

Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 2 – Grade E



Key Concepts power, Narrative, Discourse
Technology, Mode of address,
post modern, post colonial, Marxist,
Femm
popular culture base
Structure
Superstructure
~~XXXXXXXXXX~~
T
M

0 1
?

post modernism would agree with argument A as post modernism says that everyone is different, fragmented, we all like different things and that there is no such thing as a 'universal truth' - meaning that there is not one thing that everyone in the whole world can agree on.

Argument B stands for its popular culture. popular culture is where something, like Disney land, is enjoyed among the mass population, not everyone enjoys it but a lot of people do.

one contrast between the two arguments would be post colonialism, which is where people assert their cultural identity after the British Empire. where as in B America is asserting

Some part of their ideal culture all around the world and is being enjoyed by the masses of people argument A says that "Everywhere we go we find the same "themed" retail outlets... in another sense America's culture is pushing out every other culture, like within the Empire lies where spread about the peoples culture they were taking over so it was easier for them to maintain power and asserting their own ~~old~~ cultural values and ~~bel~~ beliefs onto the others. Marxists would support argument A the base structure of Marxism being Capitalism and the superstructure the bourgeoisie who control things like Disney and its retail outlets and the merchandising and sales to the approach of maximising profitability, like the merchandis and food you would get at Disney theme parks it takes much less to produce but is sold on for so much more, in order to keep the rich, rich and the poor, poor. Argument B uses qualities

from the mass media, - ~~the~~
advertising 'they make us feel
good about ourselves'. ~~Disney~~
Advertising works by playing
on people's emotions and
making people feel better
about themselves. Disney
advertises itself in a 'bright,
clean environment' where people
can feel safe and enjoy them-
selves with no worries. When
people feel like this they
tend to spend more money
thinking there getting a good
deal and trusting the
people they hand it over to,
making it easy for the
bourgeoisie to maintain
power over us.

Some interp. of arg's.
Limited analysis/ evaluation

L2- (14)

Write the two digit question number *inside* the boxes next to the first line of your answer

Answer

Leave blank

objects of desire PLAN 1445
Marxism - Capitalism, Bourgeoisie
Advertising - Fred Fred
Symbols - Bricolage - Risk
Pom - Social - Can be misread.
High hegemony Discourse
ostentatious show of wealth
~~Interpretation~~

06

In order to answer this question we must first look into what objects of desire are. Objects of desire are things that people want, things that people have and things other people have and want of yours. Freud argues that in our subconscious we desire sex and anger and that advertising uses this to make us desire objects. Advertising works by playing on people's emotions, to try and make the viewer ~~feel~~ feel better about themselves and leaving a mark in your subconsciousness so when a problem arises like say you get a stain on your shirt you think 'oh Vanish gets stains out in one wash' so you buy that product. Perfume adverts basically use sex to sell the product making women think that they will ~~be~~ be like the model in the advert if they wear that perfume.

eg?

The status that objects give comes under a theoretical ~~off~~ term symbols. Symbols are what a certain object means ~~in~~ within certain cultures, for example ~~a diamond ring means wealth~~ a designer

bag shows wealth, a big house shows wealth along with the latest phones and ipods, a diamond ring can mean wealth and also marriage put them together - a wealthy marriage ~~the~~ all the objects indicating wealth which we associate with being 'high-class' hedgehoppers, where we associate things with different social classes. But symbols can be misread depending on the different cultures.

I do agree with the statement that 'we desire the status that objects give us' for the reasons I have looked into above but also because people ~~interpret~~ / ~~interpellation~~ with famous people, they want to be like them, look like them so by buying things that ~~a~~ a celebrity ~~wears~~ wears people associate that object with that celebrity therefore giving the object a status, ~~making it seem like~~. If people can afford the same things as celebrities people think of them being in a higher class because it seems they have wealth. Post modernism would disagree

With this because post modernism says that everyone is fragmented and we feel like different things, some people do not care what status the object brings they desire that object just because they like it. Post modernism believes that there is no universal truth - we cannot all agree on the same thing. Post colonialism is about asserting our cultural identity so that some objects can have an emotional desire rather than it being about status, a ~~desire~~ desire to show the persons culture

A few pts on the symbolic potential of objects.
Limited conceptual awareness.

22²

15