



General Certificate of Education
Advanced Level Examination
June 2013

Communication and Culture **COMM3**

Unit 3 Communicating Culture

Wednesday 5 June 2013 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 your answer book. Cross through any work you do not want to be marked.

Information

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

Section A

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

Question 1

0	1
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The values, attitudes and beliefs we have about age and ageing are strongly shaped by our culture. These ideas relate to areas such as beauty and appearance, employment, consumer behaviour and leisure pursuits. Some critics argue that today's age-obsessed culture sees all signs of ageing as weak and undesirable. Others, however, argue that children today are under pressure to grow up too quickly.

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

Task:

Use your knowledge of selected theoretical perspectives and key concepts to evaluate the contrasting views expressed by Argument A **and** Argument B. *(40 marks)*

Section A (continued)

Argument A

We are living in an increasingly infantilised culture. Nobody wants to grow up anymore and nobody wants to take responsibility. We resist all outward signs of ageing so that adults seem to want to dress and behave like youngsters by eating children's food, playing kids' games and enjoying the leisure activities usually associated with teenagers. Age discrimination is rife in most walks of life; not just in entertainment and the media. The cult of youth is so powerful that success in many fields is out of bounds to the over thirties.

We are so used to being pampered, kept safe and looked after by the 'nanny state' that we have lost the will and the ability to look after ourselves as adults.

Argument B

Far from being an 'infantilised culture', today's culture is one in which the pleasures and joys of childhood are being sacrificed. From a young age, children are encouraged to dress like adults and to share adult tastes in all cultural products and practices, including music, entertainment, leisure activities, social networking and personal possessions. One particularly sad example is the world of pre-teen girls' fashion. Under the influence of celebrity role models, suggestive and inappropriate clothes have become commonplace for this group.

In such an intensely commercialised culture, it seems there is very little space for childhood or youth.

Turn over for Section B

Turn over ►

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 Explain why you find a particular theoretical approach helpful in the analysis of the intersection between **two** sites of culture. *(40 marks)*

OR

Question 3

0 3 Discuss the meanings and practices of everyday life associated with **one** of the three cultural sites you have studied. *(40 marks)*

OR

Question 4

0 4 'All environments subtly include or exclude certain groups of people as well as certain values and beliefs. In this sense, environments are ideological.'

To what extent do you agree with this view of **spaces and places**? *(40 marks)*

OR

Question 5

0 5 Culture exposes us to so many stories that we often perceive our own experiences and relationships in narrative terms; we see ourselves as characters in our own fictions.

Discuss this view of **fictions**. *(40 marks)*

OR

Question 6

0 6 'A few material objects are required to serve survival needs such as food, warmth and shelter. Apart from these, the value we place on material things is purely symbolic.'

Discuss this view of **objects of desire**. *(40 marks)*

END OF QUESTIONS