



General Certificate of Education
Advanced Level Examination
June 2014

Communication and Culture

COMM3

Unit 3 Communicating Culture

Wednesday 4 June 2014 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 **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 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.

Section A

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

Question 1

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Patterns of leisure and entertainment have certainly changed rapidly in the last 25 years and nowhere is this more evident than in the typical modern household. However, there are strongly contrasting views on the advantages and disadvantages of these changes, particularly concerning the implications of home-based technology. In addition, there are issues of equality, power and different levels of access to home-based technology.

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

Task:

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

[40 marks]

Section A (continued)

Argument A

The modern home is a sophisticated, networked hub for interactive entertainment with enormous capacity for individuals to communicate, play, create or simply be entertained by the wealth of digital technology available.

The free market has driven these technological developments in response to real human needs. As a result, our social lives are enhanced, our imaginations are stimulated as we work, rest and play in the comfort of our own homes. This technology has empowered us.

Argument B

A generation ago the home was a sanctuary, a place to retreat from the pressures and strains of everyday life. This is no longer the case because today's homes are in the front line of consumer capitalism.

We are persuaded to buy the newest and best electronic devices, but once they are acquired we find ourselves more anxious rather than more satisfied. The stresses of work, consumerism and social networking pursue us into our kitchens, living rooms and bedrooms. Far from offering freedom and independence, our 'always on' technology has enslaved us.

Turn over for Section B

Turn over ►

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.

EITHER

Question 2

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What has your study of the intersection between **two** of the three cultural sites shown you about the meanings of everyday life?

[40 marks]

OR

Question 3

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Enculturation is the process by which people acquire the codes and values of the culture in which they find themselves. Discuss enculturation in the context of **one** of the three cultural sites.

[40 marks]

OR

Question 4

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Show how different theoretical approaches have helped you to understand the cultural significance of **spaces and places**.

[40 marks]

OR

Question 5

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'The role of **fictions** is principally ideological.'

Discuss this view.

[40 marks]

OR

Question 6

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'A sense of belonging and fulfilment is only available to those who have learnt to consume.'

Discuss this view of **objects of desire** in contemporary culture.

[40 marks]

END OF QUESTIONS