

Past-paper walk-through

18th-Century Society and Demographics ■ 4.4

eXercise

Questions in this set

- 2025 Set 2 Q1
- 2024 Set 1 Q1
- 2023 Set 2 Q1

Reading the mark scheme

- **B1** a mark that stands on its own – the point is either made or not.
- **M1** a *method* mark: the right approach, even if the number is wrong.
- **A1** an *answer* mark, and it usually needs its M mark first.
- **C1** a working mark on the way to the answer.
- **//** separates answers the examiner accepts equally.
- **ecf** = error carried forward: a later part is marked on your own earlier answer.
- **owtte** = “or words to that effect” – the wording need not match.

Question 1

2025 Set 2 ■ Q1

It is presented here in a format optimized for teacher and student use in the classroom.

3 “The Paris department store [of the mid-1800s] was preeminently the ‘world of women,’ where women were encouraged to find their life’s meaning in consumption and where they increasingly found a role in selling as well. Thus, the department store played a highly significant role in the evolution both of contemporary society and of women’s place in that society. The buyer’s desire for certain items was created through the tactics of large-scale retailing: publicity [advertising], display of goods, and low prices. The low markup of the large stores allowed lower prices and helped attract crowds of customers from throughout the city. The department stores could not simply depend on the traditional bourgeois clientele of smaller shops and so had to attract customers from among the petite bourgeoisie [lower middle class] by catering to their budgets and their passion for spending. Thus, the department stores brought

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increasing numbers of people into contact with modern consumer society.” Source:
Theresa M. McBride, American historian, scholarly article, 1978

Respond to parts A, B, and C.

- (a)** Describe the main argument made by the historian in the excerpt.
- (b)** Describe a relevant historical context for the development discussed in the excerpt.
- (c)** Explain one way that the development discussed in the excerpt affected European society.

Solution 1

(a)

Mark scheme

- Describe the main argument made by the historian in the excerpt. (1 point)
— accept any: The invention of the department store in 1800s France offered new roles for women.; Department stores catered to a wider array of customers than traditional shops and introduced more people to consumerism.; Department stores invented new techniques of selling merchandise.

Solution 1

(b) Mark scheme

- Describe a relevant historical context for the development discussed in the excerpt. (1 point) — accept any: Paris and other cities were growing rapidly at the time and were increasingly able to support large retail stores.; Increasing wages of working-class and middle-class French people created more demand for a wider variety of goods.; The expansion of industry during the Second Industrial Revolution allowed for the production of a wider variety of consumer goods.; Europeans expanded their colonial empires in search of raw materials for manufacturing and new markets for their manufactured goods.; Women in the middle classes did not typically work outside the home in the mid- 1800s and the Cult of Domesticity encouraged them to spend their time shopping and

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maintaining their home.; Women in the lower classes frequently did work outside the home and department stores became a place where they sought employment.

Solution 1

(c) Mark scheme

- Explain one way that the development discussed in the excerpt affected European society. (1 point) — accept any: Women's negative experiences in the workforce encouraged the political movement for women to obtain greater rights and economic opportunities.; The expansion of consumer goods marketed to women led to an even greater demand for such goods, particularly labor-saving devices for the home.; Women gained new job opportunities since large department stores and other services needed lots of cheap labor as clerks and salespeople, eventually leading to other opportunities for women in management.; Middle-class women were encouraged to consume more and spend more since department stores and other consumer institutions depended on a large volume of sales and expected

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continued growth.; In the long term, the aggressive tactics of large retailers led to critiques of and a reaction against excessive consumerism, including the emergence of green parties.

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2024 Set 1 ■ Q1

“In the exhilarating period between the years 1600 and 1700, . . . empirical inquiry evolved from the freewheeling, speculative frenzy [of previous centuries] into something with powers of discovery on a wholly new level. . . . [This was] a regimented process that subjected theories to a pitiless interrogation by observable evidence, raising up some and tearing down others, occasionally changing course or traveling in reverse but making in the long term unmistakable progress. [The new method] permitted nothing but matters of explanatory power, nothing but a theory’s ability to account for the observable, to determine the course of scientific argument. Theology, philosophy, even beauty [became] strictly off limits. Scientists, if they chose to dispute, were obliged to do so in the empirical manner.” Source: Michael Strevens, *The Knowledge Machine*, 2020

Using the excerpt, respond to parts a, b, and c.

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- (a)** Describe an argument made in the excerpt.
- (b)** Explain how one piece of historical evidence not in the excerpt would support an argument about science made in the excerpt.
- (c)** Explain one way in which the change discussed in the excerpt affected European society in the period 1600 to 1800.

Solution 1

(a)

Mark scheme

- Describe an argument made in the excerpt. (1 point) — accept any: During the Scientific Revolution, scientific inquiry became more regimented and disciplined.; Scientists began to use only empirical evidence to argue for their theories.; Doing science became a process of eliminating bad ideas on the basis of evidence.; Scientists narrowed their focus to observable evidence and how well such evidence explained natural phenomena.; Religion declined as an explanation for natural phenomena.

Solution 1

(b) Mark scheme

- Explain how one piece of historical evidence not in the excerpt would support an argument about science made in the excerpt. (1 point) — accept any: Galileo's observations with a telescope were used to discredit the geocentric model of the solar system and promote heliocentrism and/or Kepler's laws of planetary motion.; Harvey's observations of the actions of the heart were used to undermine the theory of humors and establish more accurate notions of anatomy.; Newton's mathematical models of force, acceleration, and gravity were used to explain the motion of physical objects and displacing earlier models of mechanics.; Boyle's work developed the field of chemistry, separating it from alchemy.; Bacon's

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scientific methodology required a hypothesis to be tested with rigorous experimentation and observation.

Solution 1

(c) Mark scheme

- Explain one way in which the change discussed in the excerpt affected European society in the period 1600 to 1800. (1 point) — accept any: The Enlightenment evolved as an intellectual outgrowth of the Scientific Revolution examining human society using scientific practices of natural observation and empiricism.; The success of the empirical approach within the sciences encouraged intellectuals to try this approach, or at least adopt the language of empiricism, in their attempts to improve society and government.; Scientific discoveries gradually began to lead to technological improvements in many areas, such as medicine.; The prestige of science and scientific discoveries led monarchs and governments to support scientific inquiry by funding and patronage of scientific societies.; Belief in the

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supernatural diminished as an explanation for natural forces.; There were widespread critiques of traditional religious beliefs and the Catholic Church based on scientific inquiry and empiricism, as well as criticism of the Church's resistance to new scientific approach.

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2023 Set 2 ■ Q1

“Prior to the seventeenth century, the most celebrated European city was one famous for its past. Visitors made pilgrimages to Rome to tour its ancient monuments or its historic churches: they were seeking artistic inspiration and indulgences rather than novelty and excitement. Then, in the seventeenth century, a new model for urban space and urban life was invented, a blueprint for all great cities to come. The modern city as it came to be defined was designed to hold a visitor’s attention with quite different splendors: contemporary residential architecture and unprecedented urban infrastructure rather than grand palaces and churches. And this remade the urban experience for both the city’s inhabitants and its visitors alike. The modern city was oriented to the future rather than the past: speed and movement were its hallmarks. And as many Europeans quickly recognized, only one city was truly modern: Paris. Visitors who wanted to contemplate ancient monuments still went to Rome, but those

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in search of the novel and the cutting edge—in the arts and architecture, in technology and commerce, in fashion, and in cuisine—were traveling to Paris to discover a very different experience. . . . They spent less time in churches and more in cafés and public gardens, less time touring cemeteries and more visiting shops. They wanted to eat well and to be well outfitted as much as to tour a famous cathedral.” Source: Joan DeJean, historian, *How Paris Became Paris: The Invention of the Modern City*, 2014

Using the excerpt, respond to parts a, b, and c.

- (a)** Describe one argument made in the passage.
- (b)** Explain how a piece of evidence from the passage supports one of the author’s claims.
- (c)** Explain how one development during the late 1600s and the 1700s shaped the changes described in the passage.

Solution 1

(a)

Mark scheme

- Describe one argument made in the passage. (1 point) — accept any: People began visiting cities such as Paris to see new fashions, cultural trends, etc.; Paris was the first modern European city.; Changes in the seventeenth century altered the urban experience.; Visitors/travelers became more interested in the new (Paris) rather than the old (Rome).; Motivations for travel became more secular and focused on consumption.; Rome was old/ancient city that people visited for inspiration and/or history.

Solution 1

(b)

Mark scheme

- Explain how a piece of evidence from the passage supports one of the author's claims. (1 point) — accept any: Discussion of ancient monuments in Rome vs. new architecture in Paris illustrates the shift in reasons for traveling to cities.; New cafes and public gardens were constructed to appeal to travelers and encourage consumption.; Public gardens and shops were increasingly appealing to visitors and travelers.; Travelers were less interested in old cathedrals and cemeteries.

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(c) Mark scheme

- Explain how one development during the late 1600s and 1700s shaped the changes described in the passage. (1 point) — accept any: Shift in economic power to Atlantic states facilitated the growth of Paris as a cultural center.; New goods and products arriving from overseas, such as coffee, tea, and chocolate, created new types of consumption and spaces for consumption.; Population rebound after the Little Ice Age encouraged urban growth and greater urban sophistication.; Improvements in agricultural production (Agricultural Revolution) encouraged urban growth and greater urban sophistication.; Cultural shifts after the Renaissance and Reformation toward more secular values (e.g., Enlightenment or Scientific Revolution) leads to shifting interests.; Infrastructure improvements

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and state centralization under Louis XIV led to modernization of Paris, the capital city of France.; Growth of trade and a consumer economy created a class of people with the money for leisure travel.; Emergence of a wealthy merchant class led to increased consumption of goods and experiences.