



General Certificate of Education  
Advanced Level Examination  
January 2012

# Communication and Culture      COMM3

## Unit 3    Communicating Culture

Tuesday 24 January 2012    1.30 pm to 3.30 pm

**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 your answer book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- All questions carry equal marks.
- 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.

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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 power, influence and increasingly high profile of celebrities has led some to use the term *celebritisation* to refer to the impact of celebrity culture on many aspects of life. Some commentators are positive about the impact of celebritisation on individuals and society as a whole, whilst others see it as a worrying and even dangerous development.

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

**Task:**

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

(40 marks)

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**Section A (continued)**

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**Argument A**

Why should our relationship with celebrities, whether as admirers or fans, not be beneficial? Many of us find pleasure in building up a huge fund of knowledge about our heroes. This knowledge can provide access to friendship groups or to online communities and gives us the scope to experiment with our own identities. Celebrities themselves are often great role models and passionate advocates of good causes. Celebrity is genuinely democratic simply because you have to give people what they want in order to become famous. There are no bars to celebrity status based on class, gender or ethnicity; anyone can become famous and this gives all of us hope.

**Argument B**

Celebrities are products that are manufactured, marketed and sold by an entertainment industry that is just as fixated by profit as any other business. Celebritisation has influenced everyone to aspire to the empty values of celebrity culture: wealth, fame, physical beauty and desirability. By promoting the illusion that we too can look and feel like celebrities if we buy the right products, modify our bodies and manipulate our identities, celebritisation has caused great distress and feelings of failure or unworthiness. Celebrities themselves are no more than tools of social control, training us to accept dominant values and beliefs.

**Turn over for Section B**

**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 does the key concept ideology contribute to your understanding of the relationship between **two** of the three cultural sites? *(40 marks)*

**OR**

**Question 3**

0	3
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 Explore the ways in which cultural products and cultural practices express identity in the context of **one** of the three cultural sites. *(40 marks)*

**OR**

**Question 4**

0	4
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 Compare and contrast the cultural meanings of at least two **spaces and places** you have studied. *(40 marks)*

**OR**

**Question 5**

0	5
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 Compare and contrast the mode of address of two examples of **fictions** you have studied. *(40 marks)*

**OR**

**Question 6**

0	6
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 How and why are we influenced to favour certain **objects of desire**? *(40 marks)*

**END OF QUESTIONS**