

Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 1 – Grade E



01

Plan

feminism - A?

marxism - A/B

postcolonialism - A

post modernism - B A

~~Bourgeois~~
Bougeoisie

first of all the four theoretical perspectives are feminism, marxism, post-colonialism and post modernism. these four will be included. ~~in~~
~~the~~

In Argument A it showing us that false needs are taking over with what we really need for example the shopping malls, Holiday resorts, leisure centres and fast foods. We don't need all of these things but the ~~Bourgeoisie~~ Bougeoisie is telling us what we have to have and that all leads to commodity fetishism ^{fetishism} were we want all these things but we don't really ~~want~~ ^{need} them.

Disney is already a well known place and to open a 'themed' park everyone will go because its well known and families will ~~go to~~ definitely go.

The Country is Very much ~~fragmentated~~ fragmented ~~Meaning~~ meaning everybody is different in their own ways but by bringing everyone to look the same it will bring everyone together.

Hegeomony is seen in Argument B U because one class taking over another. Thinking that everybody wants the same thing and making the decisions for them. Also its all over the Country and a few other places but mainly to be all over the world and for people to Rule.

feminisam is also shown in Argument A. The patriarchal Society ~~run~~ run the plans and ideas over the women, and the way the employees dress show that its not very gender percific as every body is all equal.

Argument A is about the theme park its self and how it relates to the Disneyland and about maximise profit and how there going to be similar places.

Argument B is more about the people and how its going to be all around the world and what they are hoping to give.

The Beagias for example Rupert Merdouch plans to put brands and logos on his newspapers or Sky So people will see it and therefor will want to go to it.

many views will contrast Disneyziation from both arguments

Shows to make theoretical into
but $k + v$ is limited
Manages only to re-state a few
pts in the args

12-

11

06

Plan

Marxism- Bourgeoisie - adverts
false needs
Commodity fetishism

feminism- Patriarchy- Society
Gender Roles

When you go to buy an object we don't desire the object it's self we desire what we are going to get from the object and how the object is going to make us feel.

The Bourgeoisie have ~~at~~ are the main reason why people are like the way they are for example adverts are everywhere for example TV adverts, magazines, bus stops, trains ect there is a lot and if you see these objects day in day out they stay in your mind until you buy what you so called 'need'. for example there is a lovely dress in a shop and you go to buy it, now yes at first you desire how lovely the dress is but all of a sudden you

think of how good that dress is going to look on you and how you're going to feel with that dress on. So your desiring the status it gives off. Now adverts can lead to false needs, you feel the need to buy things that in all fairness you don't need and then this can all lead to commodity fetishism. You start to buy more shoes and more bags because you want the feeling of you in new shoes and how good they make you feel.

Also people desire objects because they feel more powerful than others. For example you get a new phone, you feel better than the others because you have a better phone. ~~the~~ there for you will desire the object but more so what the object is giving you: power over others.

~~Some~~ women believe that the patriarchal society are a lot to do with this because men can brain wash women to buy things they don't need to, either to be a better

wife, mum, Housewife for example a hover you think of how poor your ~~new~~ one is and if you go and get a new one.

Someone's objects can mean the most to them if you have a girl with low confidence and she buys a really nice top and everyone compliments her top then she will desire her top because it made her confidence grow a little bit more.

If a boy has 10 ~~troffis~~ trophies from football he ~~will~~ will desire his trophies because it's a reflection on how well he has done.

So many people will fit this quote because people desire what the objects give to them but others admire their objects because it reflects on them.

Our culture is ~~to~~ very fragmented and ~~therefor~~ therefor has a lot of different groups and people within that group desire

the object that is making them different for example their cloths they admire them because they show people what social group they come from and make them who they are.

If you are a Shopaholic you are going to desire the object but then desire what the object is giving us.

So mainly everyone desires the object at first but so some change without knowing and desire the ~~stats~~ status that the object gives us.

Objects can make us feel all different for example power is a main key because you have power over other people because you have better things than them. Confidence can give someone a boost of confidence because they feel they are in the same class as someone.

In other cultures they desire objects of their culture because it's part of their ~~inheritance~~ inheritance and it's who they

are and their culture. For example people try to keep their culture going for instance the bible, food, clothing, jewelery ect.

~~Indian~~ Indian women wear Sharis and they desire these because its part of their culture its who they are and they desire it because it shows that.

So I dont really agree with the ~~q~~ quote because it can be seen in two different ways.

Women are made to be the way they are because of the pressure they get from men, ~~not~~ having to look good ~~at~~ so that they can attract men so they can get married and have kids to be little workers. So by doing this they have to ~~at~~ look right so the women buy new things eg. shoes, top, trousers, ect ~~so~~ to be good looking for the men yet again this can all cause commodity fetishism because they buy new things to impress

men so they will desire the objects they are getting especially make up because some girls hide behind their ~~make~~ make up because they feel more comfortable. So they are desiring the object but also ~~ed~~ desiring what the object is giving us.

As children you desire the object because you "want" it because you don't want to be left out, but as they grow ~~up~~ up they start to desire what the object is giving us.

So this quote can be seen in many ways I believe it's who you are and what the object is that you desire or the status the object gives ~~us~~ you. I don't agree with the view because everyone is different and either really desire the objects they have or desire the status what the object gives. Objects of desire explains its self but do we desire the objects.

Basic but relevant pt illustrated with examples.

Some ex. tech. register

✓ 2 = 16