



General Certificate of Education
Advanced Level Examination
June 2015

Communication and Culture

COMM3

Unit 3 Communicating Culture

Wednesday 3 June 2015 9.00 am 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 **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

| | |
|---|---|
| 0 | 1 |
|---|---|

Globalisation refers to the rapid development of speedy international communication, travel and trade. The world is linked by a complex and sophisticated web of connections which affects us all.

There are heated debates about the economic, political and cultural implications of globalisation.

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 globalisation expressed by Argument A and Argument B.

[40 marks]

Section A (continued)

Argument A

The process of globalisation is steadily destroying cultural differences and the distinctive identity of cultures around the world. The emerging global culture is dominated by western values and, in particular, the values of western multinational corporations. These corporations promote brand identities and consumerism with the support of mass media which are also western dominated.

The culture of global capitalism is so powerful that cities all over the world are increasingly homogenous and difficult to tell apart; they have the same architectural styles, the same retail outlets selling the same products in the same ways.

Argument B

Globalisation has cut out the waiting time for cultural innovations. Nobody has to wait for the latest music, film or fashion trend. International trade and competition have driven down prices and increased choice to the benefit of all consumers.

Cities around the world are increasingly cosmopolitan. They include genuine cultural mixtures of taste, style, food, and entertainment. The opportunities to travel and to engage with others all over the world through electronic communication systems have enhanced people's tolerance and understanding of other cultures.

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

| | |
|---|---|
| 0 | 2 |
|---|---|

Examine the cultural practices and cultural products to be found at the intersection between any **two** of the three sites of culture.

[40 marks]

or

Question 3

| | |
|---|---|
| 0 | 3 |
|---|---|

Choose **one** of the three sites of culture. Explain how the concept of narrative has helped you to analyse and understand this site.

[40 marks]

or

Question 4

| | |
|---|---|
| 0 | 4 |
|---|---|

Tourists and visitors often claim to be a 'different person' when they arrive at a destination. Discuss the relationship between personal identity and **spaces and places**.

[40 marks]

or

Question 5

| | |
|---|---|
| 0 | 5 |
|---|---|

'Some stories teach us to obey but other stories teach us to resist.'

Discuss the role of **fictions** in cultural change.

[40 marks]

or

Question 6

| | |
|---|---|
| 0 | 6 |
|---|---|

How and why do we attach value to **objects of desire**?

[40 marks]

END OF QUESTIONS