

General Certificate of Education
January 2003
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Tuesday 28 January 2003 9.00 am to 10.30 am

In addition to this paper you will require:

- an 8-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS5.
- Answer **two** questions. Question 1 in Section A and **one** other question from Section B.

Information

- The maximum mark for this paper is 60.
- All questions carry 30 marks.

Advice

You are advised to draw on relevant theoretical perspectives (feminism, Marxism, post-colonialism, postmodernism) and key concepts (culture, ideology, identity, mode of address) as appropriate in your answers.

Quality of Written Communication

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

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SECTION A

Answer Question 1.

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It has been argued that high culture is difficult, demanding and rewarding whilst popular culture is easy, undemanding and superficial. Using examples discuss the validity of making distinctions like these between high culture and popular culture. *(30 marks)*

SECTION BAnswer **one** question from this Section.**2** Discuss the ways in which any **two** of the following may be used to construct personal identity:

- hairstyle
- clothing
- personal stereo
- mobile phone
- tattooing
- body piercing.

*(30 marks)***OR****3** “Corporate identity often contains subtle messages about the identity of employees, clients and customers as well as the organisation itself. As we are all employees, clients and customers, our personal identity is strongly influenced by the ways in which organisations address us.”

Using examples with which you are familiar discuss the view of organisational modes of address that is expressed here. *(30 marks)*

OR**4** Most feminists have argued that patriarchal ideology is reinforced by the mass media in contemporary culture. Discuss this argument with reference to examples drawn from one of the following: pop music, television, magazines or the internet. *(30 marks)***OR****5** Choose a place with which you are familiar, for example a street, a square, a shopping centre, a public building or a leisure complex. How does the place that you have chosen address the people who use it? *(30 marks)***END OF QUESTIONS**