

### From Passage 1 [11m for Passage 1's SAQs]

1. According to the author, what are **two** reasons for 'the collapse of the American mall' (line 1)? [2]

From the passage	Suggested answer
<p>1. The most obvious—the <b>rise of online retail</b>—is undeniably a significant factor, (L2)  ...Amazon <b>gutted brick-and-mortar</b> (EG of point 1)</p> <p>2. but it also masks a <b>rot</b> that had been spreading before Amazon gutted brick-and-mortar</p> <p>It is hard to think of any comparable social institution that <b>cost so much</b> and <b>covered so much physical space</b> and then imploded so quickly.</p>	<p>The two reasons are the</p> <p>1. <b>Emergence/ proliferation/ increasing popularity of e-commerce</b></p> <p><i>Idea of upward trend/ growth needs to be present for Point 1</i></p> <p>2. (<i>inferred</i>) and the inability of physical malls to <b>keep up / remain relevant.</b></p> <p><i>or</i></p> <p>People also <b>lost interest</b> in / have been <b>apathetic about</b> going to malls</p> <p><i>or</i></p> <p>(<i>inferred</i>) Malls became <b>too expensive</b> to maintain.</p> <p><i>Note: intensifier needed; 'expensive' alone is insufficient</i></p>
Learning points:	

2. In paragraph 2, explain how the author supports the claim that the idea of the suburban shopping mall ‘was incredibly successful’ (line 8)? [3]

From the passage	Suggested answer
<p>The <b>exodus</b> from urban centers to suburbs created an <b>enormous opportunity to fill a vacuum</b> for goods and services in smaller communities. (L8-10)</p> <p><i>Note that ‘smaller communities’ is synonymous with ‘suburbs’</i></p> <p>A mall patron could <b>get their hair styled, buy groceries, visit the bank, and enjoy an art installation all in one building.</b> (L10-11)</p> <p>As the concept gained steam, <b>the mall seemed a well of endless novelty</b> — a preeminent showcase of modern architecture and innovative products. (L11-13)</p>	<p>1. The author supports it by explaining that the suburban mall <b>capitalised on/ exploited the immense consumer demand / need</b> for goods and services. [1]</p> <p><i>Intensifier needs to be captured in point 1</i></p> <p>2. The suburban mall was also capable of <b>providing a wide range of services</b>, located conveniently <b>in the same place.</b> [1]</p> <p>3. It also appeared to offer items / experiences and amenities that were <b>new / never been seen before / unusual / original.</b> [1]</p>
<p>Learning points:</p> <ol style="list-style-type: none"> <li>1. Essentially, the 3 points can be condensed as: Fill the gap, all things / multi-functional in one place, have fun.</li> <li>2. Point 1, strictly speaking, can feature the context of smaller communities/ more compact neighbourhoods. But team consensus is that we are willing to overlook that.</li> <li>3. For Point 3, there is no need to paraphrase the list of activities given.</li> </ol>	

3. Explain three ways the author uses language in paragraph 5 to convey the failure of larger anchor stores. [3]

From the passage	Suggested answer
presented another <b>catastrophic problem</b> (L31)	1. [Function] The author uses extreme / loaded words like 'catastrophic' to [Context] convey their <b>assessment</b> of shopping mall's <b>great / extreme / shattering collapse // falling out of favour among consumers.</b>
became a liability: <b>dead ends, darkened</b> storefronts, and <b>vacant</b> corridors created <b>eerie, lifeless</b> pockets – and a <b>death spiral</b> . (L32-33)	2. [Function] The author uses hyperbole / language with negative connotations to <b>dramatise / illustrate / emphasise / exaggerate</b> [Context] the way that malls have <b>fallen into disrepair</b> / how the malls are <b>no longer attractive</b> ( <i>any reasonable response that shows understanding of malls being a liability</i> )
<b>Fewer</b> tenants, <b>fewer</b> shoppers, <b>decreased</b> income, <b>more</b> unkempt areas. (L33-34)	3. [Function] The author's repetition of comparative terms 'fewer' and 'more' <b>highlights / reinforces</b> [Context] the sense of <b>diminished footfall / activity</b> in shopping malls.
Malls became <b>static islands</b> surrounded by <b>seas of asphalt</b> . (L34)	4. [Function] The author employs a metaphor 'static islands' to [Context] describe the <b>condition</b> of malls, suggesting that they are <b>left to inactivity and isolation.</b>
When online shopping grew, it <b>stabbed a victim that was already bleeding out</b> . (L35)	5. [Function] The author personifies the shopping mall as a 'victim ... bleeding out' [Context] to convey the <b>extreme extent</b> of the mall's <b>decline/ failure.</b>
Any 3 out of 5 points	
<p>Learning points:</p> <p>Students need to consider specific instances of language use. The statistics given in the last 2 sentences of Paragraph 5 should not be raised in this answer.</p> <p>Students need not label or provide terms for language use but quotes/ textual references need to be present for marker's understanding. The subsequent explanation needs to present a clear understanding of context.</p>	

4. From lines 40-42, how has the concept of traditional malls changed? [2]

From the passage	Suggested answer
<p>(Inferred: <b>Malls <u>used to</u> offer material things</b>)</p> <p>These younger consumers prefer to spend their money on experiences <b><u>rather than</u> on material things</b>. (L40-41)</p> <p>Some malls are attempting to weather the storm by <b>offering amenities, experiences, and entertainment to enhance the shopping</b> experience. (L40-42)</p>	<p>1. <b>Malls <u>used to</u> be functional places where people frequented to acquire / purchase what they needed</b>. [1]</p> <p>2. <b><u>Now</u>, malls need to offer / provide pleasant encounters, besides an enjoyable / delightful time</b>. [1]</p>
<p>Learning points:</p> <p>Answers should address the question, and not unthinkingly reflect line 40's sentence on younger consumers. Students should adopt the good practice of having relevant opening phrases in their answers. Answers should also present the change clearly.</p>	

5. In what way is the final sentence (line 43-44) an effective conclusion to the author's argument? [1]

From the passage	Suggested answer
<p>But there are <b>no sure bets</b>, and the <b>champions of today's marketplace</b> may be <b>buried in dust and shadows tomorrow</b>. (L43-44)</p>	<p>[Function] It is effective in <b>reiterating / reinforcing</b> [Context] the <b>sense of uncertainty / risk / volatility</b> faced by today's shopping malls.</p> <p>OR</p> <p>[Function] It effectively <b>echoes / rehashes / links back</b> to the main / original / initial argument that [Context] the <b>allure</b> of shopping malls <b>cannot withstand the test of time</b>. [1]</p> <p>OR</p>

	<p>[Function] The final sentence <b>intrigues readers</b> to consider the future of malls</p> <p>[Context] by <b>emphasising how there is uncertainty in the future of malls.</b></p>
<p>Learning points:</p> <p>Students should be familiar with this question type by now. Good reminder for them to reflect contextual understanding in their answers.</p>	

### From Passage 2

6. Summarise the reasons why shopping malls are still relevant.

Write your summary in **no more than 120 words**. [8]

Concept	From the passage	Suggested answer
1. Social space	<p>Shopping malls are <b>social spaces</b> designed within the walls in a cleaner and safer environment (L2-3)</p> <p>changing demographics [...] means more people living in smaller spaces and a greater need for <b>public spaces</b> in which to <b>socialize</b> and <b>congregate</b> (L11-13)</p>	<p>Malls remain relevant by being <b>communal places / venues</b> that are <b>conductive</b> for <b>bonding</b></p> <p>Accept: area for people to come together / provide opportunity for people to gather and interact</p>
2. Economic growth	<p>malls are centrally <b>capitalist structures</b>. They embody a country's economic <b>growth</b> (L3-4)</p>	<p>while <b>encouraging advancement</b> in <b>wealth</b> and <b>industry</b></p> <p>Idea of growth must be captured Allow lifting: 'economic'</p>
3. Showing off consumer power	<p>exist to <b>meet consumer demand</b> from a population <b>keen to express</b> its <b>affluence</b> and <b>purchasing power</b> (L4-5)</p>	<p>as they <b>serve</b> the <b>ones who want to flaunt their wealth</b>.</p>
4. Community	<p>shopping malls are the <b>heart and soul</b> of <b>communities</b> (L6)</p>	<p>Malls form the <b>essence of social groups/ encapsulate the spirit of / are focal points for neighbourhoods/ are central to the identity of the neighbourhood // bring life to social groups</b></p>

5. Social sanctuary	<p>... <b>safer</b> environment (L3)</p> <p>a <b>social sanctuary</b> for teenagers everywhere (L7)</p> <p>malls offer a <b>much-welcomed watering hole</b>, especially in cities where other public spaces are not safe (L13-14)</p>	and have become a <b>place of refuge</b> / (safe) <b>haven</b> / an <b>oasis</b> / <b>shelter</b> / <b>retreat</b>
6. New experience	<p>when consumers visit malls, they are looking for <b>experiences</b> that go well beyond traditional shopping. (L9-10)</p> <p>a sense of <b>novelty</b> (L23)</p>	People visit malls for <b>fresh / new / original encounters</b> .
7. Convenience + Closeness (Proximity)	<p>mixed use developments where they can live, shop and work <b>all within walking distance</b> (L15-16)</p>	and innovative / integrated mall designs mean that people can now do most things in the <b>same place</b> / <b>within close proximity</b> to each other.
8. Blend	<p><b>Mixed use</b> developments (L15)</p> <p>curated spaces that <b>blend</b> commerce with leisure and spectacle (<b>L18</b>),</p>	<p><b>integrated malls / malls boost multiple functions</b></p> <p>become places where business and recreation/ entertainment <b>converge/ are combined/ integrated</b>.</p> <p><i>No need to capture specific examples of what is blended</i></p>
9. Observe people	and <b>observe people</b> and society (L19)	People-watching/ watch people go by
10. Well-being	seeking <b>not just products</b> but <b>experiences</b> that enhance their <b>well-being</b> (L21-22)	We <b>no longer want merely to own things</b> , but are <b>drawn to adventures</b> that <b>improve our quality of life</b> .
11. Adaptable space (Potential)	some malls are making greater use of temporary, <b>flexible spaces</b> that can accommodate <b>different uses</b> over time (L24)	Malls are also <b>adaptable</b> and their <b>function can change</b> to meet current needs. // Malls offer various/ varied/ diverse purposes
12. Freedom	experiences offer a <b>special</b> kind of <b>freedom</b> – the freedom to explore, indulge, and forge <b>connections</b> (L26-27)	<p>There is a <b>unique / extraordinary</b> sense of <b>empowerment</b> in malls where one has the <b>liberty/ agency</b> to wander, enjoy the pleasure of building / forming social bonds with others</p> <p><i>Credit as long as contextual understanding</i></p>

		<i>is intact. If answer only states 'liberty' – [0]</i>
13. Entertaining	useful and <b>entertaining</b> customer experiences (L29-30)	providing a <b>rich / enjoyable / delightful</b> experience for the consumer / client / payer
14. Offline experiences	a place where people can connect and enjoy individual and collective experiences that are <b>unavailable online</b> . (L30-32)	An avenue / a space where consumers can bond / socialise and receive tailored / bespoke / customised or group services <b>in person</b> .
Learning points: It is good practice to indicate word count.		

Points	1	2	3	4	5-6	7-8	9-10	11+
Marks	1	2	3	4	5	6	7	8

### From all the passages

7. Passage 1 states that the view of shopping malls 'as **sparkling palaces** of **wonder** and **delight** was **fading**' (lines 24-25).

Identify **one** specific idea from Passage 3 which can be used to **support** this statement. Justify your answer. [2]

From the passage	Suggested answer
But as the mall's <b>popularity plummeted</b> , its <b>shiny hysterical promises</b> started to <b>seem shabby</b> and <b>worryingly fallible</b> . (Passage 3, L7-8)	<p>Passage 3 asserts that as the shopping mall <b>fell out of favour / became increasingly deserted</b>, people started <b>questioning its inherent worth</b> and <b>assumed potential</b>. [1]</p> <p>[Justification] Both passages agree / support / reinforce the notion that while people were <b>optimistic / feeling positive</b> about the <b>role / function / value</b> of the shopping mall, they <b>soon recognised its obsolescence</b>. [1]</p> <p><i>Note: Response must capture the notion that shopping malls are losing their appeal or its popularity is waning, despite them being immaculate or attractive places in its heyday.</i></p>

Learning points:

Marking of intertextual questions: the priority is the comparison here. The comparison (similarity/ 'support' or difference/ 'undermine') ought to be clearly explained with the help of apt discourse markers. If there is a lift of a couple of words, but comparison is clear and overall understanding is intact, then award the marks. The marker exercises discretion to determine if the lifting is excessive.

8. Passage 2 states that 'some malls are **making greater use of temporary, flexible spaces** that can **accommodate different uses** over time' (lines 23-25).

Identify **one** specific idea from Passage 3 which can be used to **undermine** this statement. Justify your answer. [2]

From the passage	Suggested answer
<p>Being <b>temples to consumerism</b>, malls were <b>tailor-made</b> to be <b>exactly</b> what they were (Passage 3, L13)</p> <p>Trying to <b>force</b> the issue by <b>repurposing</b> the former makeup counters and dressing rooms into art exhibits or hipster cafes makes the <b>result seem impoverished and weird</b>. (Passage 3, L14-16)</p>	<p>Passage 3 argues that malls are <b>designated places / hallowed venues for shopping / procurement of goods / services</b>, and they are <b>(specially) customised</b> for it.</p> <p>This contests Passage 2's recognition/ observation that malls are allowing for varied use/ purposes of their retail space.</p> <p><u>OR</u></p> <p>Passage 3 asserts that <b>offering another use for obsolete / unutilised infrastructure is almost futile / a strange / bizarre idea</b>. [1]</p> <p>[Justification] because you <b>cannot blindly assume</b> that spaces are <b>inherently adaptable</b>.</p> <p>In contrast / Contradictorily, Passage 2 believes that <b>adapting</b> is <b>vital / integral</b> to ensure that malls can <b>meet our evolving needs and remain relevant</b>. [1]</p>

Learning points:

Marking of intertextual questions: the priority is the comparison here. The comparison (similarity/ 'support' or difference/ 'undermine') ought to be clearly explained with the help of apt discourse markers. If there is a lift of a couple of words, but comparison is clear and overall



understanding is intact, then award the marks. The marker exercises discretion to determine if the lifting is excessive.

9. The reading passages cover a range of views about shopping malls.

How far do you agree that shopping malls are still relevant today?

Support your answer with reference to:

- the ideas and opinions from **at least** one of the reading passages
- examples drawn from your own experience and that of your society. [12]