

General Certificate of Education
June 2008
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Monday 9 June 2008 1.30 pm to 3.00 pm

For this paper you must have:

- an 8-page answer book.

Time allowed: 1 hour 30 minutes

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 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 good English, to organise information clearly and to use specialist vocabulary where appropriate.

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.

SECTION A

Answer Question 1.

- 1** “High culture and popular culture are simply different elements of the same power structure. Both of them serve to reflect and reinforce dominant ideology.”

Discuss this view of the role of popular culture and high culture. *(30 marks)*

SECTION B

Answer **one** question from this section.

EITHER

- 2** “There is no ‘real me’. I use clothes, hairstyle, body adornment and even the ways in which I speak to experiment with different identities for myself.”

Discuss the view of personal communication expressed here. *(30 marks)*

OR

- 3** Using a case study, show how an organisation has communicated a distinct image which has differentiated it from other organisations. *(30 marks)*

OR

- 4** “Mass media experience is more real than real life experience.”

Discuss this view of the role of the mass media in contemporary culture. *(30 marks)*

OR

- 5** “Buildings can certainly communicate meanings, but not all of these meanings are the ones intended by the architect or builder. Like words, buildings are often ambiguous.”

Use contrasting examples of places or spaces to show how they may have both intended and unintended meanings. *(30 marks)*

END OF QUESTIONS