

General Certificate of Education
January 2006
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Monday 30 January 2006 9.00 am to 10.30 am

For this paper you must have:

- 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.
Answer **Question 1** from **Section A** and **one** question from **Section B**.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- 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.

Advice

You are advised to:

- draw on relevant theoretical perspectives (feminism, Marxism, post-colonialism, post modernism);
- use the key concepts (culture, ideology, identity, mode of address);
- illustrate your answers with appropriate examples.

SECTION AAnswer Question 1.

- 1 How important are forms of popular culture and high culture in the construction of a national identity such as ‘Englishness’? (30 marks)

In your answer you may wish to refer to the following explanation by novelist Hilary Mantel of why she could never define herself as English.

“As I grew up, I came to see that Englishness was white, male, southern, Protestant and middle class. I was a woman, a Catholic, a northerner, of Irish descent. I spoke and speak now with a northern accent. And if I tell an Englishman my date of birth and my religion and my ancestry, I am telling him, without needing more words, that my family are working people, probably with little education. All these markers – descent, religion, region, accent – are quickly decoded by those who possess Englishness, and to this day are used to exclude. [...] If you want to belong to Englishness, you must sell off your identity.”

Source: ‘No Passes or Documents Are Needed: The Writer at Home in Europe’ by Hilary Mantel, from *On Modern British Fiction* edited by Leader, Zachary (2003).
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SECTION B

Answer **one** question from this section.

EITHER

- 2 “The clothes we wear, the things we buy and even the way we speak are all lifestyle choices. We make these choices in order to develop an identity for ourselves.”

Discuss the arguments for and against this point of view. *(30 marks)*

OR

- 3 How do organisations use various ‘modes of address’ to achieve their objectives?

(30 marks)

OR

- 4 “By reducing everything, however serious, to a branch of entertainment the true function of the mass media is disguised. And what is this true function? To control the population and keep us in our place.”

Using contrasting perspectives, critically evaluate this view of the media’s role in cultural transmission. *(30 marks)*

OR

- 5 “The housing estate, the village green, the shopping mall, the high street and the city centre – all of them speak to me about power and ideology.”

How important are ‘power and ideology’ to an understanding of places and spaces? *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page