

## A-level COMMUNICATION AND CULTURE

### Unit 3 Communicating Culture

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Wednesday 8 June 2016

Morning

Time allowed: 2 hours

#### Materials

For this paper you must have:

- an AQA 12-page answer book.

#### Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. 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.

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**Section A**

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

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**Question 1**

**0 1** The cultures associated with town and city centres have become the subject of much debate in recent years. Various different groups compete to attach their preferred meanings and perceptions to these contested territories. There are also competing views about appropriate uses and priorities for urban centres.

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 of town and city centres expressed by Argument A and Argument B.

**[40 marks]**

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**Section A (continued)**

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**Argument A**

Town and city centres have become dull and uniform places dominated by the same big stores and choked with traffic. The late night culture of excessive drinking has made these places 'no go' areas for a large section of the community. The sense of local pride and commitment to 'our town' or 'our city' has been wiped out by the drive for profit. Any impression of a meaningful local heritage is likely to be no more than the product of cynical marketing ploys designed to make the place a destination of choice for tourists and shoppers.

**Argument B**

Britain's towns and cities include some of the most popular and prized destinations in the world. All of them have shown ingenuity and creativity as they have reinvented themselves to meet the changing needs of visitors and inhabitants. Today, the urban environment is more diverse, more interesting and more attractive than it has ever been before. Towns and cities have had great success in developing and promoting unique identities.

**Turn over for Section B**

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**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.

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**Either**

**Question 2**

**0 | 2** 'Identity is not a fixed feature but an unstable and constantly evolving process.'

Explore this statement in the context of the **intersection** between any **two** of the three sites of culture.

**[40 marks]**

or

**Question 3**

**0 | 3** Compare and contrast Market Liberalism with another theoretical approach to any **one** of the three sites of culture.

**[40 marks]**

or

**Question 4**

**0 | 4** 'Spaces and places educate us; they teach us the dominant value system of our culture.'

Explore this view in the context of **spaces and places** you have studied.

**[40 marks]**

or

**Question 5**

**0 | 5** 'Fictions do not brainwash us. As readers, viewers and listeners we actively engage with our stories and gain endless pleasure from them.'

Discuss the implications of these claims in the light of your study of **fictions**.

**[40 marks]**

or

**Question 6**

**0 | 6** Explain why brands and branding play such an important role in stimulating consumer demand for **objects of desire**.

**[40 marks]**

**END OF QUESTIONS**