



General Certificate of Education
Advanced Level Examination
January 2013

Communication and Culture **COMM3**

Unit 3 Communicating Culture

Friday 18 January 2013 9.00 am to 11.00 am

For this paper you must have:

- an AQA 12-page answer book.

Time allowed

- 2 hours

Instructions

- Use black ink or black 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 COMM3.
- Answer **two** questions: the compulsory question from Section A and one question from Section B.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- All questions carry equal marks.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.
- This paper tests the following **Assessment Objectives**:
 - your ability to communicate in the register of Communication and Culture (AO1)
 - your understanding of the content and concepts of Communication and Culture (AO2)
 - your ability to apply your knowledge in the context of the questions (AO3).
- The **Cultural Sites** referred to in this paper are:
 - Spaces and Places
 - Fictions
 - Objects of Desire.

Section A

Answer the **one** compulsory question from this section.

Question 1

0	1
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Attitudes concerning the representation of gender, ethnicity and sexual preference have certainly changed in the last 50 years. These changes are evident in the contrasts between cultural products created in the past and cultural products created today. There are, however, many different analyses of these changes. The two arguments set out opposite indicate contrasting interpretations of such changes.

Carefully read **Argument A** and **Argument B** (opposite) before attempting the task below.

Task:

Use your knowledge of selected theoretical perspectives and key concepts to evaluate the contrasting views expressed by Argument A **and** Argument B.

Your response should refer to a range of cultural products and practices, but you may choose whether to focus on any one, two or all three of the following: gender, ethnicity, sexual preference. (40 marks)

Section A (continued)

Argument A

In the 1970s, an evening of prime time television viewing would typically include: popular entertainers telling overtly racist and sexist jokes; comedy dramas with offensive gay stereotypes; beauty competitions that focused on the shape of women's bodies. A programme called *The Black and White Minstrel Show* featured white singers with black painted faces.

Since then there has been a cultural revolution, backed up by powerful anti-discrimination laws, which has brought these damaging and degrading representations to an end. Nowadays, we can celebrate or even poke fun at our differences, safe in the knowledge that prejudices based on gender, ethnicity or sexual preference are no longer tolerated.

Argument B

There is no doubt that we no longer experience such excesses of racism, sexism or homophobia as were routinely witnessed 40 years ago. The explanation for these changes is not that people suddenly realised the error of their ways. Things changed because campaigners fought battles over many years and eventually succeeded in both shifting the opinion of the majority and getting the law changed.

Despite such positive signs of progress, there are still many battles to be fought. Prejudice and discrimination are still evident in many of today's cultural products and cultural practices.

Turn over for Section B

Turn over ►

Section B

Answer **one** question from this section.

The **Cultural Sites** referred to in this section are: Spaces and Places, Fictions and Objects of Desire.

EITHER

Question 2

0	2
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 How is the intersection between **two** sites of culture characterised by a set of discourses? *(40 marks)*

OR

Question 3

0	3
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 How have the key concepts of power and value helped you to understand **one** of the three cultural sites? *(40 marks)*

OR

Question 4

0	4
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 'Places may mean different things to different people at different times; their meanings are never fixed.'
To what extent is this true of **spaces and places** you have studied? *(40 marks)*

OR

Question 5

0	5
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 How have your cultural values and your identity been influenced by **fictions**? *(40 marks)*

OR

Question 6

0	6
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 To what extent can the ownership of **objects of desire** be seen as a way of resisting mainstream culture and dominant ideology? *(40 marks)*

END OF QUESTIONS