

Modified Enlarged 24pt
OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Monday 1 November 2021 – Morning

GCSE (9–1) English Language

**J351/01 Communicating information and
ideas**

Insert

**Time allowed: 2 hours
plus your additional time allowance**

READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS

Do NOT send this Insert for marking. Keep it in the centre or recycle it.

INFORMATION

Use this Insert to answer the questions in Section A.

Details of text extracts:

TEXT 1

Text: adapted from ‘The Life of P. T. Barnum’

Author: Phineas T. Barnum (1855)

TEXT 2

Text: adapted from ‘Why does the new film about P. T. Barnum gloss over his cruelty and racism?’

Author: Jane Fryer (2017)

TEXT 1

Phineas T. Barnum was a controversial American entrepreneur who was famous for exhibiting unusual animals and people. In his autobiography he defended himself against his critics.

5 In taking a survey of my career I shall perhaps disagree with some of my straight-laced but worthy readers as to the value and significance of that career. I shall, however, give my honest opinion upon the matter even at the risk of being charged with egotism.

10 As a businessman my first object has been to put money in my purse. In this I succeeded beyond my wildest expectations and am satisfied. But what I have here said will prepare the reader for what I consider to be a reasonable claim that I have also
15 benefitted the public to an extent seldom paralleled in the history of professional philanthropists¹.

¹philanthropist = person who does good

My travelling museums of natural history have been the largest and most interesting ever exhibited in the United States. No author or university has ever accomplished as much in the spread of a knowledge about the varied forms of animal life. My museums have been one of the chief means by which I have instructed the masses.

For the elevation and refinement of musical taste in this country, it will not be denied that I have done more than any man living. By bringing Jenny Lind² to the United States, I inaugurated a new era in the most beautiful and humanising of all the fine arts and gave to the cultivated and wealthy, as well as to the middling classes, a larger measure of enjoyment than has ever been derived from the enterprise of any other single individual.

²Jenny Lind was a famous opera singer who Barnum took on a very successful series of tours round the United States

**40 I will not enter into a further discussion
of the benefits I have conferred on my
countrymen and women as a minister
to their instruction and happiness
while pursuing my main purpose of
45 making money. No one, however, can
say that he has ever paid for admission
to one of my exhibitions more than his
admission was worth to him.**

**50 If a sight of my exhibitions was not
worth twenty-five cents, the privilege
of seeing the most extensive and
valuable museum in the United States
was worth double that sum to anyone
enticed into it by the ingenious
55 contrivance of my advertisements. And
I should like to see the moralist who
thinks that my customer would have
done as well with his money at the
drinking den or any of the other places
60 of paid-for entertainment.**

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TEXT 2

A film based on the life of P. T. Barnum was released in 2017. In this review, published in the Daily Mail, Jane Fryer claims that the film does not give a true picture of what Barnum was like.

P. T. Barnum was the man who
'invented showbusiness' and 'the
Shakespeare of advertising' but he
routinely exploited people in the name
5 of profit. He invented the big top
circus entertainment extravaganza
and launched the first superstar tour,
with singer Jenny Lind, the 'Swedish
nightingale'. Then, once Barnum had
10 his fill of all the razzmatazz, he neatly
reinvented himself as a campaigning
politician and philanthropist.

It's quite a story. No wonder
Australian actor, Hugh Jackman,
15 has been clamouring for years to
make an epic rags-to-riches romantic
musical movie celebrating Barnum's
extraordinary life. Jackman said, 'It is
not exaggerating to say he ushered in
20 modern-day America, especially the

idea that your talent, imagination and ability to work hard should be the only things that determine your success. So many things that I aspire to in my life
25 are embodied in this one character.'

What a shame, then, that in his haste to pay homage to the man who 'celebrated all humanity', Jackman's film has left so much out. What about
30 his cynical and relentlessly commercial manipulation of hundreds of America's vulnerable, abused misfits as money-making opportunities in his 'freak' shows? In the film, the emphasis
35 is firmly on Barnum's so-called empowering of them, rather than on his exploitation of them. What about Joice Heth, the 80-year-old black slave whom Barnum bought — yes, bought
40 — for £1,000 (\$1,350) in 1835? She was rebranded as 'George Washington's 160-year-old nanny' and became a travelling exhibit but she has been airbrushed out of the film completely.
45 Barnum even boasted about how he'd plied her with drink and then pulled out her remaining teeth to make her look closer to 160.

Over the years, Barnum's fortunes
50 went up and down almost as often as
the tent for his big top circus, but every
time he came back with something
new — usually a hoax or scam. He lied
about anything and everything and
55 laughed off criticism by declaring it all
'showmanship'. So Jumbo 'the world's
biggest elephant' was not the biggest
elephant in the world — nowhere near
it. He was just a big elephant with
60 rotten teeth from eating too many
buns.

Barnum instinctively knew better than
anyone how to give audiences the mix
of glitz and ghoulishness they craved.
65 But he also showed astonishing vision.
When, in 1850, he met opera star Jenny
Lind, he promised her an American
tour which turned into the precursor
of the modern rock extravaganza. The
70 tour took the equivalent of £16 million
in today's money over just nine months
and spawned a mania for Jenny Lind
merchandise: hats, paper dolls, and
even Lind-branded chewing tobacco.

75 He was the personification of the American dream — a man who rose from poverty and followed his passions and made a fortune.



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