

52. What makes the errors 'more dangerous' (line 40)?

- A. It is possible that some clients might die.
- B. The public's understanding of evidence is eroded.
- C. Alternative therapists brand themselves as nutritionists.
- D. Alternative therapists claim to be men and women of science.

A B C D
○ ○ ○ ○

53. Find an expression in paragraph 12 that can be replaced by 'deceive'.

54. What has contributed to the popularity of 'commodifiable solutions' (line 47)?

55. Below is a summary of paragraph 13. In five of the lines, there is ONE mistake. If you find a mistake, underline it and replace the word with one that expresses the correct idea in the Correction column. Both grammar and spelling must be correct. In one of the lines, there is no mistake; put a tick (✓) in the Correction column. One has been done for you as an example. (5 marks)

Summary		Correction
Ben Goldacre has in his sights <u>three</u> important groups;		two (example)
those who reject great power and authority and those in the	(i)	
mainstream media. He considers the former more prevalent	(ii)	
as their pointless mistakes have serious outcomes. He believes the	(iii)	
latter doggedly support meaningful stories about science	(iv)	
with such a fundamental misconception of the facts.	(v)	

56. Why does Goldacre find 'people in positions of great power' (line 54) most worrying?

57. Provide an example of 'the tools to win – or at least understand – any argument' (line 59).

58. Which of the following best summarises the idea in the sentence, 'You cannot reason people out of positions they didn't reason themselves into.' (line 58)?

People cannot be persuaded to change their point of view...

- A. by intuition; they need reason and logic.
- B. when their point of view is based on logic.
- C. when their point of view is not based on logic.
- D. by logic alone; they need emotional intelligence.

A B C D
○ ○ ○ ○

Answers written in the margins will not be marked.