

COMPONENT A

The University of the State of New York

COMPONENT RETEST

IN

ENGLISH

COMPONENT A MODULE 4

Monday, April 29, 2002 — 9:00 to 9:50 a.m., only

The last page of this booklet is the answer sheet for the multiple-choice questions and short responses. Fold the last page along the perforations and, slowly and carefully, tear off the answer sheet. Then fill in the heading of your answer sheet. For this section of the examination, you are to answer all five multiple-choice questions and write two short responses, as directed.

When you have completed the examination, you must sign the statement printed on your answer sheet, indicating that you had no unlawful knowledge of the questions or answers prior to the examination and that you have neither given nor received assistance in answering any of the questions during the examination. Your answer sheet cannot be accepted if you fail to sign this declaration.

DO NOT OPEN THIS TEST BOOKLET UNTIL THE SIGNAL IS GIVEN.

Directions: Read the passage and study the graphic on the following pages. Write your answer to each multiple-choice question on your answer sheet. Then write your responses to questions 6 and 7 in the space provided on your answer sheet. You may use the margins to take notes as you read.

A Century of Development

If you asked people in the 1950s, 1970s, or even 1990s what life would be like in the year 2000, a few probably would have had some pretty interesting answers for you. Futuristic clothing, spaceship-like cars, and advanced robotic systems to handle even the most ordinary daily tasks may have been among the responses. But now that the year 5 2000 is upon us, we take a moment to reflect on an object that helped to usher in the beginning of a previous century.

The Kodak “Brownie” camera made its debut at the turn of the twentieth century and sold for one dollar. One hundred thousand of them were purchased during the first year alone. The Brownie helped to put photography into the hands of amateurs and 10 allowed the middle class to take their own “snapshots” as well. . . .

Eastman Kodak introduced the new Brownie dollar box camera in 1900; the release was supported by a major advertising campaign. The name “Brownie” was chosen primarily because of the popularity of a children’s book of cartoons of the same name, and partly because the camera was initially manufactured for Eastman by Frank 15 Brownell of Rochester, New York.

For years prior to Kodak’s popularization of photography, the missing piece in its progress was the invention of a new artificial substance called celluloid. In 1873, John Wesley Hyatt invented and registered the name “celluloid.” What he had invented was not exactly a new combination of chemicals, but rather a new way of molding the plastic 20 and making it stay hard. For some years, Hyatt used celluloid only for making solid objects.

George Eastman, a bank clerk who was making \$1500 a year in 1877, was so interested in photography that he went out and spent \$94 on a photographic outfit. He saw that the new dry plates¹ would make possible a whole new market for photographic 25 equipment. Within two years, Eastman had invented and patented a new machine for coating the glass plates. But he needed some flexible, light, and unbreakable substance that could be coated with the photographic substance. Celluloid became the answer to the problem. In 1884, he patented a way of coating strips of paper so that they would work in a camera, and from this point he initiated the popular revolution in photography.

To dramatize his innovative camera, Eastman decided to create a word that would be short, distinctive, and pronounceable in any language (he was envisioning a worldwide market). He began with “K,” the first letter of his mother’s maiden name, and finally came up with “Kodak.” He registered the trademark and put his new camera 30 on the market. Eastman had made everyone a photographer. His Kodak flourished on the slogan, “You press the button—we do the rest.” 35

¹ Chemists had found a way to coat a glass plate with light-sensitive chemicals that would not lose their sensitivity when dry. The dry plates could be used in a camera without any special chemical preparation on the spot by the photographer. But the glass plates were still heavy, fragile, and hard to ship.

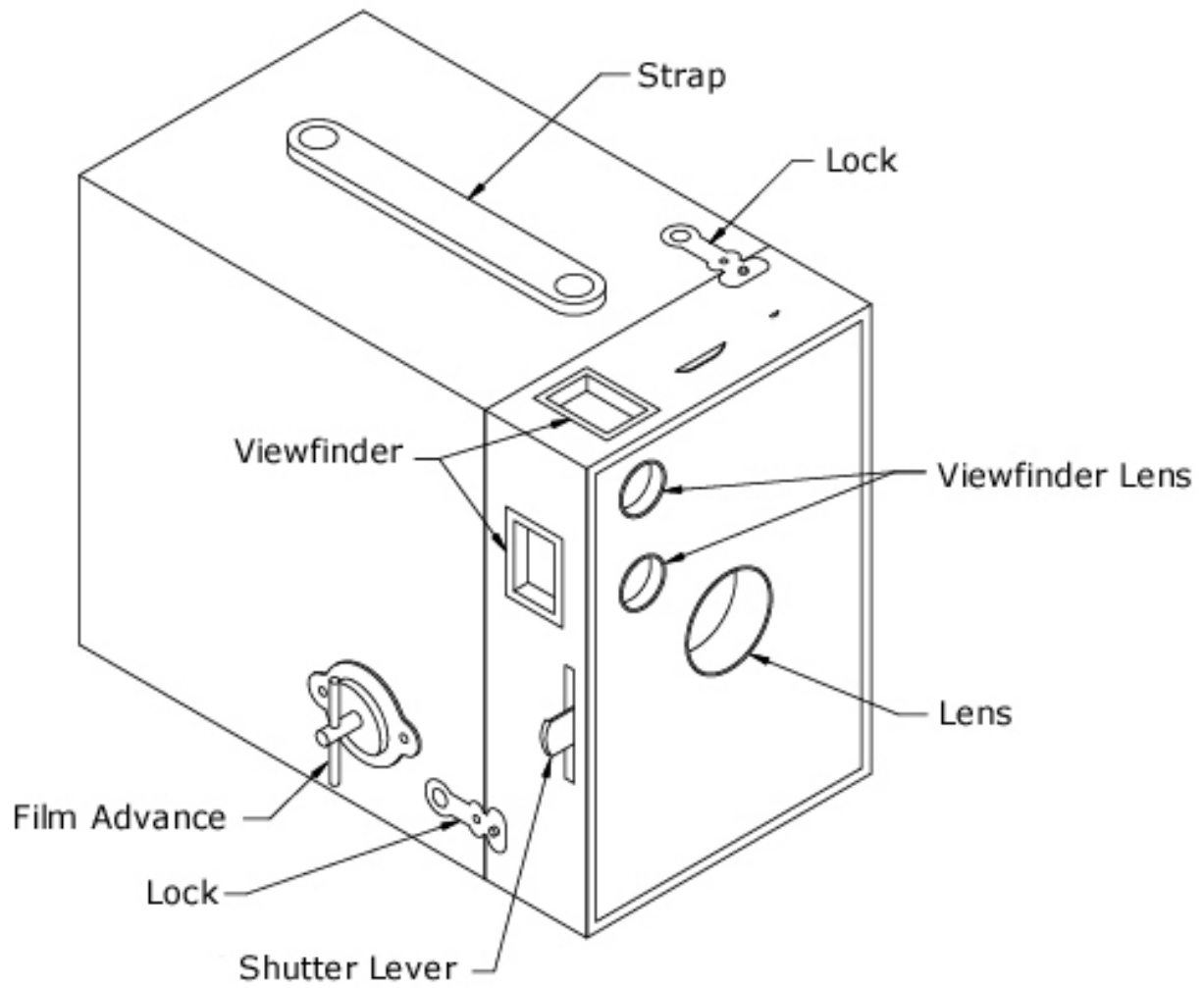
George Eastman continued to expand his business. In 1900, he purchased the Blair Camera Company of Boston, and the American Camera Company of Northboro, Massachusetts. At the same time the Brownie was introduced, E. & H.T. Anthony & Co. offered to sell out to Eastman, too. That offer was rejected, but Eastman accumulated a
40 dry-plate manufacturing company in St. Louis, a card-mount business in Chicago, and control of the principal photographic outlets in Boston, Chicago, Minneapolis, St. Paul, Milwaukee, and Sioux City. Eastman Kodak soon became the dominant manufacturer of cameras and George Eastman was known as the “Kodak King.”

45 From the Kodak Brownie to the advanced cameras and equipment of today, all have significantly contributed to photography over the course of the century and will continue to be developed into the next millennium. Do you see any inventions or improvements that are poised and ready to take us into the year 2000? What will people entering the year 2100 remember about the turn of this century?

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Graphic



Graphic from "A Century of Development" appears courtesy of The Franklin Institute Online.

Multiple-Choice Questions

Directions (1–5): Select the best suggested answer to each question and write its number in the space provided on the answer sheet. The questions may help you think about ideas and information you might want to use in your written responses. You may return to these questions any time you wish.

- 1 The purpose of the text is to
 - 1 predict new ways that cameras may be used in the next century
 - 2 describe the popularization of the camera by George Eastman
 - 3 encourage people to take more photographs with Kodak film
 - 4 show the need for new photography methods in the new century
- 2 The author of this article discusses cameras from the perspective of
 - 1 a historian examining significant inventions of the twentieth century
 - 2 a photographer interested in explaining how the Brownie camera works
 - 3 a businessman interested in duplicating the success of George Eastman
 - 4 an expert seeking to educate the public about the importance of celluloid
- 3 The word “flourished” (line 34) most nearly means
 - 1 grew
 - 2 tried
 - 3 decided
 - 4 suffered
- 4 George Eastman revolutionized photography by
 - 1 inventing a new artificial substance called celluloid
 - 2 using a major advertising campaign for the first time
 - 3 teaching people the complex skill of photography
 - 4 designing cameras that were light and easy to use
- 5 The author uses the graphic to show the reader
 - 1 how simple the first “Brownie” camera was
 - 2 how to take pictures with a “Brownie” camera
 - 3 the design changes Eastman made to the camera
 - 4 what was wrong with the first “Brownie” camera

Short-Response Questions

Directions (6–7): Write your responses to questions 6 and 7 in the space provided on the answer sheet.

6. In three to five sentences, explain why the invention of celluloid was the key development in Eastman’s photographic revolution. Provide evidence from the text to support your explanation.

7. In three to five sentences, explain how George Eastman publicized his innovative new cameras. Provide evidence from the text to support your explanation.

