



Unit Number

U3051249/KC3T**Key Skills****Communication****Level 3 - Celebrity Culture****Tuesday 14 June 2005****Total Marks: 50****No. of Questions: 5****Time: 1 hour 30 minutes** (including reading time)**Materials required for examination**

This question paper

The source booklet

An answer booklet

A pen with black or blue ink

You may NOT use a dictionary**Instructions to Candidates**

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

In the boxes on the answer book, write your centre number, registration number, surname and initials. The paper reference is shown above.

If you use extra paper, make sure it has your name and registration number on it and is securely attached to your answer booklet.

At the end of the test, hand the test paper, the Answer Booklet(s) and all notes to the supervisor.

Marks will be awarded for accuracy of spelling, punctuation and grammar.

Information for Candidates

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.

Read each question carefully and try to answer ALL the questions.

Advice to Candidates

You are reminded of the importance of clear and orderly presentation in your answers.

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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