

General Certificate of Education
June 2005
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Thursday 16 June 2005 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)
- use the key concepts (culture, ideology, identity, mode of address)
- illustrate your answers with appropriate examples.

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.

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- 1** “Differences between popular and high culture can be explained purely in terms of money and technology. Popular culture requires substantial investment in, for example, sophisticated recording and broadcasting equipment, as well as the high wages of celebrities. High culture in contrast is ‘low tech’, with much more emphasis on individual creativity and small-scale distribution networks.”

Critically examine this argument and explore alternative views of the differences between high culture and popular culture. *(30 marks)*

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

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- EITHER 2** Many people explain their dress, hairstyle, body adornment and personal possessions as ways in which they can express themselves.
- How adequate is this explanation of the role of personal communication in cultural transmission? *(30 marks)*
- OR 3** Using examples, discuss the ways in which organisations may or may not reflect the changing values of mainstream culture. *(30 marks)*
- OR 4** “The output of today’s mass communication industry is vast and diverse. It includes all shades of opinion and offers consumers almost limitless choice. It is difficult, therefore, to understand how anyone can accuse the media of operating only in the interests of dominant ideology.”
- Using examples and theoretical perspectives, assess this argument. *(30 marks)*
- OR 5** Compare and contrast the modes of address of **two** places or spaces with which you are familiar. *(30 marks)*

END OF QUESTIONS