



General Certificate of Education  
Advanced Level Examination  
June 2010

# Communication and Culture      **COMM3**

## Unit 3    Communicating Culture

Wednesday 16 June 2010    1.30 pm to 3.30 pm

**For this paper you must have:**

- a 12-page answer book.

**Time allowed**

- 2 hours

**Instructions**

- Use black ink or black 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 COMM3.
- Answer **two** questions: the compulsory question from Section A and one question from Section B.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

**Information**

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.
- This paper tests the following **Assessment Objectives**:
  - your ability to communicate in the register of Communication and Culture (AO1)
  - your understanding of the content and concepts of Communication and Culture (AO2)
  - your ability to apply your knowledge in the context of the questions (AO3).
- The **Cultural Sites** referred to in this paper are:
  - Spaces and Places
  - Objects of Desire
  - Fictions.

COMM3

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**Section A**

Answer the **one** compulsory question in this section.

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**Question 1**

0	1
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In September 2008, all 2200 tickets for the opening night of the Royal Opera House's new season were made available exclusively to readers of *The Sun*, Britain's biggest selling daily newspaper. *Sun* readers entered a ballot for tickets, with winners paying between £7.50 and £30 to see the performance of Mozart's *Don Giovanni*. Regular prices go up to £195.

*The Sun* claimed that the night was 'an amazing moment in British culture'.

Carefully examine **Argument A** and **Argument B** opposite.

Referring to the example of *The Sun* and the Royal Opera House, use your knowledge of selected theoretical perspectives and key concepts to evaluate Argument A and Argument B.

(40 marks)

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**Section A (continued)**

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**Argument A**

The boundaries that used to exist between different cultural practices – especially those traditionally labelled as ‘high culture’ and ‘popular culture’ – are being well and truly broken down in today’s world. For example, watching football used to be a pastime for working class males whilst playing golf was a middle class activity. These days you find all sorts of people at a football match or playing golf. It is just the same with opera, ballet and the theatre; they are all pretty affordable now and many art galleries and museums are free.

Today’s cultural practices are different and diverse, but the idea that some are better or more valuable than others is no longer relevant. *The Sun* link-up with the Royal Opera House is a perfect example of just how much the cultural landscape has changed.

**Argument B**

*The Sun* publicity stunt serves only to illustrate the deep cultural divisions in contemporary society. Participation in cultural activities is not just a matter of affordability; it is more about what you know (cultural capital) and who you know (social capital). In many cases it is the specialist knowledge, the codes of dress and behaviour that deter people from participation. If you are not familiar with this knowledge and these codes, you are placed in a position of vulnerability and potential embarrassment.

Furthermore, social capital and cultural capital make sure that certain cultural practices such as opera-going are given the highest status. The cultural tastes of the dominant class are made to seem naturally superior and social distinctions are maintained.

**Please turn over for the next question**

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**Section B**

Answer **one** question in this section.

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The **Cultural Sites** referred to in this section are:

- Spaces and Places
- Objects of Desire
- Fictions.

**Question 2**

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 Choose **two** of the three cultural sites. Show how contrasting theoretical perspectives have helped you to understand the relationship between these sites. *(40 marks)*

OR

**Question 3**

0	3
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 Choose **one** of the three cultural sites. Explain why ideology is a significant concept in the understanding of this site. *(40 marks)*

OR

**Question 4**

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 It has been argued that **spaces and places** communicate power relations in society. Drawing on contrasting examples, explore this view of spaces and places. *(40 marks)*

OR

**Question 5**

0	5
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 '**Fictions** are significant in reinforcing cultural values and beliefs.' Discuss this view of fictions in contemporary culture. *(40 marks)*

OR

**Question 6**

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 What is the relationship between identity and **objects of desire**? *(40 marks)*

**END OF QUESTIONS**