

General Certificate of Education
January 2008
Advanced Level Examination



COMMUNICATION STUDIES
Unit 5 Culture, Context and Communication

CMS5

Tuesday 29 January 2008 9.00 am to 10.30 am

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 good English, to organise information clearly and to use specialist vocabulary where appropriate.

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 “Barriers between high culture and popular culture have been broken because contemporary society demands a positive and diverse approach to ethnicity, gender and social class.”

To what extent do you agree with this view of the changing relationship between high culture and popular culture? *(30 marks)*

SECTION B

Answer **one** question from this section.

EITHER

- 2 To what extent does their use of personal communication position individuals in relation to dominant ideology? *(30 marks)*

OR

- 3 Organisations may communicate with brands, advertisements, building designs, staff uniforms and public relations campaigns, amongst others.

What do you understand by ‘mode of address’ in the context of organisational communication? *(30 marks)*

OR

- 4 Audiences have come to expect television and radio programmes as well as internet sites which encourage us to interact and participate in various ways.

To what extent has the power relationship in the media shifted from producers to consumers? *(30 marks)*

OR

- 5 Images of buildings and the environment are often used to represent national, local or even individual identity. For example, pictures of the Houses of Parliament or of idyllic countryside may be used to express ‘Britishness’.

Using examples, explore the relationship between the constructed environment and identity. *(30 marks)*

END OF QUESTIONS