

General Certificate of Education  
June 2006  
Advanced Subsidiary Examination



**SOCIAL SCIENCE: CITIZENSHIP**  
**Unit 3 The Citizen, Society and the Community**

**SSC3**

Monday 5 June 2006 9.00 am to 10.00 am

**For this paper you must have:**

- an 8-page answer book

Time allowed: 1 hour

**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 SSC3.
- Answer Question 1 and **either** Question 2 **or** Question 3.
- Do all rough work in the answer book. Cross through any work you do not want marked.

**Information**

- The maximum mark for this paper is 60.
- The marks for part questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

**Advice**

- You are advised to read through the examination paper before you attempt the questions.
- Where appropriate, you should use local and/or national and/or international examples and/or case studies.

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Answer Question 1 and **either** Question 2 **or** Question 3.

Each question carries 30 marks.

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1 Read **Sources A** and **B** below and answer parts (a) to (c) which follow.

**Source A**

Some theories claim that the media have far too much power over the way people think and act. Marxists, for example, argue that the owners of media companies use their control of the output of newspapers, television, etc in order to maintain the position of a ruling class in society. The media give out messages that keep this ruling elite in power.

**Source B**

**Media representations of ethnicity and gender**

“You’ve got to understand, this business is about selling, and blonde and blue-eyed girls are what sells.” This was the view of Naomi Campbell (a black British supermodel) of the advertising industry in 1997.

One study of race and ethnic representation in the media as a whole found that most black characters in the media fell into four types:

- the exotic;
- the dangerous;
- the humorous;
- the pitied.

A similar study of the portrayal of women in TV serials identified the way female roles were restricted to stereotypes such as ‘the bitch’, ‘the victim’ or ‘the good wife’.

Some people argue that the media apply similar stereotypes to other groups based on their sexuality, disability or nationality.

Your answers should refer to the sources as appropriate, but you should also include other relevant information.

- (a) Briefly identify **two** ways in which governments could limit media influence. (4 marks)
- (b) Using **Source B** and your own knowledge, briefly examine some of the ways in which the media can label and stereotype particular social groups. (10 marks)
- (c) Assess the ways in which local community campaigns can use the media to achieve their aims. (16 marks)

**EITHER**

- 2 (a) Briefly examine some of the effects of poverty on individual citizens. (10 marks)
- (b) Assess the ways in which governments can encourage equal opportunities for all citizens. (20 marks)

**OR**

- 3 (a) Briefly examine the ways in which socialisation creates an individual's identity. (10 marks)
- (b) Assess the reasons why some social groups experience unequal life-chances in areas such as health, education and employment. (20 marks)

**END OF QUESTIONS**

**There are no questions printed on this page**