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FOR WALES



Key skills communication Level 3 – Celebrity Culture

Tuesday 14 June 2005

Test Paper

YOU NEED

- This question paper
- The source booklet
- An answer booklet
- A pen with black or blue ink

You may NOT use a dictionary

Do NOT open this paper until you are told to do so by the supervisor

THERE ARE TWO PARTS TO THIS TEST

Part A (total 25 marks) consists of 4 short-answer questions

Part B (total 25 marks) consists of 1 extended-answer question

Total marks available: 50

Try to answer ALL the questions

YOU HAVE 1 HOUR 30 MINUTES INCLUDING READING TIME

INSTRUCTIONS

- Make sure your personal details are entered correctly in the answer booklet
 - Read each question carefully
 - If you use extra paper, make sure that it has your name and candidate number on it and is securely attached to your answer booklet
 - At the end of the test, hand your answer booklet, the question paper, the source booklet and all notes to the supervisor
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REMEMBER: YOU HAVE 1 HOUR 30 MINUTES TO FINISH THE TEST

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Celebrity Culture

Read documents 1 to 3 then answer the questions which follow.

- Document 1 Based on *Seeing by Starlight* by Carlin Flora, Psychology Today, Aug 2004, and *Celebrity Sells* by Hamish Pringle, Wiley and Sons, 2004.
- Document 2 Based on *Celebrity Culture in America* by David McNair, The Rutherford Institute, November 2003.
- Document 3 Adapted from *Holmes too busy working to bask in celebrity status*, by Peter Bee, The Guardian, 20 September 2004.

Part A: Short answer questions

In this section you will be given marks for:

- identifying accurately, and comparing, the lines of reasoning and main points from the documents
 - synthesising the key information in a way that is relevant to the purpose.
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1 Using Documents 1 and 2, identify **three** effects of celebrity culture on the people who follow it.

4 marks

2 Briefly describe the meaning of the cartoon strip in Document 1. To what extent does the cartoon strip support the arguments put forward in Documents 1 and 2?

6 marks

3 Identify **three** positive aspects of celebrity status suggested by Document 3 and assess the extent to which these differ from those aspects of celebrity status described in Documents 1 and 2.

7 marks

4 Using Documents 1 and 2, identify and compare **two** views that present celebrities as "pseudo people" with two that show they are "just like us".

8 marks

Part A Total 25 marks

Part B: Extended-answer question

In this section you will be given marks for:

- using a format and style of writing that is appropriate to the purpose
 - organising the relevant information from all three documents clearly and coherently
 - using your own words where appropriate
 - writing legibly using accurate spelling, punctuation and grammar.
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5 The Media Studies Department of your local college is considering running a course on celebrity culture. The Head of Media has asked you to write a structured report in which you:

- outline the main features of celebrity culture
- consider how an increased knowledge and awareness of celebrity culture could be seen as both positive and negative for students
- make recommendations about its value as a college course.

Use your own words but base your response on information from the documents.

25 marks

End of test