

Candidate 1 evidence

Question 1

- Amazon became worth more than the biggest physical store in America in 2015.
- Several retail stores went bankrupt due to falls in profits.

Question 2

- “like CDs and DVDs, like typewriters, like film photography and answering machines”
The writer lists the physical media and products going out of fashion. This highlights the decline of high street shops because it suggests the number of previously invaluable items that are arguably turning obsolete.
- The word “demise” has connotations of death and ending. This conveys the decline of high street shops because it suggests that physical shopping is dying and decaying.
- The word “endangered” has connotations of demise and urgency. This conveys the decline of high street shops because it suggests they are becoming less numerous and something must be done.
- The word “invincibility” has connotations of being unmovable and indestructible. This conveys the decline of high street shops because it suggests that this invincibility is no longer the case, and it is not as unstoppable as we once thought.

Question 3

- The loss of high street shops is dangerous because it creates towns with no sense of self or purpose.
- The loss of high street shops is dangerous because it destroys a towns community atmosphere, as markets were a place to gather and socialise.
- The loss of high street shops is dangerous because they will leave a legacy behind similar to that of closed steel mills and shipyards, making towns seem empty and dreary.

Question 4

- “less a case of death than reincarnation”
Just as some fictional deaths become reincarnated into something new and brimming with life, so will retail stores rebirth themselves into something new, unfamiliar experience. This conveys the appeal of future in-store

shopping because it suggests there is yet something unseen in physical shops, something more they can offer us.

- “You feel indescribable euphoria.” This short sentence conveys the appeal of future in-store shopping because it is punchy and impactful.
- “the emergence of a bright new world in which a brand engages its customers at every single opportunity”

The parenthesis adds in detail of how customers will be treated in retail stores. This highlights the appeal of future in-store shopping because it sounds almost dream like in atmosphere.

- “the whole giddy pageant goes tumbling on.”
Just as pageants have an atmosphere of wonderment and excitement, so will stores going into the future. This conveys the appeal of future in-store shopping as it suggests customers will be wowed at every turn.

Question 5

- The word “parch” has connotations of starvation and death. This conveys the impact of online retailers on shopping, it suggests big online brands have starved physical shops of patrons.
- “– that is to say sensuality, sociability and exploration –”
The parenthesis adds in the detail of the feeling of in-store shopping. This highlights the impact of online retailers on shopping as it reminds us of what online shopping has deprived us.
- “a brand’s Chief Marketing Officer is at the root of everything, a puppet master pulling the strings of data and desire.”
Just as a puppet is controlled by a puppeteer, so is our shopping experience controlled by men in suits trying to squeeze as much money as they can out of customers.
- “Wizards Chief Marketing Officers”
Just as a wizard would manipulate physical reality, so does a CMO manipulate how we shop. This conveys the impact of online retailers on shopping by suggesting some shadowy all-powerful figure is controlling the retail market.

Question 6

- “an opportunity out off a problem”
This links back to the problem of online stores taking customers away from physical retailers.
- “Rather than mourn what we may not miss, there is a chance to revive what is actually good about towns and cities.”
Links forward to the solution about to be presented.

Question 7

- Bill Grimsey thinks communities can revive their markets by each giving customers something new, focusing on their own qualities, rather than copying every other big time brand.
- He also thinks towns should amp themselves up, not only focusing on their cultures but bringing themselves into the 21st century, to give to people what they want, so to speak.
- He finally thinks that letting people live in town centres could do this, by letting people fully integrate themselves with it.

Question 8

- “monster of retail’s grip is weakening”
This metaphor depicts big brands as an evil monster, however adds that it is less powerful than before. This creates an optimistic tone by suggesting this monster of corporate greed can be defeated.
- “like artist’s studios, pop-up cafes and co-operative housing”
The writer lists the ways local communities could flourish. This highlights the optimistic tone because it suggests the number of ways towns can reinvent themselves.
- “it is time to escape its tentacles”
This imagery of breaking free of a beast’s grasp creates an inspirational tone by suggesting local retailers can invent their own image.

Question 9

- The writers agree that online shopping has overtaken instore shopping. Writer 1 says how Amazon has overtaken Walmart and that this incessant takeover has cost thousands of jobs. Writer 2 says how shopping malls are becoming empty, but retailers are still making money online.
- The writers agree that this decline has led to a loss of community: writer 1 says it has left towns without an identity or sense of self. Writer 2 says the previously vigorous social centres in Wales and England are disappearing due to shops closing.
- The writers agree that town centres should reinvigorate themselves and create a new social space for communities to gather. Writer 1 says towns have much more to offer than online stores, and they should focus on their own culture to attract customers.
- Writer 2 says town centres are even more for socialising than they are for shopping and that high street stores should embrace this to offer something new.