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**ENGLISH**

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Paper 1 Non-fiction

**April 2019**

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**1 hour plus 10 minutes' reading time**

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This document consists of **3** printed pages and **1** blank page.

## Text A

Few people ever have the chance of making an enduring impact on popular culture. When Leo Fender left his job as an accountant, with the aim of pursuing his interest in electronics, he could not have had any idea that he would be one of them.

Leo opened his Fender Radio Service in Fullerton, California in 1939. As well as selling records and sheet music, Leo would build and repair amplifiers for local musicians. He was already thinking about building his own line of electric guitars. 5

Leo's idea was to electrify the Spanish guitar. Others had tried this, but the idea hadn't caught on. Leo's vision was to design a guitar that could be built using the mass production techniques of the car industry. They were to feature bolted-on necks, simple finishes (sourced from car body-shops) and machine-made hardware. After many trial versions, in 1950, the Fender Telecaster went into production. 10

In 1951, the Fender company launched the first-ever mass-produced electric bass guitar, designed to enable any guitarist to play bass with precision, a skill previously the preserve of the double-bass player.

The famous Fender Stratocaster followed in 1954. The 'Strat', as it became known, completed a dynamic duo of guitars that would see the Fender name, along with the distinctive body and head shapes, become legendary in the decades to follow. 15

The rise of Fender electric guitars coincided with the boom in television, youth culture and the early days of rock 'n' roll. The sight of stars of the day, such as Buddy Holly, wielding a sunburst Strat in grainy black-and-white television pictures must have influenced thousands of would-be rock 'n' rollers to head for their nearest Fender stockist. Over the years, Fender has introduced many models that have achieved cult status. 20

In 1965, Leo Fender sold his company to a large American media corporation, and opinion differs on the effect the change had on the company's products.

As well as the USA, Fender now has factories in Japan and Mexico. Due to competition in the 1980s, Fender launched Squier, a line of more affordable instruments. Squier guitars are manufactured in Asia under strict Fender quality controls, and have become legendary instruments in their own right. 25

Whether you go to a concert, watch music videos or listen to the radio, you won't have to wait long before you see or hear someone playing a Fender guitar. 30

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## Text B

**Eliot Fisk in concert**

Last night, I had the opportunity to see Eliot Fisk in concert. It was an interesting experience. Certainly, Eliot Fisk plays differently from many guitarists, but one thing is certain: the man has a huge stage presence and he owned the hall last night.

**Master of the Guitar**

Even if you're not a fan of Fisk's playing, no one can deny that he's a master of his instrument. He's able to coax an incredibly dynamic and tonal range out of his guitar, and isn't afraid to use it. While some players exercise a lot of restraint on this front, Fisk seems to pour everything he has into each piece.

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**About the Sloppiness**

Fisk gets a bad rap as a sloppy player. And it's true that he doesn't play note perfect on everything. That said, these things *never* took away from the performance. Any mistakes he made, in other words, were not distracting enough to ruin the spell he was trying to create with each piece.

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I have attended a few concerts where the performer was having a bad night. During those concerts, the mistakes that happened made the audience tense and lessened the overall enjoyment of the experience. This was not the case last night.

**Eliot Fisk Plays Like ...**

... well – Eliot Fisk plays like Eliot Fisk. Although he's not the only classical guitarist worth seeing, Fisk plays in his own distinctive style, and infuses every piece he does with it. Sometimes, as in the case of the Spanish works he played, that works really well.

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I would not hesitate to recommend an Eliot Fisk concert to anyone. He is, as I said, a master of the guitar, and any guitarist owes it to themselves to see the dynamic and musical range the instrument is capable of in Fisk's hands.

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