

General Certificate of Education
January 2004
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Tuesday 27 January 2004 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.

SECTION A

Answer Question 1.

1 According to some of its critics popular culture is:

- superficial;
- formula-based;
- mass produced for cheapness;
- standardised.

Using examples explore the strengths and weaknesses of this argument.

(30 marks)

SECTION BAnswer **one** question from this Section.

EITHER 2 This extract is not reproduced here due to third-party copyright constraints. The full copy of this paper can be obtained by ordering CMS5 from AQA Publications Tel: 0161 953 1170
How important is self-worth in understanding the meanings of clothing, appearance and the meanings of clothing, appearance and personal possessions? *(30 marks)***OR 3** How do organisations develop and promote a corporate identity? *(30 marks)***OR 4** This extract is not reproduced here due to third-party copyright constraints. The full copy of this paper can be obtained by ordering CMS5 from AQA Publications Tel: 0161 953 1170What do you think are the functions of television or any of the mass media in the transmission of culture? *(30 marks)***OR 5** This extract is not reproduced here due to third-party copyright constraints. The full copy of this paper can be obtained by ordering CMS5 from AQA Publications Tel: 0161 953 1170How important is social class in understanding the meaning of places and spaces today? Your answer may refer to city or town centres or any other examples of the constructed environment. *(30 marks)***END OF QUESTIONS**