

General Certificate of Education
June 2004
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Monday 14 June 2004 1.30 pm to 3.00 pm

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 “In Italy opera is a popular and widely recognised cultural form, singers are well known and performances draw big audiences which are knowledgeable and critical. In contrast, opera in Britain is regarded as an elite taste and research shows that typically audiences for opera are older and are drawn from higher social classes than other forms of entertainment. Yet in 1990, following the use of *Nessun Dorma* from the opera *Turandot*, sung by Pavarotti, to introduce the BBC television coverage of the 1990 World Cup finals, opera rocketed in public popularity in Britain.”

Source: E. BALDWIN ET AL., *Introducing Cultural Studies* (Prentice Hall) 1999

Discuss the factors that affect the value placed on cultural forms and activities.

Your answer does not need to refer to opera but you should refer to examples from both high culture and popular culture. (30 marks)

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

-
- EITHER** 2 The quotation 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

Source: HANNAH POOL, *Dare To Dread*, *Guardian Weekend*, 28 August 2003
www.guardian.co.uk © The Guardian

Discuss the ways in which hairstyle and other aspects of personal appearance can symbolise identity and attitude. (30 marks)

- OR** 3 There are many reasons why an organisation may choose to change its modes of address, for example an out of date image or a declining market share.

Referring to examples, show how organisations change their modes of address in response to factors like these. (30 marks)

- OR** 4 The mass media present us with many rôle models and attractive personalities. Some theorists argue that we use this information to experiment with our own identities.

Discuss this view of the relationship between the mass media and identity using at least **two** theoretical perspectives. (30 marks)

- OR** 5 How does the constructed environment express cultural identity?

In your answer you should consider the identity of the location itself as well as the identity of people who use or inhabit the places and spaces you choose to consider. (30 marks)

END OF QUESTIONS