

General Certificate of Education
June 2007
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Monday 11 June 2007 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: Question 1 in Section A and **one** other question from Section B.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

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.

- 1** ‘Popular culture is easy and, in many cases, mindless entertainment. People who want that sort of thing should pay for it themselves; it is totally undeserving of financial support through public subsidy. High culture, on the other hand, is worthy of public subsidy because it is more difficult, more demanding and commands respect throughout the world.’

Starting with an analysis of the view expressed here, examine the arguments for and against the use of public money to subsidise cultural activities. *(30 marks)*

SECTION B

Answer **one** question from this section.

- EITHER 2** What can be learnt about contemporary culture by an observation of people’s appearance, their use of language and their personal possessions? *(30 marks)*
- OR 3** The quotation is not reproduced here due to third-party copyright constraints. The full copy of this paper can be obtained by ordering CMS5 from AQA Publications. Tel: 0870 410 1036
- Using specific examples show how organisations use brands and corporate communication to make a favourable impression on the public. *(30 marks)*
- OR 4** Is dominant ideology challenged or reinforced by the mass media? *(30 marks)*
- OR 5** Discuss the ways in which different theoretical perspectives can offer contrasting explanations of the meanings generated by a place or space. *(30 marks)*

END OF QUESTIONS

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