



General Certificate of Education
Advanced Level Examination
June 2011

Communication and Culture **COMM3**

Unit 3 Communicating Culture

Wednesday 22 June 2011 1.30 pm to 3.30 pm

For this paper you must have:

- an AQA 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 the answer book. Cross through any work that you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- All questions carry equal marks.
- The marks for questions are shown in brackets.
- 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
 - Fictions
 - Objects of Desire.

COMM3

Section A

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

Question 1

| | |
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The increasing influence of Disney-style theme parks on culture at large has recently been acknowledged by the use of the term 'Disneyization'.

Carefully read **Argument A** and **Argument B** (opposite) relating to Disneyization, before attempting the task below.

Task:

Use your knowledge of theoretical approaches and key concepts to evaluate the contrasting views of Disneyization expressed by Argument A **and** Argument B.

(40 marks)

Section A (continued)

Argument A

This country – and almost every other country – is becoming a giant theme park modelled on the likes of Disneyland. Shopping malls, holiday resorts, leisure centres and fast food restaurants have all copied the Disney approach in order to maximise profitability.

Everywhere we go we find the same ‘themed’ retail outlets, the same merchandising based on corporate brands and logos. Employees dress up in the company colours and address everybody, no matter what age, as if we were all children.

Argument B

The main point to understand about Disneyland theme parks is that people love them. It is not surprising that other places and cultural practices have been modelled on the same principles: safe, wholesome enjoyment in a bright, clean environment. Whether watching sports events, shopping, going on holiday or visiting a theme park, we appreciate the comfort and predictability of the Disneyized experience. We like the familiarity, the welcoming smile and the playful atmosphere. They make us feel good about ourselves. It is reassuring to know that these qualities can be found in places all over the world.

Turn over for Section B

Section B

Answer **one** question from this section.

The **Cultural Sites** referred to in this section are: Spaces and Places, Fictions and Objects of Desire.

EITHER

Question 2

0 2 Through a detailed analysis of cultural products and/or cultural practices, demonstrate your understanding of the relationship between **two** of the three cultural sites. *(40 marks)*

OR

Question 3

0 3 Discuss the significance of discourse and/or mode of address in relation to **one** of the three cultural sites. *(40 marks)*

OR

Question 4

0 4 Using contrasting examples, show how **spaces and places** can generate different meanings. *(40 marks)*

OR

Question 5

0 5 'A culture would be nothing without its fictions.' Consider this view of the contribution that **fictions** make to the communication of culture. *(40 marks)*

OR

Question 6

0 6 'We don't really desire objects at all; we desire the status that objects give us.' Do you agree with this view of **objects of desire**? *(40 marks)*

END OF QUESTIONS