

General Certificate of Education
January 2007
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Tuesday 30 January 2007 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: Question 1 in Section A and **one** other question from Section B. Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

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** 'Knowledge about culture, whether high culture or popular culture, is like a set of keys. These keys can open doors to educational achievement, opportunities at work, respect from your peers and life chances in general.'

How far do you agree that knowledge about high culture and popular culture can 'open doors' in this sense? *(30 marks)*

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

- EITHER 2** The quotation for Question 2 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: 0870 410 1036

How and why do we use personal communication to construct a 'lifestyle' in this sense? *(30 marks)*

- OR 3** It has been argued that organisations impose an identity upon customers and clients as much as upon employees.

Discuss this view. *(30 marks)*

- OR 4** 'The contemporary media presents us with an enormous range of choice. As individuals, we make selections from the media products available in order to construct and develop our identities.'

Discuss this view of the relationship between the mass media and individual identity. *(30 marks)*

- OR 5** 'The meaning of a place or space is rarely fixed and stable. In reality, meanings change over time and in the perceptions of different people.'

Drawing on specific examples of places or spaces, discuss this view of the meanings of the constructed environment. *(30 marks)*

END OF QUESTIONS