

© International Baccalaureate Organization 2024

All rights reserved. No part of this product may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without the prior written permission from the IB. Additionally, the license tied with this product prohibits use of any selected files or extracts from this product. Use by third parties, including but not limited to publishers, private teachers, tutoring or study services, preparatory schools, vendors operating curriculum mapping services or teacher resource digital platforms and app developers, whether fee-covered or not, is prohibited and is a criminal offense.

More information on how to request written permission in the form of a license can be obtained from <https://ibo.org/become-an-ib-school/ib-publishing/licensing/applying-for-a-license/>.

© Organisation du Baccalauréat International 2024

Tous droits réservés. Aucune partie de ce produit ne peut être reproduite sous quelque forme ni par quelque moyen que ce soit, électronique ou mécanique, y compris des systèmes de stockage et de récupération d'informations, sans l'autorisation écrite préalable de l'IB. De plus, la licence associée à ce produit interdit toute utilisation de tout fichier ou extrait sélectionné dans ce produit. L'utilisation par des tiers, y compris, sans toutefois s'y limiter, des éditeurs, des professeurs particuliers, des services de tutorat ou d'aide aux études, des établissements de préparation à l'enseignement supérieur, des fournisseurs de services de planification des programmes d'études, des gestionnaires de plateformes pédagogiques en ligne, et des développeurs d'applications, moyennant paiement ou non, est interdite et constitue une infraction pénale.

Pour plus d'informations sur la procédure à suivre pour obtenir une autorisation écrite sous la forme d'une licence, rendez-vous à l'adresse <https://ibo.org/become-an-ib-school/ib-publishing/licensing/applying-for-a-license/>.

© Organización del Bachillerato Internacional, 2024

Todos los derechos reservados. No se podrá reproducir ninguna parte de este producto de ninguna forma ni por ningún medio electrónico o mecánico, incluidos los sistemas de almacenamiento y recuperación de información, sin la previa autorización por escrito del IB. Además, la licencia vinculada a este producto prohíbe el uso de todo archivo o fragmento seleccionado de este producto. El uso por parte de terceros —lo que incluye, a título enunciativo, editoriales, profesores particulares, servicios de apoyo académico o ayuda para el estudio, colegios preparatorios, desarrolladores de aplicaciones y entidades que presten servicios de planificación curricular u ofrezcan recursos para docentes mediante plataformas digitales—, ya sea incluido en tasas o no, está prohibido y constituye un delito.

En este enlace encontrará más información sobre cómo solicitar una autorización por escrito en forma de licencia: <https://ibo.org/become-an-ib-school/ib-publishing/licensing/applying-for-a-license/>.

English A: language and literature – Standard level – Paper 1
Anglais A : langue et littérature – Niveau moyen – Épreuve 1
Inglés A: Lengua y Literatura – Nivel Medio – Prueba 1

5 November 2024 / 5 novembre 2024 / 5 de noviembre de 2024

Zone A afternoon	Zone B afternoon	Zone C afternoon
Zone A après-midi	Zone B après-midi	Zone C après-midi
Zona A tarde	Zona B tarde	Zona C tarde

1 h 15 m

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- Write a guided analysis of text 1 or text 2.
- Use the guiding question or propose an alternative technical or formal aspect of the text to focus your analysis.
- The maximum mark for this examination paper is **[20 marks]**.

Instructions destinées aux candidats

- N'ouvrez pas cette épreuve avant d'y être autorisé(e).
- Rédigez une analyse dirigée du texte 1 ou du texte 2.
- Utilisez la question d'orientation ou proposez une autre manière d'aborder le texte en choisissant un aspect technique ou formel sur lequel concentrer votre analyse.
- Le nombre maximum de points pour cette épreuve d'examen est de **[20 points]**.

Instrucciones para los alumnos

- No abra esta prueba hasta que se lo autoricen.
- Escriba un análisis guiado del texto 1 o del texto 2.
- Utilice la pregunta de orientación o proponga otro aspecto técnico o formal del texto en el que centrar su análisis.
- La puntuación máxima para esta prueba de examen es **[20 puntos]**.

Write a guided analysis of **one** of the following texts.

1. The following text is an article by Brendan Paul Murphy, published by the online news organisation *The Conversation*.

No, the Lensa AI app technically isn't stealing artists' work – but it will majorly shake up the art world



The rise of AI image generators spells a somewhat uncertain future for artists. Copyright law might need to catch up. Stable Diffusion

The Lensa photo and video editing app has shot into social media prominence in recent weeks, after adding a feature that lets you generate stunning digital portraits of yourself in contemporary art styles. It does that for just a small fee and the effort of uploading 10 to 20 different photographs of yourself.

- 5 2022 has been the year text-to-media AI technology left the labs and started colonising our visual culture, and Lensa may be the slickest commercial application of that technology to date.

It has lit a fire among social media influencers looking to stand out – and a different kind of fire among the art community. Australian artist Kim Leutwyler told the Guardian she recognised the styles of particular artists – including her own style – in Lensa's portraits.

- 10 Since Midjourney, OpenAI's Dall-E and the CompVis group's Stable Diffusion* burst onto the scene earlier this year, the ease with which individual artists' styles can be emulated has sounded warning bells. Artists feel their intellectual property – and perhaps a bit of their soul – has been compromised. But has it?

Well, not as far as existing copyright law sees it.

15 **If it's not direct theft, what is it?**

Text-to-media AI is inherently very complicated, but it is possible for us non-computer-scientists to understand conceptually.

20 To really grasp the positives and negatives of Lensa, it's worth taking a couple of steps back to understand how artists' individual styles can find their way into, and out of, the black boxes that power systems like Lensa.

Lensa is essentially a streamlined and customised front-end for the freely available Stable Diffusion deep learning model. It's so named because it uses a system called latent diffusion to power its creative output.

What makes Lensa stand out?

25 Lensa takes user-supplied photos and injects them into Stable Diffusion's existing knowledge base, teaching the system how to "capture" the user's features so it can then stylise them. While this can be done in the regular Stable Diffusion, it's far from a streamlined process.

30 Although you can't push the images on Lensa in any particular desired direction, the trade-off is a wide variety of options that are almost always impressive. These images borrow ideas from other artists' work, but do not contain any actual snippets of their work.

The Australian Arts Law Centre makes it clear that while individual artworks are subject to copyright, the stylistic elements and ideas behind them are not.

What about the artists?

35 Nonetheless, the fact that art styles and techniques are now transferable in this way is immensely disruptive and extremely upsetting for artists. As technologies like Lensa become more mainstream and artists feel increasingly ripped-off, there may be pressure for legislation to adapt to it.

For artists who work on small-scale jobs, such as creating digital illustrations for influencers or other web enterprises, the future looks challenging.

40 However, while it is easy to make an artwork that looks good using AI, it's still difficult to create a very specific work, with a specific subject and context. So regardless of how apps like Lensa shake up the way art is made, the personality of the artist remains an important context for their work.

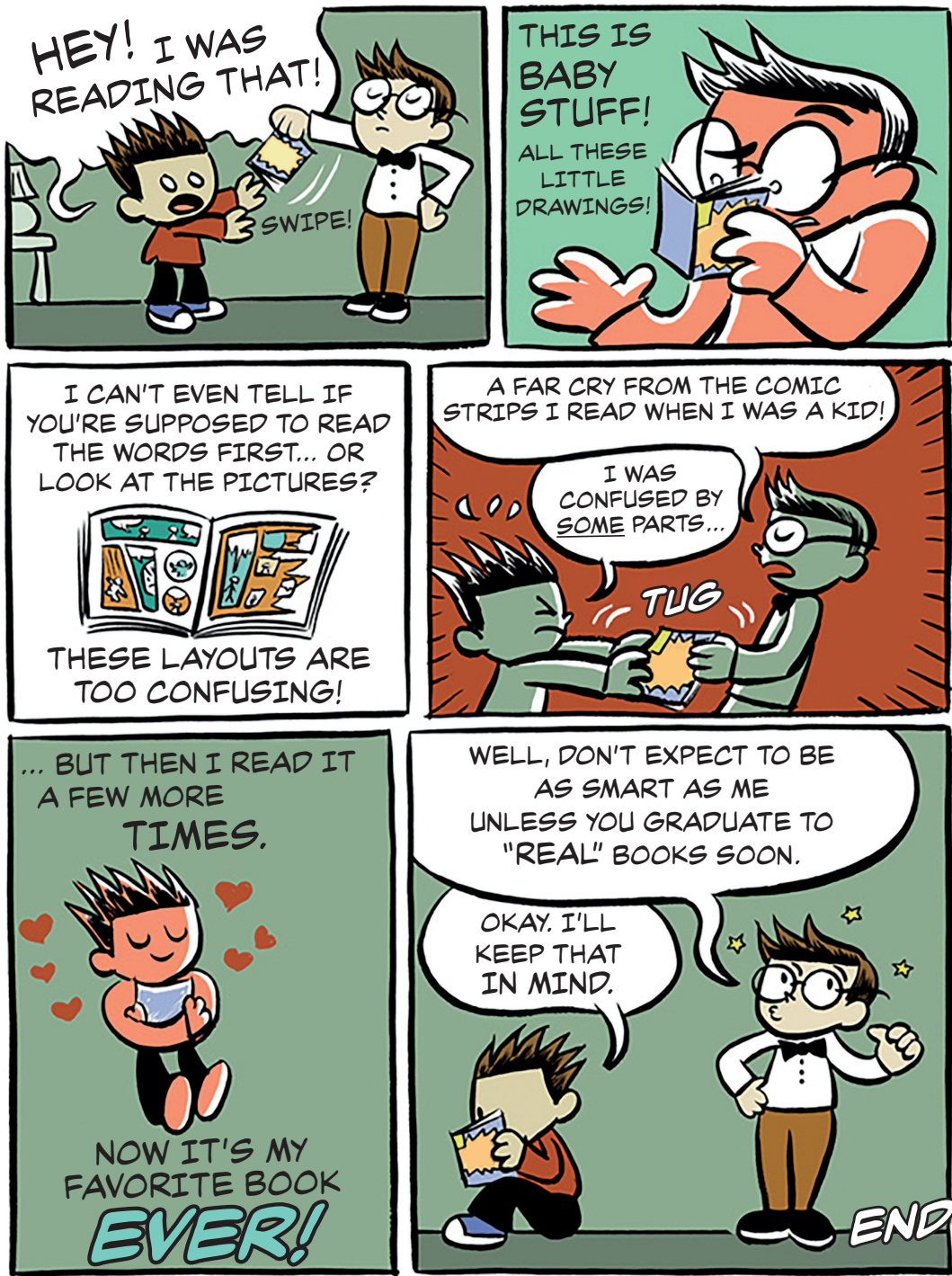
It may be that artists themselves will need to borrow a page from the influencer's handbook and invest more effort in publicising themselves.

45 It's early days, and it's going to be a tumultuous decade for producers and consumers of art. But one thing is for sure: the genie is out of the bottle.

* Midjourney, Open AI (creators of A Dall-E) and the CompVis group (creators of Stable Diffusion) are three software companies which have been central to the development of software that uses AI through machine learning to generate images based on a text or image prompt

– How and to what effect is figurative language used in shaping the meaning of this text?

2. This comic strip was drawn by Dave Roman and published on the Reading with Pictures website.



-dave roman

- How and with what effect do written text and images create meaning for the reader?

Disclaimer/Avertissement/Advertencia:

Content used in IB assessments is taken from authentic, third-party sources. The views expressed within them belong to their individual authors and/or publishers and do not necessarily reflect the views of the IB.

Le contenu utilisé dans les évaluations de l'IB est extrait de sources authentiques issues de tierces parties. Les avis qui y sont exprimés appartiennent à leurs auteurs et/ou éditeurs, et ne reflètent pas nécessairement ceux de l'IB.

Los contenidos usados en las evaluaciones del IB provienen de fuentes externas auténticas. Las opiniones expresadas en ellos pertenecen a sus autores y/o editores, y no reflejan necesariamente las del IB.

References/Références/Referencias:

1. Murphy, B.P., 2022. No, the Lensa AI app technically isn't stealing artists' work — but it will majorly shake up the art world. *The Conversation*, [online] 14 December. Available at: <https://theconversation.com/no-the-lensa-ai-app-technically-isnt-stealing-artists-work-but-it-will-majorly-shake-up-the-art-world-196480> [Accessed 11 September 2023]. Source adapted.
2. Roman, D., 2013. *I was reading that!* [comic strip online] Available at: <https://www.readingwithpictures.org/2013/09/its-back-to-school-and-i-was-reading-that/> [Accessed 22 January 2022]. Source adapted.