



ADVANCED SUBSIDIARY GCE
GENERAL STUDIES
 The Cultural and Social Domains

F731

Candidates answer on the Answer Booklet

OCR Supplied Materials:

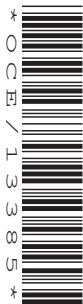
- 8 page Answer Booklet

Other Materials Required:

None

Tuesday 12 January 2010
Afternoon

Duration: 2 hours



INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- If you use additional sheets of paper, fasten the sheets to the Answer Booklet.
- Answer **all** the questions in Sections A and C and **one** question in each of Sections B and D.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **120**.
- You are advised to divide your time equally between The Cultural and Social Domains.
- **Where an answer requires a piece of extended writing, the quality of your written communication will be assessed, including clarity of expression, structure of arguments, presentation of ideas, grammar, punctuation and spelling.**
- This document consists of **8** pages. Any blank pages are indicated.

Section A: The Cultural Domain

Answer **all** parts of the question in this section concerning the growth of blogging.

SOURCE 1

Blogging: the new journalism?

They are opinionated, ranting, often incoherent and frequently biased with little regard for accuracy or balance. They are also compellingly addictive and threatening to emerge as a new brand of journalism. Web logging, or blogging, is the new kid on the media block, complete with its own, unique lexicon. A blog is simply a series of updated posts on a web page in the form of a diary or journal often including commentary on, and hypertext links to, other web sites. Posts are in chronological order and can contain anything from simple text, to music, images and even streamed video. Perhaps one attraction of blogging lies in its unmediated and dynamic quality. Without an agenda, editorial stance or pedantic sub-editor standing between the writer and reader, blogging can provide reportage in a raw and exciting form.

5

Unlike the large media organisations, bloggers are unhindered by the normal journalistic standards of objectivity, balance and accuracy. This amateur output is raw, subjective and honest as people seek emotions, not detachment – finding solace and expression in the words of the thousands of blogs that spring up. But while some bloggers believe that a new brand of journalism is emerging, some new media pundits remain sceptical.

15

Lloyd Shepherd, chief producer for Guardian Unlimited, says: “Blogging is not structured in the way journalism is. People are putting their views out in a relatively unprocessed manner. The question is why so many readers of online content have chosen to eschew traditional sources of news in favour of weblogs. Looking at the content blogs provide, such as alternative perspective, first-person experiences and interactivity, one might conclude that readers want either a less balanced or more personal angle to their news. At the heart of this may also be a growing dissatisfaction or distrust of news provided by large media conglomerates.”

20

25

(Adapted from *Blogging: the new journalism?* by Jody Raynsford, www.journalism.co.uk, 25 March 2003)

- 1 (a) Briefly explain what the author means by the following phrases:
- (i) ‘often incoherent and frequently biased’ [line 1] [3]
 - (ii) ‘new kid on the media block’ [line 4] [3]
 - (iii) ‘unmediated and dynamic quality’ [line 9] [3]
 - (iv) ‘alternative perspective, first-person experiences’ [lines 22-23]. [3]
- (b) Outline **two** advantages and **two** disadvantages of blogs as compared to conventional forms of journalism. [8]
- (c) Explain why there may be ‘a growing dissatisfaction or distrust of news provided by large media conglomerates’ [lines 24-25]. [10]

Section A Total [30]

Section B: The Cultural Domain

Answer **one** question from this section.
Answers must be in continuous prose.

- 2 People often talk about trusting their instincts. Outline and discuss **one** positive and **one** negative outcome of people trusting their instincts in everyday life. [30]
- 3 In an age where the press is dominated by a small number of national newspapers, outline and discuss why regional and local newspapers should continue being published. You may use your own local newspaper as an example. [30]
- 4 Art is constantly changing. Choose **one** art form with which you are familiar. Use **two** examples to illustrate the ways in which this art form has changed over a period of time. Discuss possible reasons for the changes you have described. [30]

Section B Total [30]

Section C: The Social Domain

Answer **all** parts of the question in this section concerning influences on human behaviour.

- 5 **Sources 2 and 3** represent two different environments where people live and work.

SOURCE 2



SOURCE 3



- (a) By making comparisons, outline **three** main differences between these environments. [10]
- (b) For **each** of the sources outline **one** way in which an interpretation based on what can be seen in the photographs can be misleading. [4]
- (c) Outline **two** ways in which you believe the area you live in can have an effect upon your lifestyle. [6]
- (d) If 'home is where the heart is', why do so many people leave the place of their birth, never to return? [10]

Section C Total [30]

Section D: The Social Domain

Answer **one** question from this section.
Answers must be in continuous prose.

- 6** Outline **two** of the roles performed by local government. For **each** of these, identify a reason why local government may be criticised for the way it performs this role. In **each** case, suggest a solution to the problem. **[30]**
- 7** Choose **one** of the primary emergency services (police, fire or ambulance). Examine **two** public criticisms of the service you have chosen. Offer a solution for each of the problems you have examined. **[30]**
- 8** Sport often results in controversy, tension and discord. With reference to examples from **two** different sports, examine ways in which such problems occur. Suggest ways in which they might be dealt with by the authorities governing the sports. **[30]**

Section D Total [30]

Paper Total [120]

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.