

## Teacher Resource Bank

A-level Communication and Culture

COMM3: Exemplar Script June 2011

Candidate 6 – Grade A



**Paper Reference:**  
COMM3

**Examination Date:**

For office use only

1	32
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6	31
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**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*

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Total	63
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**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

Disney is a multi national corporation which makes an astonishing amount of profit as it spreads all over the world to all aspects of society; shopping malls, fast food restaurants. In order to consider the influence of Disney themed parks on culture the theoretical perspectives and key concepts should be considered.

Argument A is supported by the theoretical perspective of Marxism, which criticises the Capitalist society. Therefore it would criticise Disney, a Capitalist company as it makes huge profit from manipulating the Proletariat. It does this in a variety of ways, one being Interpellation which is identifying/wanting to be like someone. Children watching Disney films such as Cinderella encourage them to interpellate with these characters, hence buying the merchandise; Cinderella costumes and memorabilia. This is all to make money for the Bourgeoisie who dominate in the Hegemonic society. The Bourgeoisie hold the power to influence what we

buy and where we visit (Disneyland) all for their own profit. Advertising also plays a part, showing adverts of happy families visiting Disneyland, making you want to go there.

✓✓  
A key concept which agrees with Argument A is mode of Address, which is how we are 'spoken' to. Argument A suggests that because of 'Disneyization' the mode of address used to address everyone is as if they were children, even adults. This is essentially because Disney is more for children and not to ruin the 'magical' feeling for them. Also it makes adults feel like children again and excite them and to use such a tone as used with children is a happy tone, which makes everyone feel happy. This could make you encourage others you know to visit, or to even return yourself. Therefore it is to maximise Profitability mainly.

Post Colonialism is a theoretical perspective which also agrees with Argument A.

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

Answer

Leave blank

It deals with the issue of the continuing impact the colonial experience has on contemporary culture.

Originally Disney was American, now Disney is almost in every culture, this could be seen as cultural imperialism, where one country sees their culture as better than any other. Therefore

America enforced its culture on every other country due to cultural imperialism. It should also be borne in mind that the majority of characters in Disney films are white.

Eg The only example to contradict this is Aladdin, whom is Asian, however Aladdin is also 'the King of Thieves'. It stereotypes this culture, this is because Walt Disney was actually a racist. This is not emphasised as nowadays the Bourgeoisie who own Disney, who are also probably all white, want all races to be involved, hence 'Disneyization' in order to make even more profit.

Feminism is a theoretical perspective which criticises the

eg  
M  
society which would also agree with Argument A. Disney portray all women as slim and attractive. For example, in 'Sleeping Beauty' the gifts given to the princess is beauty, and the gift of song. Therefore showing that the dominant ideology, which is made up by men, is that all women should be beautiful and be able to sing, a stereotype of women. This then encourages a young girl to interpellate with a character and introduce to them false needs. Herbert Marcuse in his book 'one dimensional man' shows that only our false needs are tended to, for example, being like a Disney princess and buying things we do not need. (Commodity Fetishism) in order to fulfill these false needs. Marxist feminists would agree with that view, as they blame Capitalism for the disadvantaged position of women in society, and all leads to the Bourgeoisie making a profit out of stereotyping women in this way.



Post modernism is a theoretical perspective which deconstructs, criticises and parodies modern culture. It would agree with argument B, showing that Disneyization is a good thing, not just out to make money, but because people love Disney. A key concept within post modernism is Fragmentation, which is change, everyone has their own opinion. As Certeau says 'everyone is capable of individual thought'. Therefore Disneyization will not make profit by manipulating people, because we all have the choice to like or dislike Disney.

Post modernism would also agree with Argument A, as it shows how things have changed. Before Disney was just films and theme parks, now it has spread to every country in the form of shopping malls, restaurants, leisure centers, so now there is a wider range of Disneyfied activities for people to choose from in this fragmented society.

In conclusion, Disney has had

an influence on many cultures and people love Disney. However, people love Disney because of fond childhood memories, and intepellation, and the hiding of the fact that walt Disney himself was racist. Disney is purely to make a profit, it is a bussiness and no longer happiness for those who love it.

*Focuses closely on the pt i the qns.  
Uses conceptual material effectively  
Same eval*

*Lit- (32)*

06

Objects of Desire are things we possess, or would like to possess, or even others possessions. The view that 'we don't really desire objects at all; we desire the status that the objects give us' will be discussed using the key concepts that come under objects of Desire.

Ostentatious displays of wealth are objects of Desire which show to others how well off you are. This would therefore agree with the statement that the objects we own are more to show our status than anything else. We tend to tell people about what we have, rather than what we do. An example of an ostentatious



display of wealth would be a diamond ring. It would serve no other purpose than to show others that you have money and do not need to worry, it also shows a disdain for labour. Ironically the middle classes, who have always had money; born into it are the least likely to partake in ostentatious displays of wealth, this is because they have status and they know it without having to prove it. The working classes tend to do this more, for example, footballers and their wives, who were once average people, feel the need to show off their new found status with flashy cars and designer bags (Victoria Beckham likes to match her handbag with the car she is getting in). Moreover, some lower class people may buy designer things in order to be like a celebrity they interpellate with. For example, if you interpellate with Cheryl Cole you may buy her eyelashes, or L'oreal hair products in order to be like her. Therefore, we do not really desire the objects but the status of the celebrity

we want to be like.

This is all linked to class. Bourdieu put forward a theory he calls Habitus which shows that what we buy is linked to our class. Even shopping in Waitrose could ~~be~~ arguably be an ostentatious display of wealth. Only the higher classes can afford to shop in Waitrose, and it therefore shows their wealth by doing so, instead of going to a Tesco which is cheaper. Therefore, our class determines what we buy and shows our status within society; we do not desire Waitrose food but it gives us a status which is high, by shopping there.

Conspicuous Consumption is the ability to distance oneself from the dirty, sordid details of production. A good example of this is 'blood diamonds'. People buy diamonds, knowing that people in other countries die to produce them and earn no profit out of them for themselves. However to own a diamond would symbolise wealth. Therefore people continue to buy them, only for the status that the diamond

would symbolise and not because they want a diamond. Who would want a diamond, knowing that it may have someones blood on it, who lives in poverty and maybe even died to give you a rock? Unless of course it shows wealth and status. Objects of Desire are linked to self and identity. The sense we have of ourselves comes from the reaction ~~of~~ and ~~other~~ comparison of others. We get this reaction from our objects of desire, also if we own what others own we feel good about ourselves as we are not lower in status than others. Therefore we do not want objects, but want to feel good about ourselves.

To disagree with this statement advertising could be used. For example we do actually desire the objects; not necessarily for the status that the objects give us, because we in fact ~~think~~ are made to think we want the objects. Advertising does this, ~~by~~ Freud said that we all have hidden, unconscious desires linked to sex and aggression, and advertising plays on these hidden desires. It manipulates

us into wanting to buy the objects. This is false needs, Marcuse believes that only our false needs are tended to and our real needs such as freedom and happiness are not. However, it can be argued that there is no way to satisfy our real needs and so we tend to our false needs by buying objects we desire in mistake for our real needs.

Religion would also disagree with the statement as Buddhists, Hindus and Christians would see objects of desire as greed. For Christians Greed is one of the seven deadly sins, therefore we should not in fact desire any objects, especially if only for status and nothing else.

In conclusion, most arguments suggest that the objects we desire are mainly in order to gain a status from owning such an object, and that in fact we do not really desire the object at all (blood diamonds)

Thoughtful & well-informed  
considers different aspects of status ✓✓