

General Certificate of Education
June 2003
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Thursday 19 June 2003 9.00 am to 10.30 am

In addition to this paper you will require:

- 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.

Information

- The maximum mark for this paper is 60.
- All questions carry 30 marks.

Advice

You are advised to draw on relevant theoretical perspectives (feminism, Marxism, post-colonialism, postmodernism) and key concepts (culture, ideology, identity, mode of address) as appropriate in your answers.

Quality of Written Communication

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

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SECTION A

Answer Question 1.

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- 1 The term ‘canon’ is often used to refer to a body of texts including works of art, literature and music which are said to have achieved ‘classic’ status. It is claimed these works of art have stood the test of time and that they meet high standards of beauty, quality and value. Popular culture has sometimes been seen as a threat to the canon of ‘great works’.

How does popular culture differ from the canon and why is it seen as a threat? (30 marks)

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

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- 2 “Personal forms of communication such as clothing, appearance, language and personal possessions can symbolise conformity or resistance to dominant ideology. On occasions, an individual’s personal communication may symbolise both conformity and resistance.”

Using examples discuss the view of personal communication that is expressed here. (30 marks)

OR

- 3 Describe and evaluate the mode of address of an organisation with which you are familiar. In your answer you may wish to consider:

- how the organisation addresses different audiences
- advertising, marketing and corporate identity. (30 marks)

OR

- 4 It has been asserted that social divisions based on race, gender and class are reinforced by the mass media. Using examples discuss the strengths and limitations of this point of view. (30 marks)

OR

- 5 Discuss the view that places and spaces can be understood as texts in the same way as, for example, magazines, films or advertisements. In your answer you may wish to consider examples drawn from:

- city or town centres
- rural environments
- shopping centres or malls
- housing estates
- public or commercial buildings. (30 marks)

END OF QUESTIONS