

## Teacher Resource Bank

GCE Communication and Culture

Additional Sample Questions: COMM3



## SECTION A

There is **one** compulsory question in this section.

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- 1 Major international sporting events can have enormous cultural as well as economic significance. In spite of the enormous costs involved, countries compete strenuously with each other for the honour of staging such events. Their popularity is enormous, with media audiences that can reach into the billions. Opinions are divided, though, on the underlying cultural significance of sporting festivals such as the Olympics and the Football World Cup.

Carefully examine Argument A and Argument B (opposite).

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

*(40 marks)*

**SECTION A (continued)**

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**Argument A**

International festivals of sport such as the Olympics or the Football World Cup are fantastic celebrations of all that is best about the human spirit. Barriers of race, religion and social class are all broken down in the name of true sporting competition. Events such as these remind us that there really is only one race: the human race. We are able to celebrate cultural diversity without any sense that some cultures are 'better' or more advantaged than others.

**Argument B**

International festivals of sport such as the Olympics or the Football World Cup are sickening reminders of the depth of division between the 'haves' and the 'have-nots'. These games are cynically exploited by nation states and multinational corporations in order to promote apathy and consumerism amongst the viewing millions. On each occasion, the host nation uses the event to communicate a thoroughly false and misleading impression of its culture to the rest of the world.

Turn over ►

## SECTION B

Answer **one** question from this section.

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The **Cultural Sites** referred to in this paper are:

- Spaces and Places
- Objects of Desire
- Fictions

**2** Choose **two** of the three cultural sites. Use case study material to discuss the relationship between the two sites. *(40 marks)*

**OR**

**3** Choose **one** of the three cultural sites. Compare and contrast **two** theoretical perspectives that may be used in the analysis and understanding of your chosen site. *(40 marks)*

**OR**

**4** It has been argued that **places and spaces** communicate and reinforce a culture's value system. Drawing on contrasting examples, explore this view of places and spaces. *(40 marks)*

**OR**

**5** What is the role of **fictions** in communicating cultural information? *(40 marks)*

**OR**

**6** "Our desire for material objects doesn't come from within us; it is controlled and manipulated by others." Discuss this view of **objects of desire**? *(40 marks)*

**END OF QUESTIONS**