

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE
F731/01/I
GENERAL STUDIES
The Cultural and Social Domains
INSERT
MONDAY 5 JUNE 2017:
Afternoon
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED 24pt**

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SOURCE A

The picture is a cartoon. It shows a television set labeled 'Media'. The television has an arm which is holding a spoon. The spoon is being used to feed a man who is sitting in front of the television in an armchair.



SOURCE B

Among older teenagers there is a pronounced switch away from watching television, particularly at the actual time when a programme is broadcast. Among 15- to 16-year-olds, less than a quarter would watch television as the programme is broadcast, rather than on a catch-up or on-demand service or through YouTube. Among this age group, 32% had no favourite television programme. Young people still showed a clear preference for watching television on a television set – with only a relatively limited number watching programmes on mobile phones.

Children go online to watch videos, listen to music, play games and research their homework – and older children use it for social networking, particularly girls. However, for young people that access the internet for entertainment, YouTube is the dominant destination.

SOURCE C

<p>Political party membership appears to be in terminal decline in the UK – so can anything be done to reverse the trend? And does it matter? It was once a source of cultural identity and pride for millions of British people. But at just over 1% of the population – low by European standards – party membership is fast becoming a minority pursuit. There are more members of the Caravan Club, or the Royal Society for the Protection of Birds, than of all Britain’s political parties put together.</p>	5
<p>There are many theories as to why this has happened. The public have grown cynical and disillusioned with politicians. We live in a more individualistic age. Politics itself has become too boring and managerial. There have also been profound changes in the way Britons spend their spare time since the days when the local Labour, Conservative or Liberal club was at the heart of the community. Most people don’t use politics for socialising in the way they might have done in the fifties and sixties, when you had a realistic chance of meeting your future husband or wife at a party dinner or dance.</p>	10 15 20

SOURCE D

<p>For the electorate, parties have traditionally been key communicators of political issues, and political educators of the general public. They also structure electoral choice: a party banner provides a shortcut to understanding a candidate’s position on issues. In this way they also encourage turnout, making the voting process simpler and therefore requiring less effort from the voter. They mobilise people to vote in a multitude of other ways too, stimulating interest in the election, campaigning and providing activists to encourage turnout. As organisations, parties seek elected office: finding, training and nurturing candidates for elections and filling leadership positions. They also represent the interests of their membership as well as aggregating their demands.</p>	<p>5</p> <p>10</p>
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