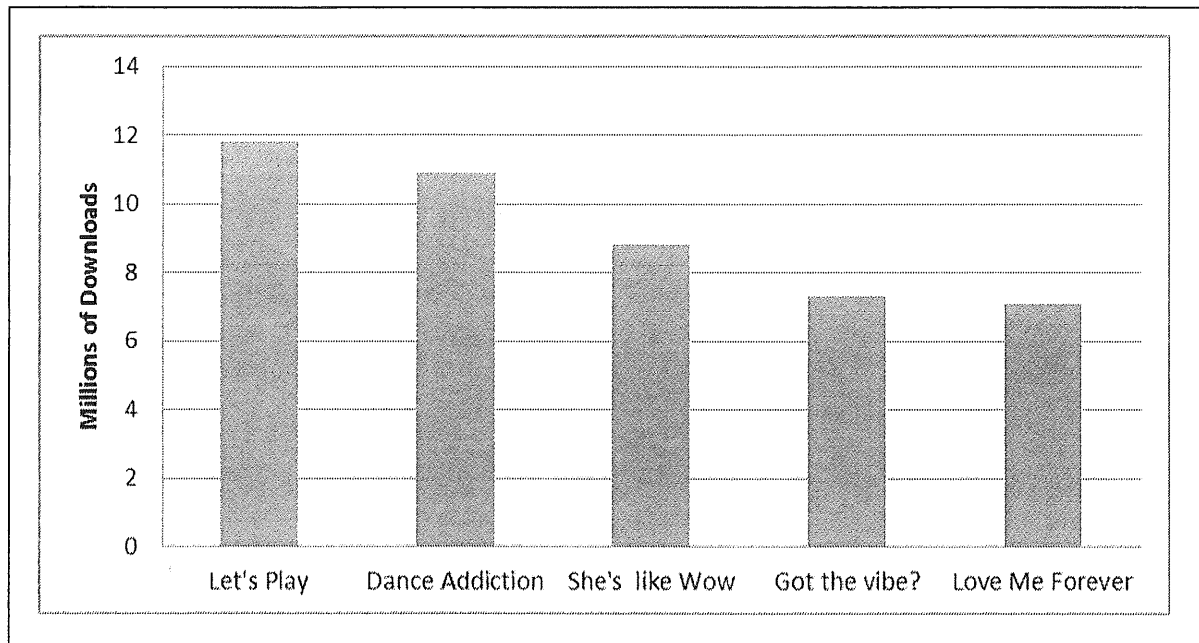
Charlie Chiba: No, but I remember the stories!

iTunes screenshot

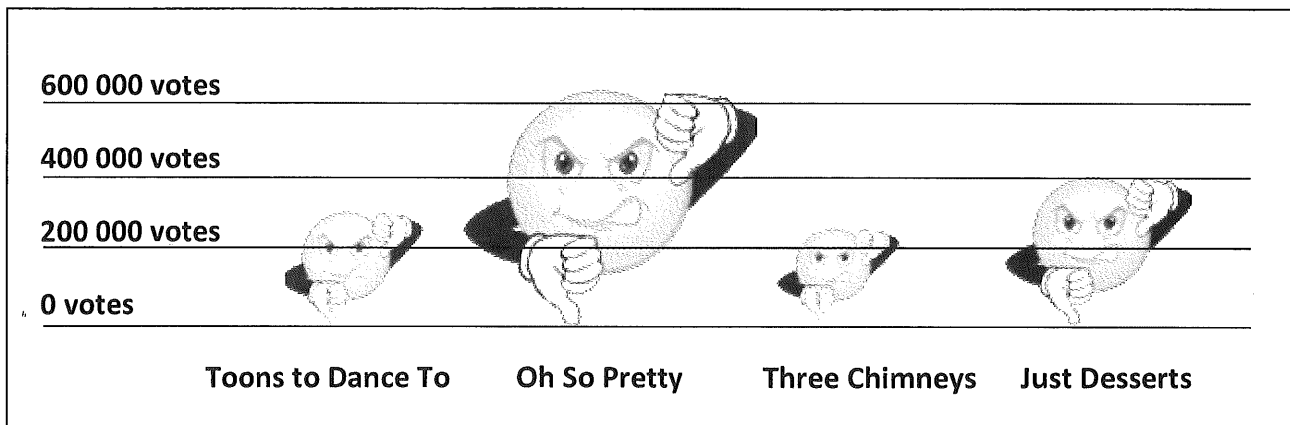
Song Title	Time	Artist	Songwriter	Album	Genre
Auto Motorik	6.32	Rael	Rael	Waiting Room	Dance
Dance addiction	4.21	Bubblegum	Charlie Chiba	Meet the Bubblegum	Pop
Emotion lol	3.23	Cute Cute	Yannie Ming	Pink Rabbits	Pop
Voodoo	5.32	Crème Brulee	Les McQueen	Just Desserts	Rock

709 songs, 2 days, 4.63 GB

Most Downloaded Songs in UK (2014) from *Dredger Magazine*



Buzz Online Worst Albums of 2012 by listener votes



THIS IS THE LAST PAGE OF THE PART B1 DATA FILE

Sources of materials used in this paper will be acknowledged in the *Examination Report and Question Papers* published by the Hong Kong Examinations and Assessment Authority at a later stage.