

Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 5 – Grade C



Paper Reference:
COMM3

Examination Date:

For office use only

1	23
---	----

6	23
---	----

Centre Number:

Candidate Number:

Surname:

Other Names:

Your Signature:

I declare this is my own work.

Write in the white box how many answer books you have submitted
Please write the Paper Reference and your Centre Number and Candidate Number on each book and tag them together if possible

1

Total	46
-------	----

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

01

Plan

- Argument A

Marxist - how disney is just for
hegemony - ^{Publicity, bourgeoisie} have control

Feminists - how disney gives the idea that all girls should be princess' and will live happily ever after

- gendered roles
- gendered language
- division of gendered labour

Post Modernism

- Parody - interpellation
- Pastiche - deconstruction
- Impostion - fragmentation
- we should all be fragmented
- no such thing as universal truth.

Post colonialist

↳ walt disney was a racist

↳ no other cultures ← Princesses

↳ rule empire colonized

↓
sensornship of what we watch (covereders)

ethnocentrism

leave blank

leave blank

leave blank

01

Throughout this essay it will consist of the debate of the increasing influence of disney style theme parks has become a norm of ideology in our culture. It will also consists of theoretical approaches and key concepts to evaluate the contrasting views of Disneyization expressed Argument A and Argument B.

A first theoretical perspective which is for argument A would be Marxism. Marxist say that we are manipulated by the economic system which is capitalism. Marxist would be for Argument A as they would say that the bourgeoisie have control and power over us and lead us to have false needs, they would also say that Disney is all a publicity stunt in order for the company to maximise profitability out of consumers. Marxists would also argue that hegemony would take place in disneyization as the corporate sham which is disney is a part of the bourgeoisie and there theme parks and other merchandising chain are not there for our enjoyment but to clearly promote capitalism.

Another Theorists which would agree with Argument A would be Feminism. Feminist would believe that ~~our~~ in our society there should not be a patriarchal society, which ~~But~~ Disney is as it was run by Walter Disney. Feminists would disagree with



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

Answer

Leave blank

01

Disneyization as Disney Promote their ~~the~~ female characters as princesses who live happily ever after to young girls who are given ~~false~~ hope and are led to believe that they ~~are~~ will be a princess.

In Disney films gender ~~is~~ ^{has} a very traditional view when it comes to characters, for instance Gendered roles are separated very clearly, for example in the Popular film Cinderella, she is represented as a housewife by cooking and cleaning and looking after her sisters, but the male characters are shown as strong handsome princess or the 'breadwinner', Feminists would argue with this point as they feel that women are clearly being stereotyped as the housewife, therefore argue that Argument A is true that we have been manipulated by Disney and something should be changed.

A last theoretical perspective which is for Argument A would be Post Modernism, Post-modernists believe in the scepticism of universal truth and believe that everyone should be fragmented. Post-modernists would agree with argument A as it says that "Everywhere we go we find the same "themed" retail outlets, the same merchandising based on corporate brands and logos", post-modernists would agree and would try to change this view as they believe that everyone and everything should be fragmented and be different. Post-modernists would

01

also agree with Argument B in the sense that if other companies, and cultural practices have been modelled on the same principles as Disney, then post-modernists would say that they have made a pastiche or a parody out of Disney in order to ~~make~~ appreciate the comfort of the Disneyized experience.

At last a theoretical perspective which would agree with Argument B would be Post-colonialists which argue over the effects of the empire.

~~However~~ Post-colonialists would say that Disney is a traditional English/American company which shows only stereotypical characters, such as white Princesses/Princes this was because Founder of Disney 'Walt Disney' was seen as a racialist and was ethnocentric when it came to foreign characters in Disney films, but as time went the 'real' Disney films only had white characters and then the character Company become Disney it started use other cultured characters such as Aladdin, Pocahontas, princess and the Frog.

Starts well by using Marxism & Feminism to analyse Argit A.
Less convincing in second half.

L5* (23)

06

Objects of desire ✓
- definition ✓

P1

Marxism - bourgeoisie ✓
Power-~~base~~ ideology ✓ hegemony ✓ commodity fetishism ✓
- interpellation ✓
- consumerism ✓

P2

Conspicuous Consumption ✓

↳ showing ostentatious wealth ✓
↳ buying cars ✓

P3

Advertising & Persuasion ✓

Freud - sex sells ✓

↳ selling cars with naked women ✓

P4

False needs ✓

Marcuse - one dimensional man ✓

P5

Tea at the Ritz ✓
class - hegemony ✓
taste & ~~needs~~
↳ supermarkets ✓

P6

We are not manipulated ✓

Post modernists ✓

Fiske & Hebridge ✓

↳ we ~~don't~~ ^{do} need False needs ✓



06

Objects of desire are all the things we have, wish to have, and what others have which we are manipulated to ^{have} these ^{Market liberal} ~~consumer~~ Society needs by the ideological state apparatus such as the media or religion.

Throughout this essay it will consist of how we are manipulated into objects of desire and if we ~~are~~ really desire objects at all or if we desire the ~~desire~~ status that objects give us.

Marxists would say we are manipulated by ^{our} this culture's ideology, the base structure, which is Capitalism.

They would say that hegemony takes place in ~~the~~ terms of objects of desire as they argue that bourgeoisie have ^{power} ~~control~~ over us as we are led to believe that we need commodities for the sake or for status. Marxists would say that consumerism is the effects of the ~~inter~~ power that the bourgeoisie have, for instance buying clothes, cars, adornments are seen as a necessity but are just a commodity, ~~in order~~ ~~for~~ which then leads us into interpellation and the ~~uncertain-~~ty of implosion. *needs expl.*



06

Conspicuous consumption is the ostentatious showing of wealth, or where you show what you have in order to show what you are like, this can take control over people, as they have the need to show wealth.

This can be influenced by objects of desire as people buy commodities in order to show their personalities, an example of this in ~~the media~~ today's modern 'western ~~society~~ civilized' society would be people buying big labelled cars or Flashy jewellery in order to show the wealth but having these commodities is just to acquire status & separation in hegemony and is now a cultural Ideological norm.

eg

Objects of desire can be influenced by advertising and the means of persuasion. In today's modern society advertisers use many different means of persuasion in order to attract consumerism.

Theorist 'Freud' would argue that the best means of persuasion in today's modern society is 'sex' as 'sex sells'. An example of how sex sells in the media today would be where car adverts for cars use ~~and~~ a naked women to accompany them in order to attract the male gaze.

Do they?



06

False needs are things which we as a society really want but don't actually need. We ~~was~~ actually want false needs for status which the objects give us. For example buying a big house worth millions and a flashy car is what we all want in life but we actually don't need.

Theorists MARCUSE would argue in his book *One dimensional man* that we only have false needs and not true needs as it shows what type of person you are. *expl.*

Taste and class also comes into play when discussing objects of desire. Hegemony is the dominance of one class over another for example the effects of upper class having power over middle class. Dominance through taste and class can be expressed through

past times, for example a past time which has a connotation for lower class would be eating out at McDonalds but in comparison, a past time which has an upper class connotation would be having

Tea at the Ritz, as you can see past times for upper class have clear dominance over one's for dominance. Another example of how taste and class is influenced by objects of desire would be ~~in~~ supermarket shopping, for example if you were more upper class your supermarket



06

would be something like 'Waitrose' where goods and commodities are more expensive but if you were middle or even lower your taste for shopping supermarkets would be 'sainsbury's or Tesco's'. We don't really desire to have more expensive objects or pastimes its just because your wealth and class allow you to by adopting status.

A last point which could be made on objects of desire would be Post Modernism. Postmodernist believe in the scepticism of universal truth and that we should all be fragmented. Post-Modernists would say that we are not-manipulated by consumer society's into Commodity fetishism. Post Modernist Fiske & Hebridge would also argue that we as a society ^{cannot} need false needs as it seperates use from one another and we are then fragmented. *under.*

Plenty of conceptual references but only partially successful in applying these to the q. Some valid pts. & examples

L3 23

