



Friday 13 June 2014 – Afternoon

A2 GCE CRITICAL THINKING

F504/01/RB Critical Reasoning

RESOURCE BOOKLET

To be issued with the Question Paper

Duration: 1 hour 30 minutes



INSTRUCTIONS TO CANDIDATES

- Read and use Documents 1, 2, 3, 4 and 5 to answer the questions.

INFORMATION FOR CANDIDATES

- This document consists of **8** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

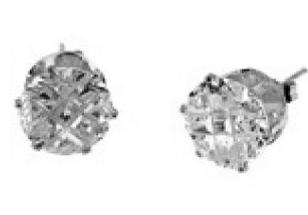
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This Resource Booklet has been pre modified for carrier language

Document 1

The Bling King

Mainstream hip hop has a tremendous influence over men's styles. Rappers, singers, actors, and athletes have all been seen in gold and diamond earrings.



Source: The Bling King, an internet shop selling jewellery for men.

Document 2

Gold and Diamond Industry Statistics

- Nearly 500 000 people work directly in mining throughout the United States.
- Employment in industries that support mining, including manufacturing, engineering, environmental and geological consulting, accounts for nearly 1.8 million jobs in the US.

Gold

- The United States is the world's third-largest producer of gold which, in addition to jewellery, is used to make computer circuitry.

Source: Live Trading News (US)

Diamonds

- About 30% of diamonds are of gem quality and are used in jewellery.
- The remaining 70% of diamonds are sold for industrial applications including cutting, drilling, grinding and polishing.
- The diamond industry employs approximately ten million people around the world.
- Global diamond jewellery sales are currently worth in excess of US\$72 billion every year.

Source: World Diamond Council

Document 3

Blood Diamond Engagement Rings: Do Ethics Matter When You're Proposing?



The international diamond trade fuels human rights violations including armed conflict and sexual violence in some African nations. For example, rebel groups sell rough diamonds to fund their rebellions which often lead to atrocities, so these diamonds are called 'blood' or 'conflict' diamonds. Many engagement rings contain blood diamonds, and it is not usually possible for the customer to know whether the diamond they are buying is a blood diamond or not.

1

Would you still buy a diamond engagement ring?

Posts:

Iron_E

No and please put dolphin back in my tuna. Also, please exploit tiny children to make my trainers. Give me a break.

2

nobloodinourbling.com

Considering we go there and work with these families and communities I find your comment rude, uneducated, destructive and lacking basic human humility. People like you fuel the terror and destruction that we at *nobloodinourbling.com* work so hard to repair.

3

Iron_E

You misunderstood me. I was being ironic. Duh.

4

cynical_angel

Companies like *nobloodinourbling.com* are simply using an angle to sell something and mark it up a little more. There's nothing altruistic about their efforts.

5

heart_of_canada

If we as a society cannot realize the suffering and pain that a material costs us to have then what's the point of anything? I've become more and more conscious of the things that I buy and who I want to support; we vote with our dollars whether you like it or not. They're all exploiting the earth's resources one way or another. Yes, sometimes it is very hard to figure out which companies are doing more harm than good but when you know better you do better.

6

fighting_the_tide

All the cr*p in Walmart is made in sweatshops, what does it matter about a few rings?

7

Source: *Huffington Post*, Canadian newspaper

Document 4**Preview of the Channel 4 documentary Dispatches: The Real Price of Gold**

Dispatches challenges the British gold jewellery industry to come clean about where the gold in their jewellery comes from. Businesswoman Deirdre Bounds, who ran a successful ethical travel company, reveals what's wrong with the industry and goes on the road to present her unique take on how things could be done very differently. **1**

Secretly filming at Britain's biggest high street jewellery chains, Bounds exposes shop assistants giving vastly misleading information about where the gold in their jewellery is mined. Then, unable to get a straight answer from the stores, Bounds travels to the mines where some gold is sourced. In Senegal, she meets a child miner and reveals his hazardous daily existence at an illegal mine. She also looks at allegations that a large-scale industrial mine in Honduras has caused hair loss and rashes in the local population. **2**

Shocked by what she's seen and the lack of traceability in the supply-chain, Bounds sets out to find how things could be done better. In her search to find an alternative, she explores newly-launched Fairtrade and Fairmined gold and also considers how recycling old gold could offer an answer. **3**

Going undercover, she finds one of Britain's largest gold manufacturers (Cookson Gold) not living up to their pledge to support ethical alternatives. And she asks the British public to back her campaign to clean up the British jewellery industry. **4**

Source: Channel 4 website

Document 5**Letters in response to the TV showing of Dispatches: The Real Price of Gold**

Letter 1

The headline issues in The Real Price of Gold remain a reality within the industry. However, the programme was, in my opinion, full of inaccuracies, half truths and snap judgements that undermined the argument. So let's just put some thoughts on the table anyway, since neither the National Association of Goldsmiths (NAG) nor the British Jewellers' Association (BJA) were asked to comment, despite being the largest representatives of the jewellery industry in the UK. **1**

First, the programme was misleading in stating that there was not enough recycled gold in circulation, when in fact much of the gold used in UK jewellery manufacture is from recycled sources. Second, there are a number of initiatives in development, including the World Gold Council standards, which will provide assurances to customers about products' ethical credentials, but these take a long time to come into effect. Meanwhile retailers' demand for such goods grows, as is clearly demonstrated by the successful launch in February 2011 of Fairtrade Fairmined Gold. **2**

The programme presented 'recycled' gold as an ethically or morally superior alternative to newly mined gold. However, we can't ignore the fact that newly mined gold is critically important to developing countries which benefit from the investment and tax revenues generated. Miners' lives depend on the sale of the gold they mine and reducing consumption only pushes these communities deeper into poverty. It is inaccurate to assume that boycotting all newly mined gold therefore presents a more 'ethical' alternative. **3**

Lastly, the programme ignored the fact that jewellers are not alone in using gold – look no further than the electronics industry – and the extraction of most other metal and mineral resources share gold's 'guilt'. It is clear that Bounds went for a target that provides more visibility for her rather than advancing the debate. **4**

Michael Hoare, CEO National Association of Goldsmiths

Letter 2

I was disappointed with the Real Price of Gold. Channel 4 had the opportunity to present a full picture of the industry but chose to concentrate on shock tactics and humiliation of staff in the jewellery industry. **5**

Hats off to Cookson Gold for being frank about their policies, and to the store employees who had made some attempt to research ethics. Obviously, more training and information is needed, but to be honest, if I go into Gregg's for a sausage roll I don't expect to get a full, accurate description of how and where each piece of meat was farmed and butchered and for the assistant to know its exact implications on my health. If I wanted to know that, I'd call head office in the first place. **6**

I object to humiliating the store staff on a subject which is deeply complex and which has foxed some of the most powerful and knowledgeable people in our industry. My company, Fifi Bijoux, is a boutique business and I've worked hard to gain detailed and involved information about each player in my supply chain. I know first hand how time consuming and challenging that can be. **7**

Vivien Johnston, Fifi Bijoux

Source: The Jeweller, a magazine for the jewellery trade.

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