

General Certificate of Education
June 2006
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Monday 12 June 2006 1.30 pm to 3.00 pm

For this paper you must have:

- an 8-page answer book

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS5.
- Answer **two** questions.
Answer **Question 1** from **Section A** and **one** question from **Section B**.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

Advice

You are advised to:

- draw on relevant theoretical perspectives (feminism, Marxism, post-colonialism, postmodernism);
- use the key concepts (culture, ideology, identity, mode of address);
- illustrate your answers with appropriate examples.

SECTION A

Answer Question 1.

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- 1** Some commentators have argued that the cultural habits of the rich and the poor are still very different. The rich and powerful have developed a taste for low culture in addition to maintaining their interest in high culture. Poorer and less powerful people, on the other hand, continue to be excluded from, or show no interest in, high culture.

What are the strengths and weaknesses of this view of cultural consumption in contemporary society? *(30 marks)*

SECTION BAnswer **one** question from this section.

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- EITHER 2** Individuals have sometimes been described as ‘carriers of ideology’.
- Discuss this idea in relation to personal appearance and communication. *(30 marks)*
- OR 3** “In modern times the identity of organisations seems to be more fixed and reliable than the identity of individuals.”
- Discuss this view of organisations and the ways in which they communicate. *(30 marks)*
- OR 4** “It is quite wrong to see the mass media as a dominant influence in society. In fact, they provide many opportunities for the expression of different voices and competing ideologies.”
- Using examples drawn from one or more media, critically evaluate this view of the role of the mass media in contemporary society. *(30 marks)*
- OR 5** “A city has many different meanings to different people at different times.”
- Examine this view of the meanings of the city or any other example of the constructed environment with which you are familiar. *(30 marks)*

END OF QUESTIONS