

Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 3 – Grade E



Paper Reference:
C O M M 3

Examination Date:

For office use only

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Centre Number:

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I declare this is my own work.

Write in the white box how many answer books you have submitted

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Total

29

INSTRUCTIONS TO CANDIDATES

- Use black ink or black ball point pen. Do not use pencil or gel pen. Do not use correction fluid.
- Write the information required in the spaces above. Complete in BLOCK CAPITALS.
- Use both sides of the paper. Write only within the white areas of the book.
- Write the question number in the two boxes provided in the left hand margin at the start of each answer e.g. 0 1
- If you make an error when writing the question number, fill in both boxes completely and write the question number in the space immediately below the boxes you have filled in.
- Leave at least two line spaces between each answer.
- Do all rough work in this answer book. Cross through any work that you do not want to be marked. Do not tear out any part of this book. All work must be handed in.
- If you run out of space in the answer book, ask the Invigilator for a second answer book. Complete all of the information required in the spaces on the front of the second answer book.



AB 12

ARGUMENT A -

MARXISM. Bourgeoisie. Big companies. Exploiting people. Make big profits. Discourse / Mode of Address. Uniform, Sense of belonging. Commodity Fetishism

ARGUMENT B -

POSTMODERNISM.

Implosion. Simulation. Fragmented. Sense of belonging. Parody. Bricolage

0 1

The dirty purpose of 'disneyizing' the country and every other country is obvious, yet we seem to ignore the real facts and push them into the back of our minds. ~~Big companies also known as~~ in order to answer this question, it is necessary to consider the four theoretical perspectives and key concepts. All the big companies around the world, also known as the bourgeoisie, continue to expand rapidly, taking over all the countries and modelling the appearances of all the shopping malls, ^{such as Westfield} holiday resorts, leisure centres and fast food restaurants ^{McDonalds} to the likes of an actual Disneyland, because this is what the masses enjoy. These companies are exploiting people and making huge profits, therefore creating a hegemony all together. This is the reason we see the same things nearly everywhere we go. ~~The bourgeoisie~~ Although this is what Marxists would argue, the bourgeoisie are making our consumer society thick, by bombarding us with

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their advertisements of their products, and with gossip about celebrities whom we think we know, but do not really know so that we do not realise the truth behind these companies. In the advertisements, the mode of address they use to speak to us no matter our gender and age, speak to us as if we were all children, as if we are stupid. They are continuously patronising us. For example, in most cleaning adverts, they speak to us as if our houses needed a cleaning - "Trust Pink, forget stained. Vanish". Feminists would also argue that the adverts are so typically sexist, because females are always seen in cleaning/cosmetics/hair adverts, often sexualised. It is the same with the employees of all the 'themed' retail outlets. They were all the same colours to show they have authority over us, and address us as if we are less powerful. People do not care if they are being exploited. We were robotically programmed to have these false happiness and to live in this 'magical world'.

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On the other hand, postmodernists argue that it is good that countries are becoming 'disneyized'. Everybody loves theme park and attraction parks, and it gives us all something to do together with our friends and family, so we don't always have to sit at home.

Our popular culture is about going out, socialising with your friends and enjoying yourself, experiencing the positive feelings of these places and products. It is natural that our cultural practices are modelled that way. A bright and clean environment is healthy for us because of the comfort. ~~It is~~ We enjoy the magical experiences. The welcoming smiles and playful atmosphere makes us look at the brighter side of things and makes us feel good about ourselves. We are sunk in to implosion and enjoy the simulation and parody of the Disney land. Different things and different places all around us makes us a fragmented ~~is~~ society with different interests and tastes. We are unique individuals. That is what a giant theme park enables us to be - fun loving individuals with different interests in things. We also learn a lot by visiting these places, for example visiting the Science Museum. Different shops that sell all sorts of things. Concerts of all kinds of music - it opens us to variety. ~~Fiske and Hebdige argue we all have minds of our own.~~

Some valid pts. of intertext
Limited depth/level

L2T (16)



06

'We don't really desire objects at all; we desire the status that the objects give us'. This statement is easily agreeable, because objects contain functionality and objects give us a sense of identity. We are manipulated in our choices in to thinking the objects are 'good' and 'magical' therefore making us a consumerist society. It is ironic that we work at jobs that we really hate, just to buy things we do not need. These thoughts about the objects lead us to false needs and a commodity fetishism, the obsession of buying things we don't necessarily need in our lives. It makes us addicted to shopping. For example, items such as designer clothes, shoes, handbags, plasma tv's, consoles like Playstation 3, mp3 players such as the Apple iPod Touch... we don't NEED these things in life. Sure, they look cool. But these items cost a fortune. The bourgeoisie is making us waste money on these things because we think possessing these objects give us status. We buy these things to make us feel better. This then leads to a conspicuous consumption, where we choose not to be aware of the sordid details of its production. For instance, fur coats - they involve skinning innocent animals alive and

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yet, we don't care. Most western women think wearing fur coats makes them look rich. This is called ostentatious consumption. We buy these products to display our wealth, and give us a better sense of status and identity. Although the bourgeoisie is ripping people off, we are programmed like robots to maintain a status quo, and accept things as they are. We are just little puppets and slaves to the big companies, they don't care about us. We are constantly bombarded with the media about the latest must-haves and gossips. Our Capitalist society uses the media to control the world politically as well; There's a controversy how the Illuminati likes to use popular musicians such as Lady Gaga and Beyoncé as little puppets to brainwash us. The illuminati are a secret political society who wish to run a new world order and plan the world's events. Celebrities use unknown ^{occult} symbolism in their videos, pictures and even products to set subliminal messaging, which can only be seen in our subconscious. We think all these things are 'cool' with the weird symbolism, and we become puppets and buy these products. The superstructure to our Capitalist society includes Media, Education, Friends, Family, Religion, Entertainment which is the dominant ideology in this society. We all follow the same set of beliefs and cultural practices.

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

Answer

Leave blank

Postmodernists argue otherwise, that we are not manipulated in our choices. Fiske and Hebdige believe we all have minds of our own, we are capable of thinking ourselves and making our own choices.

Some awareness of the side
Ltd ref to status
Drifts into irrationality

L2- (13)