

Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 4 – Grade C



01

In order to answer this essay it is important to understand 'Disneyization'. Disneyization is about how the whole world is becoming ~~the~~ obsessed with disney characters such as 'Mickey mouse'. This obsession is shown in disney theme parks across the world like Magic Kingdom in Paris and America, also in shops, a lot of ~~the~~ stuff even clothes have disney characters on them. Also I must have a clear understanding of the 4 theoretical perspectives; Marxism, Feminism, post modernism and post colonialism.

Argument A suggests that Disneyization is a bad thing and that it 'addresses everybody, no matter what age, as if we're all children'. A marxist would agree with this. They would state that Disney ~~is~~ was made by a man many years ago and now it is expanding as much as possible ~~that~~ so we spend more money on disney merchandise in order, for them, to make a profit. The more Disney expands the more people they can attract.

Disney is also a way of the Bourgeoisie brainwashing us. As we allow our children to watch the programs on tele we allow ~~them~~ ^{the bourgeoisie} to have input in their ~~by~~ lives and education. This means that they can make children believe in a way of life that they would



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Answer

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want in the future like getting married which leads to ~~buying~~ buying a house, spending money on the wedding, having more children to brainwash into the capitalist way of life. Also to work to make them even more money. So from a young age Disney brainwashes people into a capitalist way of life to make the bourgeoisie money. *

Post modernism would also support argument A as it says Disneyization is a negative thing. Post modernists are ~~ske~~ sceptical of Universal truth, not everyone has the same way of life and we are all different, ~~frag~~ fragmented. The expanding Disney ~~leaves~~ leaves less and less room for people to like something different as Disney is being forced upon us. Everyone is intitled to their own likes and dislikes.

These help to create a persons identity as it is reflected in their clothing, their vocal communication and in every ~~other~~ other type of discourse. ~~If Disney is forced~~ If everyone is 'forced' into liking Disney then we will all be the same. Even adults + children as adults are treated ~~likes~~ likes children.

Finally post colonialism would agree with argument A saying that 'Disneyization is a bad thing. Disney is a part of the western culture but is slowly being introduced to the East. This means that Eastern cultures are being force into capitalism and into

Western norms and way of life stopping them from acting to their own cultural norms.

On the other hand, Argument B suggests that Disneyization is a good thing and that 'we like the familiarity, the welcoming smile and the playful atmosphere.' Both Feminists and post colonialists may believe this. ~~as~~

eg Feminist may like the expanding Disney as it is not sexist and may teach people not to be. There is a lot of Disney programs that are based on a girl for example; Hannah Montana and Dora explorer. Which allow young girls to grow up not thinking that men are superior. Also ~~the~~ none of the female characters dress ~~perogitatively~~ perogitatively which contrast most of television these days as everything from films to magazines to advertising women dress in a sexist way which gives off the wrong impression.

Post colonialists could also be happy with the expanding Disney as none of Disney is racist.

~~**~~ it is how the bourgeoisie keep hegemony over us.

A basic familiarity with their appr.s
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06

In order to answer this question I must understand what is meant by objects of desire and refer to the four theoretical perspectives. Objects of desire is things that we want to possess whether it be clothes or a particular car for example.

Our choice in clothing ~~tests~~ and other objects says a lot ~~ab~~ about our identity and personality. Pierre Bourdieu believed that our taste comes from our social class. This means that we want things that reflect the amount of money we have instead of reflecting our identity. For example a high class woman would want objects to show her status and class and therefore would buy designer clothes such as Dolce & Gabbana. ~~So~~ Therefore this agrees with the view.

Other things have an impact ~~on~~ on what we buy. For example. Capitalism has forced us to look at the price to determine the value of something instead of looking at the product ~~itself~~ itself. This means that if we like the price then we like the product ~~itself~~.

Capitalism ~~is~~ has also made us believe that some objects have 'magical' ~~power~~ qualities which draws us in to buy it. Veblen believed that it's these 'magical' ~~products~~ products that leads us to commodity fetishism and conspicuous consumption.

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Answer

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~~Commodity fetishism~~ Conspicuous Consumption is the ability to see past the dirty, sordid means of production and just see the final product. For example people that buy fur coats don't think about the animal that got slaughtered to make it and just see a coat that will make them look wealthy. Again agreeing with the stated view.

Commodity fetishism is the need to buy useless things constantly. Herbert Marcuse suggests that our need to consume is just an expression of false needs. That we no longer desire things that we actually need like happiness and freedom. He explained this by saying we are all one dimensional. These false needs and need for useless objects are just a way of showing status and wealth.

Advertising is a big part of our need for particular objects as it plays on our unconscious desires - Freud. Freud had a theory that ~~we are~~ we are born with sexual and violent desires but they are pushed to our unconscious as we grow up. This is because we are taught to not believe in these things from an early age by our parents, education and other ideological state apparatus. Freud believe that 85% of our desires are in our unconscious and ~~our~~ advertising uses those to sell things.

advert which shows a woman eating the flake in a 'sexual' manner. Feminists believe that ~~they~~ they are sexist and just away of keeping a patriarchal society.

In ways, I believe with the view that we don't desire object just the status they give us but I also believe that they have other reasons for buying them.

Some objects are symbols of things and that is why people buy them. A gold ring symbolises marriage, A police hat symbolise authority.

Fiske and Hebdige came up with the theory of subcultures and youth subcultures. ~~These~~ These are small cultures amongst the main large culture. Examples of a youth subculture is Goths, Chavs, punks. Each of those show the person's identity and this includes the clothes they wear and the objects they possess.

Post colonialists may believe that ^{so their objects are to show their identity not status} some people buy things to express ~~their~~ their status which is their culture. If there was an Indian girl in England she may desire Indian clothes as a way of reasserting her cultural and showing her cultural status. ^{identity.}

Also we can want objects for other reasons than just status. ~~For~~ People want things that they see celebrities wearing, this is called Intepellaction. Not a need to show status just

~~The Bourgeois~~ I think the main reason for our desired objects is that we have been forced to want them by the Bourgeoisie. Without ^{us} realising the Bourgeoisie (the people who own ~~the~~ the media) sell us things every day through billboards, adverts, magazines and lots more. The media is communicating with us and telling us what to ~~buy~~ buy. They can do this by showing a picture of a dress from Topshop for example and then showing a picture of a celebrity wearing it or something similar next to it. ~~As~~ Their constant advertising is their way of keeping hegemony over us as if we want to buy things we have to work often for them. So the money they pay us goes straight back to them when we buy objects. They can also do this through Freud's idea of hidden desires which can be used to sell anything. They can even sell things through product placement. Hidden messages in programs and film that we aren't aware of. They brainwash us into buying things.

Reas. well informed discussion with some consideration of status

↳ 24

