



General Certificate of Education  
Advanced Level Examination  
January 2011

# Communication and Culture      **COMM3**

## Unit 3    Communicating Culture

Tuesday 25 January 2011    9.00am to 11.00 am

**For this paper you must have:**

- an AQA 12-page answer book.

### Time allowed

- 2 hours

### 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 COMM3.
- Answer **two** questions: the compulsory question from Section A and one question from Section B.
- Do all rough work in the answer book. Cross through any work that you do not want to be marked.

### Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- The marks for questions are shown in brackets.
- You will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.
- This paper tests the following **Assessment Objectives**:
  - your ability to communicate in the register of Communication and Culture (AO1)
  - your understanding of the content and concepts of Communication and Culture (AO2)
  - your ability to apply your knowledge in the context of the questions (AO3).
- The **Cultural Sites** referred to in this paper are:
  - Spaces and Places
  - Fictions
  - Objects of Desire.

COMM3

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**Section A**

Answer the **one** compulsory question from this section.

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**Question 1**

0	1
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The increasing use of surveillance techniques in recent years has prompted a heated debate between those who fear the dangers of a 'surveillance society' and those who stress the benefits of such techniques.

Carefully read **Argument A** and **Argument B** (opposite) relating to surveillance, before attempting the task below.

**Task:**

Use your knowledge of theoretical approaches and key concepts to evaluate the contrasting views of surveillance expressed by Argument A **and** Argument B.

*(40 marks)*

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**Section A (continued)**

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**Argument A**

There are over four million CCTV cameras in Britain, making it one of the most watched places on Earth. Records are kept of our financial transactions, our internet and phone use as well as our movements. These are the sinister signs of a surveillance society. There are real dangers in this. Firstly, we can never be sure that those who collect and use the information are properly controlled. Secondly, these trends have contributed towards an unhealthy obsession with spying, shared by us all. We have all become part of a surveillance culture as we watch reality television, follow others through their social networking sites and gather as much information as we can about the private lives of celebrities.

**Argument B**

Safety, security and improved lifestyle opportunities are all consequences of modern systems of surveillance and information gathering. We can all feel much safer walking the streets of our towns and cities in the knowledge that CCTV cameras act as a deterrent to criminals as well as providing vital evidence if crimes are committed. Companies are able to monitor our shopping and internet browsing habits in order to supply us with carefully targeted information about goods and services we may wish to purchase. It is very useful for employers to be able to monitor the performance of their workers in order to ensure that they are doing the work they are being paid to do.

**Turn over for the next question**

**Turn over ►**

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**Section B**

Answer **one** question from this section.

The **Cultural Sites** referred to in this section are: Spaces and Places, Fictions and Objects of Desire.

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**EITHER**

**Question 2**

0	2
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 How has your study of the intersection between **two** of the three cultural sites contributed to your understanding of the communication of culture? *(40 marks)*

**OR**

**Question 3**

0	3
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 Choose **one** of the three cultural sites. Explore the role of technology in relation to your chosen site. *(40 marks)*

**OR**

**Question 4**

0	4
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 How and why do **spaces and places** acquire their own identity? *(40 marks)*

**OR**

**Question 5**

0	5
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 Explore the role of narrative in **two** contrasting examples of **fictions** you have studied. *(40 marks)*

**OR**

**Question 6**

0	6
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 'Far from being exploited fools, consumers are well-informed and knowledgeable. They enjoy all of the pleasures associated with desiring, choosing, acquiring as well as possessing **objects of desire**.' Discuss this view. *(40 marks)*

**END OF QUESTIONS**