



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme January 2004

GCE

General Studies B

Unit GB4W

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Unit 4

Conflict-Resolution

Answers given in the mark scheme are not necessarily definitive. Other valid points will be credited.

Imagine you are an adviser to the Archbishop of Canterbury. Write a report, divided into the following three sections, that analyses:

- (i) the nature of the problem outlined in this article; *(15 marks)*
- (ii) which parties you consider to be responsible for the problem and why; *(15 marks)*
- (iii) what measures might be taken in the short and long term to resolve the problem. *(20 marks)*

A further ten marks will be awarded for communicating in a concise and logical way in a form appropriate to report writing. *(10 marks)*

General Grid**(i) Knowledge and Understanding (0-15 marks)**

In awarding marks in this section, examiners should be concerned with the candidate's knowledge of the situation, and understanding of the problem.

- 11-15 the focus is clear and well-chosen; knowledge is thorough and comprehensive; and the problem is evidently well understood.
- 6-10 the focus is less clear; knowledge is adequate for the task in hand; and the problem is quite well understood.
- 1-5 the focus is unclear; too little is known about the situation; and understanding of the problem is limited.
- 0 no relevant knowledge and understanding.

(ii) Critical Analysis (0-15 marks)

In awarding marks in this section, examiners should be concerned with the candidate's understanding of the different interests involved, and appreciation of the limits of each in terms of their knowledge, their beliefs and their interpretation of the facts.

- 11-15 there is thorough understanding of the relative positions of the interest groups and their impact on the situation. There is also clear appreciation of their knowledge, their beliefs, of their interpretation of the facts, and of the limits of their knowledge-base and impartiality.
- 6-10 there is appropriate understanding of the relative positions of the different interest groups and their impact on the situation. There is also some appreciation of their knowledge, their beliefs, of their interpretation of the facts, and of the limits of their knowledge-base and impartiality.
- 1-5 there is little apparent understanding of the relative positions of the different groups and their impact on the situation. There is also little appreciation of their knowledge, their beliefs, of their interpretation of the facts, and of the limits of their knowledge-base.
- 0 no critical analysis or judgement.

(iii) Evaluation and Interpretation (0-20 marks)

In awarding marks in this section, examiners should be concerned with the appropriateness and thoughtfulness of the steps chosen for resolving the problem in an interdisciplinary context.

- 16-20 marshalling of evidence is excellent, and conclusions drawn are highly appropriate; facts and values are well integrated in a very thoughtful resolution of the problem.
- 11-15 evidence is well marshalled, and appropriate conclusions are drawn; data, concepts, and opinions are quite well integrated; the resolution suggested is an appropriate one.
- 6-10 adequate evidence is marshalled, and conclusions are drawn; there is some confusion of factual matter and opinion; the resolution suggested is partly appropriate.
- 1-5 little evidence is presented, and conclusions are limited; evaluation is limited, and indistinguishable from factual matter; resolution of the problem is questionable or absent.
- 0 no relevant evaluation or conclusion.

(iv) Communication (0-10 marks)

In awarding marks in this section, examiners should be concerned with the clarity and accuracy of communication and with the logical progression of ideas.

- 8-10 the language used is in an appropriate register; ideas and information are organised in a well-structured, logical way; there are few errors, if any, of punctuation, spelling and grammar.
- 4 - 7 the language used is mostly appropriate and generally clear; links between ideas and information are for the most part clear and adequately structured; there are some errors of punctuation, spelling, and grammar, but these do not hinder communication.
- 1-3 the language used is mostly imprecise or inappropriate; links between ideas and information are not always clearly made though there is some structure; there are errors of punctuation, spelling, and grammar, some of which may obscure points made.
- 0 no relevant knowledge and understanding.

Specific Grid**(i)**

- (a) The underlying problem is that many (young) people are not interested in religion and do not attend church at Christmas or any other time. Lack of appeal of the churches.
- (b) Any form of advertising is commercial activity. It is hypocritical of churches to adopt a commercial approach themselves to attack the commercialisation of Christmas.
- (c) The campaign could be seen as “dumbing down” religion, which may prevent people from taking religion seriously.
- (d) Far from attracting new people to church, the campaign runs the risk of offending and driving away existing churchgoers, thus leading to a further decline in numbers.
- (e) There is no evidence that the campaign would have any effect upon young people. It is a relatively small campaign and will not reach large numbers of them.
- (f) The campaign could be said to be in bad taste e.g. tampering with major works of art.
- (g) The campaign could be said to be a waste of money, even though it was acquired at a reduced cost.
- (h) The campaign highlights divisions within Christian churches e.g. individuals (Peter Mullen/Margaret Pointer) hold different views from the Churches Advertising Network and from the Archbishop of Canterbury.
- (i) The campaign symbolises the further secularisation of society/decline in religion.
- (j) The Mail on Sunday may be biased and creating or exaggerating the problem.
- (k) The church has not properly addressed declining membership/attendance.

(15 marks)**(ii)**

- (a) The Advertising Network is out of touch with the churches it represents. It clearly holds different views from some church officials.
- (b) The Advertising Network may also be out of touch with the young people it hopes to attract.
- (c) Church officials did not anticipate the controversy the campaign might attract or the potential offence it might cause.
- (d) Mullen and Pointer are responsible for causing friction within the church. They may be deliberately trying to cause trouble by creating a problem where one does not exist.
- (e) Churches are responsible for creating their own decline. Had they responded to changes in society, they might have retained members and would not need to advertise.
- (f) Young people have turned their backs on religion, making such campaigns necessary.

- (g) Retailers etc. have lost sight of the real reason for Christmas as a celebration of the birth of Jesus. Everyone who supports the commercialisation of Christmas contributes to the decline of religion.
- (h) The commercial advertising agency (Radioville) that has subsidised the campaign is responsible for enabling it to take place. Had it charged the full price, the campaign would not have happened.
- (i) The Mail on Sunday is responsible for its interpretation of the story and for possibly reporting in a biased way.

(15 marks)

(iii)

Short-term measures

- (a) The campaign is a superficial attempt to attract young people to church. Churches should find less controversial ways of encouraging them e.g. by adopting more contemporary styles of worship.
- (b) Churches also need to find ways of continuing to appeal to existing regular worshippers.
- (c) The Churches Advertising Network should find a less commercialised way of raising the profile of the churches affiliated to it e.g. good deeds that might have attracted free publicity such as helping the homeless at Christmas.
- (d) The money spent on the advertising campaign should be spent on more worthy causes, which might have been more in keeping with the Christian ideal of helping the less fortunate.
- (e) The concept behind this campaign of attracting young people to church might be commendable, but the choice of advertising materials should be more sensitively selected.
- (f) Withdraw this advertising campaign.

Long-term measures

- (g) The campaign attacks the symptoms of decline in Christianity, not the causes. Churches should look more deeply at the underlying secularisation problem and how they might contribute to addressing it.
- (h) The churches involved should talk more widely to each other about strategies to raise their profile, come to an agreement and present a more united front to the public.
- (i) The commercialisation of Christmas is beyond the control of churches. While there is so much money to be made from Christmas and the public continues to support it, there is nothing churches can do.

(20 marks)

Approximate distribution of assessment objective marks

Questions	((i) (ii) (iii))	(Comm)	
AO1	15		
AO2		10	
AO3	22		
AO4	13		
Total marks	50	10	60