

Oxford Revise | Geography | Answers

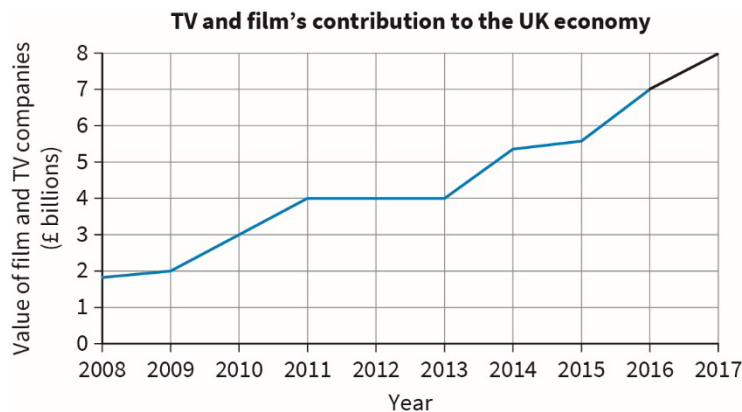
Chapter 26 How is the UK's cultural influence changing?

All exemplar answers given are worth full marks.

1

(a)

(i) The graph should be completed as below.



(ii) $(7-4)/7 \times 100 = 5\%$

(iii) The amount of money that TV and film contributes to the local economy has increased from nearly £2 billion in 2008 to nearly £7 billion in 2016. The amount stayed the same between 2011 and 2012 at £4 billion.

2

(a) A

(b) 1 People have more money to spend.

2 Delivery apps make it quicker and easier.

(c) 1 The takeaway industry is worth £18.9 billion to the economy.

2 The number of takeaway restaurants has risen over the past 10 years, offering many jobs.

(d) This question is level-marked:

Level	Marks	Description
3	5–6	<ul style="list-style-type: none"> • Thorough knowledge, understanding or analysis of the issue, process or concept. • Uses well-developed ideas and line of reasoning is clear and logically structured. • Information presented is relevant and substantiated.
2	3–4	<ul style="list-style-type: none"> • Reasonable knowledge, understanding or analysis of the issue, process or concept. • Uses developed ideas and line of reasoning with some structure. • Information presented is mostly relevant and supported by some evidence.

Level	Marks	Description
1	1–2	<ul style="list-style-type: none"> • Basic knowledge, understanding or analysis of the issue, process or concept. • Uses simple ideas with no developed points made. • Information is basic, unstructured, and supported by limited evidence.
	0	No response or no response worth of credit.

Example answer: *Increased immigration from around the world has introduced many different types of food to the UK. The most popular takeaway cuisine is Chinese, followed by Indian. The first Indian restaurants opened in London in the early 20th century when about 70 000 South Asians moved to this country. In the 1940s and 1950s, large Indian restaurants in London employed sailors from Bangladesh. After the Second World War, many of these sailors bought cafes that had been abandoned during the war and began to sell curries instead of fish, chips, and pies. In the 1970s, more people came to the UK from India and Bangladesh and some opened catering businesses, and the number of restaurants grew rapidly.*

3

(a) This question is level-marked:

Level	Marks	Description
3	5–6	<ul style="list-style-type: none"> • Thorough knowledge, understanding or analysis of the issue, process or concept. • Uses well-developed ideas and line of reasoning is clear and logically structured. • Information presented is relevant and substantiated.
2	3–4	<ul style="list-style-type: none"> • Reasonable knowledge, understanding or analysis of the issue, process or concept. • Uses developed ideas and line of reasoning with some structure. • Information presented is mostly relevant and supported by some evidence.
1	1–2	<ul style="list-style-type: none"> • Basic knowledge, understanding or analysis of the issue, process or concept. • Uses simple ideas with no developed points made. • Information is basic, unstructured, and supported by limited evidence.
	0	No response or no response worth of credit.

Example answer: *The UK's media exports have gone all over the world. British TV programmes are seen in many countries. For example, 'Downton Abbey' has been shown in over 250 countries. Merchandise from British TV programmes sell all around the world. Many countries have made their own versions of UK TV shows, such as 'Great British Bake Off' and 'The X Factor'. In 2019, UK films earned nearly £9 billion at the global box office. UK directors worked on 29 of the 200 highest earning films between 2011 and 2020.*

(b) This question is level-marked:

Level	Marks	Description
3	5–6	<ul style="list-style-type: none"> • Thorough knowledge, understanding or analysis of the issue, process or concept. • Uses well-developed ideas and line of reasoning is clear and logically structured. • Information presented is relevant and substantiated.

Level	Marks	Description
2	3–4	<ul style="list-style-type: none"> Reasonable knowledge, understanding or analysis of the issue, process or concept. Uses developed ideas and line of reasoning with some structure. Information presented is mostly relevant and supported by some evidence.
1	1–2	<ul style="list-style-type: none"> Basic knowledge, understanding or analysis of the issue, process or concept. Uses simple ideas with no developed points made. Information is basic, unstructured, and supported by limited evidence.
	0	No response or no response worth of credit.

Example answer: *The UK media earns a great deal of money for the country. £1.48 billion was made from the international sale of British TV programmes. The UK film industry contributes around £4.6 billion to the UK's GDP and has created over 117 000 jobs. There is international investment into productions from Hollywood and Bollywood. The UK promotes its diverse cultural life through TV and film. Filming locations generated around £600 million for the tourism industry in 2016.*

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- (a) An economy where most people are employed in the tertiary sector.
- (b) The knowledge economy is associated with the service sector, but also high-tech manufacturing, information technology (IT), and communications.