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Answer ALL questions in Sections A and B, and ONE question from Section C.

SECTION A

You are advised to spend no more than 15 minutes on this Section.

For Question 1, choose an answer and put a cross in the box (☒).
If you change your mind, put a line through the box (☒) and then put a cross in
another box (☒).

1. Which of the following would **not** be included in criteria used to evaluate the artistic
quality of a work of art?

- (i) the artist's age when he made the work
- (ii) the cost of materials used in its creation
- (iii) the level of skill or craftsmanship used in its production
- (iv) the longevity of the work
- (v) unity of form found in the work

A (i) and (ii) ☒

B (ii) and (iii) ☒

C (iii) and (iv) ☒

D (iv) and (v) ☒

E (i) and (v) ☒

Q1

(Total 1 mark)

2. Explain, using an example, what 'mass media' is.

Q2

(Total 2 marks)



<p>3. How does innovation differ from creativity?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p style="text-align: right;">(Total 2 marks)</p>	<p>Leave blank</p> <p>Q3</p> <p><input type="text"/></p>
<p>4. It is often said that Britain is no longer a religious country, but religious beliefs still influence the way people live their lives.</p> <p>Identify and explain one way in which religion plays a part in the life or behaviour of a person who is not a religious believer.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p style="text-align: right;">(Total 3 marks)</p>	<p>Q4</p> <p><input type="text"/></p>



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5. You have been asked to chair a committee organising a Weekend of Popular Culture, to be held in your locality during the autumn.

(a) Identify **two** different types of cultural activity that you feel should be included in the programme.

1 _____

2 _____

(2)

(b) Other members of the committee challenge your suggestions.
Choose **one** of your ideas and explain carefully why it is an example of popular culture.

(2)

(Total 4 marks)

Q5

TOTAL FOR SECTION A: 12 MARKS



SECTION B

Read the passage on the separate insert and answer the following questions.

6. (a) (i) Explain the term 'subjectivity'.

_____ **(1)**

(ii) Under what circumstances might subjective evidence be regarded as being at least as reliable as objective evidence? Give reasons to justify your answer.

_____ **(2)**

(b) What type of argument is demonstrated in paragraph 6 (**lines 19–22**)?

_____ **(1)**

(c) Look at paragraph 3 (**lines 7–11**). From it write:

(i) an example of scientific or empirical evidence.

_____ **(1)**

(ii) an example of reasoning by analogy.

_____ **(1)**



(iii) an objective statement.

(1)

(iv) a statement containing a subjectively based judgement which could be tested to establish whether it is true or false.

(1)

(d) Read the following statements taken from the passage and identify **one** statement that gives the strongest support to the claim that “We must be more creative in our use of new technologies” and **one** that does not seem to support it at all. Give reasons to justify the choices you have made.

You are only required to write the number of the statement.

- (i) “[Creativity] is an instinct as natural as breathing.” **(line 1)**
- (ii) “In the creative industries ... new technology leads to increased specialisation.” **(line 5)**
- (iii) “There is a deep seated conservatism in how new technologies are used.” **(lines 9–10)**
- (iv) “... the Internet was sold as a way to access services people already had.” **(lines 12–13)**
- (v) “This is because Taiwanese people are eager to be as creative as possible...” **(line 20)**

Strongest support: _____

No support: _____

Justification of choice: _____



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SECTION C

**There are four questions in this section. You should answer ONE of them.
Put a cross in the box indicating the question you have chosen (☒).
If you change your mind, put a line through the box (☒) and then put a cross in the
other box (☒).**

**You are reminded that an appropriate conclusion to your argument is required.
In answering the question you should consider arguments for and against the statement.**

7. “The only way to judge the artistic quality of a work of art is by the price that it will attract on the open market.”

Assess arguments **for** and **against** this approach to aesthetic evaluation, making reference to **one** or **more** of art, **or** architecture **or** literature **or** music.

(20)

8. “Traditional moral values are of no help when we need to find answers to contemporary moral dilemmas.”

To what extent can this view be justified? In your answer you should consider contemporary moral issues.

(20)

9. “There is nothing lasting about any culture, since each society adopts the behaviour that reflects its own values at any given time.”

Critically evaluate this opinion.

(20)

10. “At present the mass media is the most harmful influence on people’s lives.”

How far do you agree with this assertion?

(20)

There will be additional marks for quality of written communication.

(3)

(Total 23 marks)

Chosen Question Number: **Question 7** ☒ **Question 8** ☒

Question 9 ☒ **Question 10** ☒





Write your answer to Section C here:

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Lined area for writing answers, consisting of 30 horizontal lines.



N 2 3 0 3 6 A 0 9 1 2



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Lined writing area with 25 horizontal lines.



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Section
C

(Total 23 marks)

TOTAL FOR SECTION C: 23 MARKS

TOTAL FOR PAPER: 50 MARKS

END

