Component 3 Section A example questions with sources:

Example 1:

Source A:

Stuart Hall (1991) suggested that countries may display 3 different reactions to globalisation:

1. They may accept a Global Culture, and all countries will become more similar, which he referred to as *“Cultural Homogenisation”*
2. They may take in some parts of Global Culture alongside their more traditional culture, and develop a new, but still individual culture, which he called “*Cultural Hybridity”*
3. They may resist Global culture and fiercely protect their cultural heritage, becoming more traditional and Nationalistic, which he called “*Cultural Resistance”*

Arguably, there is evidence that all three of these responses are happening in different countries around the world, and in the UK.

*Source: OCR A Level Sociology Book 1 (Hodder)*

Source B:

Developments in digital forms of communication impact on globalization in various ways:

1. Time-space compression: Reducing the time taken to cross space
2. Time-space distanciation: social relationships are disconnected from issues of time and space
3. Impacts on culture: the movement of ideas, values, attitudes may lead to a loss of cultural distinctiveness. This has led to concerns about ‘cultural imperialism’.
4. With reference to the Sources, explain how digital communication may impact on globalisation. [9]
5. With reference to the Sources, discuss the view that digital communication has a negative effect on local communities. [10]

Example 2:

Source A:

Women have been found to be more likely to use social media to share content, but less likely to take a public standpoint on an issue, which may explain the greater presence of women in media sharing applications such as Facebook, whereas men tend to have more presence on verbal sharing media such as Twitter.

This may be related to the unfavorable responses women get to their comments, purely on the basis of their gender, suggesting that there is much misogyny in social media. Pornography, e-mail harassment, “flaming” (abusive or obscene language), and cyber-stalking are some of the issues faced by women. Journalist Martin Belam set up a spoof Twitter account and found that when posting as a ‘female’, the account received much more abusive and negative responses than when posting as a ‘male’. In 2013, presenter and academic Mary Beard experienced a torrent of abuse on Twitter, much of it sexualized, after an appearance of Question Time.

Source B:

By removing the barriers of distance and geography, sites like Facebook, Twitter, Tumblr, and Instagram have made activism easier than ever, facilitating public dialogues and creating a platform for awareness and change.

In 2015, women protested superficial red carpet questions female actors are asked at awards shows [by using the hashtag #askhermore](http://www.theguardian.com/film/2015/feb/23/reese-witherspoon-talks-up-askhermore-on-the-oscars-red-carpet). The hashtag trended in the lead-up to this year’s Academy Awards, and red carpet reporters mentioned the hashtag on air during the show and asked actresses some of the more substantial questions suggested on Twitter.

“[Hashtag activism](http://www.nytimes.com/2012/03/26/business/media/hashtag-activism-and-its-limits.html)” is a term that has been much [maligned](http://www.buzzfeed.com/krystieyandoli/do-hashtags-count-as-activism#.nybq5mLyv), but it has been effective at pressuring politicians and companies to change. Now, many institutions diligently monitor social media conversations about themselves.

Adapted from ‘How social media is changing the feminist movement’, Chittal, N. 2015 MSNBC website

1. With reference to the Sources, explain how digital forms of communication can have an impact on conflict and change. [9]
2. With reference to the Sources, discuss the view that developments in digital communication have been positive for women.  [10]