

Candidate Marks Report

Series : 6 2018

This candidate's script has been assessed using On-Screen Marking. The marks are therefore not shown on the script itself, but are summarised in the table below.

Centre No :	Assessment Code :	H580
Candidate No :	Component Code :	01
Candidate Name :		

Total Marks :

In the table below 'Total Mark' records the mark scored by this candidate.
'Max Mark' records the Maximum Mark available for the question.

Question Part

1	<p>Norms are the patterns of behaviour that we as a society believe to be normal. Norms are usually associated with the values of the society, thus are particular only to the culture of the one country. For example, British values, are being brought at school, i.e. Mason said wrote that history which is taught in British schools is ethnocentric and it only focus on British historical events even though Britain is brought to be a multicultural country in where the norms shouldn't only focus on what British people see as a norms.</p> <p>On the other hand, something norms vary across the world and cultures something that can be a norm in UK; may be different in other country i.e. Tchambou tribe, in where the roles are opposed, the female is the one who provides for the family and goes hunting. When the men are staying behind and trying their best to look good so they can attract attract a female.</p>
---	---



DO NOT WRITE IN THIS MARGIN

Question Part

2 In source A, it is evident that someone's disability ~~can lead to~~ can draw a gap between people, this can lead to stigma where the person is being blamed for their disability, as if it was their fault. Some sociologists believe that some disabilities are socially constructed meaning that they are being reinforced further by the society. An example of this could be the architecture of the building in where there are no lifts. This disadvantages the people who move around using wheelchairs. 1995 Disability act ^{stated that the equal treatment for people with disabilities} was meant to lead to closing the gap.

In source B ^{it is clear to} ~~we can clearly~~ see that the labeling has an impact on the disabled person identity. Sociologist such as Zola who also suffers polio, stated that words which are used to describe the person who suffers from an impairment either mental or physical, presents this person as unable to function by themselves. ~~She also~~ She noted the most common terms used which were "disfunctional", "disabled" etc. As is source it states that the introduction of equality legislation, was meant to bring about the



Question Part

2 change, so that disabled people won't feel like they do not belong into this society.

Some sociologists believe that people can overcome their label as "dependent" and actually work, have kids and take of the house such as Mumsnet ~~said~~ wrote, that ~~disabled~~ people who suffer from disabilities have a choice. They can either conform to the label or resist it. For example ~~disabled~~ dwarfs are in a society being seen as small people and they usually have been made fun of. However, there are couple of them who became known ~~actors~~ actors and are now making a lot of money.



DO NOT WRITE IN THIS MARGIN

Question Part

3

There has been a slight change in the way age identities that are being seen now compare to before.

This change can be seen when look at media ^{and childhood}. Postman suggested that ~~media~~ entertainment TVs leads to disappearance of childhood, much ~~to~~ more children know dress similarly to the adults, or listen to the same music. Which suggests that childhood now may take even shorter period of time. Little girls now are learning much earlier than before how to use make-up etc. This can be due to the fact that make up products are widely available and it's easy for them to learn how to do so, as the access to i.e. Youtube make-up tutorials and make-up guru is quick and easy.



Question Part

3	<p>Answer.</p>
	<p>The change can be also seen regarding the elderly. Older people used to be labeled as dependant and not unheathy etc. However now, sociologists like Clabe and Waters came up with the term active ageing in where the elderly people use their free time on doing many indoors as well as outdoors activities such as skydiving. There is also another term such as grey power silver surfers, which refers to the elderly people who use their free time not on complaining but on fun activities.</p>
	<p>However, this of this changes can be argued by Perry who states that the elderly are being marginalised when it comes to media, which is one of the most important agents in contemporary society, where they are the people that elderly are being lonely, and that media there are many barriers.</p>



DO NOT WRITE IN THIS MARGIN

Question Part

10 One way in which moral panics occur is as Interaktionist would see through labeling. Cohen studied two groups "mods" and "rockers", which were two groups who liked to rebel. The media labeled them as "dangerous", which escalated into forming moral panics, and as the media magnified the fight between the two groups, Cohen also focused on the language used by the people who influenced the groups was as if they wanted to come up with another fight.



Question Part

10	<p>Another way in which moral panics are being fanned is as, as Merton would say, the as a form of social control that the ruling class is using in order to create make people feel scared so that they will beg the government to do something about the arising issue. Such as Ford Ford would say that the moral panics are being used in order to to make the laws that they wanted, the moral panics are used as a justification and media is used to magnify the issue into to larger audience.</p>
11	<p>Hypodermic syringe model in another words the magic bullet theory is an example ^{part} of direct effects on audience. Packard suggests that the audience are being injected with the informations that are being shown in TVs, he believes that the audience are passive. Another example comes from Bandura, who done a study on the children. He showed them a clip of the kids hitting the Bobo doll. After</p>



DO NOT WRITE IN THIS MARGIN'S

Question Part

11 ~~At~~ he placed the Bobo doll in the same room as the child who was watched the clip. The results ~~confirmed~~ ~~the~~ support the hypodermic spring model as the child started to punch and kick the Bobo doll. This means that the effect of is being almost immediate and what we see in the TV have a huge effect on our behaviour in the future.

Hypodermic spring model can be also used when explaining what influence music have on us. Anderson studies music lyrics, he found that the ones who listened to the violent lyrics, have demonstrate more violent behaviours compare with the ones who listened to the non-violent lyrics. ~~Another~~ Suggesting that ~~the~~ the lyrics of the songs are being injected into our heads, and when we are being found in a ~~stark~~ ~~situation~~ ~~situation~~ we are more likely to act with violence. Hall also studied the lyrics but regarding to alcohol, what he found was that the people who listen to these lyrics were more likely to consume alcohol.



Question Part

M	
	<p>However, some socialologists believe</p> <p>However, some socialologists believe that media have an indirect effect on the audience. An example of this would be a Two-step model who states that the person focus on the bases their view on their opinion leaders. The first step is, the opinion leaders taking on anything that the from the media, a particular topic i.e. divorce, then the second step is, the opinion leader interpret the news based on the thought and beliefs and then have make a comment about how they feel about the divorce. The audience in this case takes on what the opinion leader had said and is more likely to believe it.</p>



DO NOT WRITE IN THIS MARGIN

Question Part

12	
	<p>Media representations of of different social groups is argued to reinforce the the interests of the ruling class.</p>
	<p>The portrayal of working class ^{under class} in the media, such as Murray would say make them seem as if they deserve to be the at the bottom of the society as they only focus on the the benefits etc. which make the ruling class, the people who are at the top of the society seem better and happier ^{richer}. Once studied the ^{Once studied the} ways in which ^{ways in which} underclass is being ^{underclass is being} portrayed, ^{portrayed,} we called it poverty ^{we called it poverty} part as the ^{part as the} underclass is making ^{underclass is making} fun of. ^{fun of.}</p>
	<p>However this can be argued by pluralists, who believe in choice. For example Fergee, as she studies the magazines ^{magazines} portrayal ^{portrayal} in the magazines, she found that ^{she found that} editors put in ^{editors put in} magazines only what ^{magazines only what} the audience wants to see, ^{the audience wants to see,} so the concept of supply and demand suggests that Middle class preferences who are said to be the ruling class.</p>



Question Part

have only do what is being expected from them i.e. including pictures of Jimmy gale and diets used by the celebrities.

The media portrayal of the ~~the~~ working class people, ~~stages~~ such as Owen Jones said is called "chavism" in which the working class are being presented as not serious but only looking for entertainment. Marxist would argue that this portrayal reinforces the interests of ruling class, as ~~it~~ even though the working class is being brainwashed into believing that the system is fair so that they won't come together and overcome the ruling class.

However, Nanni argues that ~~not~~ the ruling class isn't ~~an~~ always portrayed as ~~the~~ in a "perfect light" there are instances where the ruling class is being portrayed badly in media such as portrayals of Prince Charles, shows that the good and bad politics are being seen with the ruling class.

