



General Certificate of Education  
Advanced Level Examination  
June 2014

## General Studies (Specification B)

## GENB3

Unit 3 Power

### Insert

#### Source Material

These texts are to be read in conjunction with the questions in unit GENB3.

<sup>A</sup> The questions arise from the texts.

Use the texts, your own knowledge and examples to answer **both** questions in Section A, and **either** Question 03 **or** Question 04 from Section B.

## Text A

### What is Authority?

We often do what others say we should do.

“Luke, give me your lunch money or I will hit you,” said Al.

“Amy, please brush your teeth,” said Amy’s mother.

Amy’s mother and Al each told someone what to do. Both used power.

Someone has power when they tell people what to do and they do it.

Amy’s mother had authority.

Authority means to have the right to use power. It is the right to tell others what to do. Al has power but does not have the authority to use it.

A job can give you authority, or the right, to tell others what to do.

The law can give you the right, or authority, to tell others what to do. A police officer may tell you to wear a seat-belt when riding in a car. The law gives the officer the right to do this.

Sometimes, people use power but they do not have the right to do so. A school bully might tell you to leave the school yard. Robbers might tell you to give them money. They do not have the right to make you do these things. They use power without authority.

Source: adapted with permission of the Center for Civic Education, USA, [www.civiced.org](http://www.civiced.org)



### What are the benefits of Authority?

- solving problems and helping to keep us safe
- helping us to share things in a fair way
- helping us to protect property and to settle arguments.

### What are the costs of Authority?

- we will not be free to do what we want
- we might have to pay someone to take the position of authority
- we have to make sure that the person in authority does not have to do all the work
- we must watch those in authority so they do not use their power unfairly.

Source: Football Referee, Image Source, © Getty Images  
 ‘Keep off the Grass’ sign, DAVID EMMITE, © Getty Images

## Text B

### West Midlands Police Mission Statement



#### Consultation mission statement & objectives

Because effective policing can only be achieved with the support and co-operation of local people, our mission is to obtain the views of local people and communities in the West Midlands about matters relating to the policing of the area.

Through consultation the Authority will:

- Discuss the public attitude towards the existing Policing Plan and use this information to develop future plans.
- Listen to people's views on local crime and safety matters.
- Take people's views into account in the planning process.
- Reach as broad a spectrum of the population as possible.
- Respond to concerns / queries from the public in a sensitive and speedy manner.
- Develop further partnerships with the public and other organisations involved with crime and disorder issues.
- Continually seek to improve the consultation process.
- Involve all officers and support staff in consultation matters.
- Assess satisfaction levels regarding the quality of delivery of service.
- Assess the quality of community relations with the police.
- Provide appropriate information to the public regarding police performance.
- Assess residents' overall satisfaction with neighbourhoods relating to quality of life issues.

Our Policing Plan sets out the priorities for policing the area and the targets against which we will measure the success of the Force in achieving them. We set our priorities by taking into account the views we hear from the people in the area through our consultation process.

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## Text C

### Who owns the media?

The UK, like most western countries, has a large number of newspapers, TV channels, radio stations and magazines all fighting for the public's attention. One of the benefits of press freedom is that it means lots of different opinions will be heard. Compare this to countries like Burma or North Korea, where the media is totally state-run and only the government's side of the story gets told.

But not every newspaper has a different owner, and most large media groups in the UK own at least two. Most of the time this just means that the same company runs a daily paper and a larger paper on Sunday, as with the *Daily-* and *Sunday Telegraph*, or *The Guardian* and *The Observer*. But in other cases, one group can own two or more different titles that appeal to very different audiences. News International, for example, owns not only *The Times* and *The Sunday Times*, but *The Sun* (and, until recently, the *News of the World*) as well. News International is also part of News Corporation, which owns Sky TV.

This means that one company controls a large part of the UK's media, and has a lot of say in what news stories are read by millions of people. Some people worry that when one company has too much influence it can affect the quality of news available to the public.

### Other media organisations

Most broadcasters in the UK (and all newspapers) are independent, meaning that they have full control over the stories they publish. However, there are also media regulators whose job it is to monitor the media and make sure they do not publish inappropriate content.

Media regulation in the UK is quite weak. On the one hand, an independent regulator called the **Office of Communications** (Ofcom) makes sure that no one person or company can control too many TV channels, and can also stop programmes from being broadcast if they break certain rules. On the other, newspapers do not have to deal with these kinds of strict rules. Although a **Press Complaints Commission** (PCC) exists to deal with stories that may be inappropriate or illegal, the commission does not have any power over papers – the most that it can do is demand that the newspaper print an apology for a story. Many would like to see the PCC given real power, but the media have always opposed the idea, saying it would limit press freedom.

### What do you think?

Does it matter who owns the media? Is it a problem if one person or company owns lots of news sources? Should there be stricter rules in place to stop them from doing so? Should the PCC and Ofcom be given more power, or would this restrict free speech?

Source: 'Who owns the media?', Debate #43, [www.headsup.org.uk](http://www.headsup.org.uk), Nov–Dec 2011  
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## Text D

### Four of the biggest social media failures

With companies constantly looking for new ways to connect to their customers, it was inevitable that the globe's biggest brands would turn to social media sites as a means of promoting their products. This has led to some unfortunate social media mishaps:

#### Habitat's Trending Topics

In June 2009, British furniture store Habitat jumped on the Twitter bandwagon, using the trending topics feature as a way of promoting a £1,000 giveaway. Whilst the majority of the tweets used harmless hashtags, Habitat was criticised for using the hashtags #IRAN and #MOUSAVI which pertained to the protested Iranian election result that year. Habitat offered a swift apology and promptly fired the employee responsible for the mishap.

#### Snickers' Sponsorship

An attempt from the marketing team at Mars Incorporated to boost their product sales led to a full-blown investigation by the Advertising Standards Agency in 2012 after it emerged the company was paying celebrities to tweet about Snickers. The move by Mars saw the company paying celebrities such as Rio Ferdinand, Katie Price and Ian Botham to post "teaser tweets" before finally revealing "You're not you when you're hungry" followed by a link to the Snickers website. Twitter users responded by asking things like "Do you really need money that bad" and "I'm not on here to be advertised at." The company was cleared by the Advertising Standards Agency.

#### Microsoft's Facebook Poll

In late 2011, Microsoft's Windows Phone division decided to run a poll on Facebook to find out what the first feature was that people loved about their new phone. Users of the website quickly realised that they could add their own voting options to the poll and immediately inappropriate options began to appear and became some of the most voted-on answers.

#### Guinness QR codes

Guinness has launched a campaign using QR codes on its glasses. QR (Quick Response) codes are square barcodes that can be scanned by a smartphone to direct the user to a website. The feature will supposedly let you update your "Guinness pint-drinking status" on Facebook and get money-off coupons for your next pint. Whilst in theory it seems like a good idea, we can't remember the last time we scanned a QR code, let alone had any interest in updating our "pint-drinking status". While Guinness's scheme might succeed, it feels like a gimmick that is doomed to fail.

Source: article adapted from *The Telegraph*, May 2012  
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