Cambridge Assessment International Education

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SOCIOLOGY **0495/11**

Paper 1 **May/June 2020**

2 hours

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

1552497353

INSTRUCTIONS

- Answer **two** questions in total:
  - Section A: answer Question 1.
  - Answer **either** Question 2 from Section B **or** Question 3 from Section C.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Blank pages are indicated.

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Section A: Theory and methods

Answer Question 1

1 Source A

Results from a content analysis of the working roles of women on UK television

	Type of Programme				
Working role of female character	**Comedy**	**Soap**	**Drama**	**Film**	**Total**
Unemployed	2	9	5	3	19
Housewife	9	14	12	11	46
Unskilled work	2	11	4	3	20
Semi-skilled work	2	7	9	3	21
Managerial	2	4	6	7	19

Fig. 1.1

Content analysis is used to research the media. This method measures the number of times a particular representation occurs. For example, a researcher may use content analysis to count the number of times women are represented in working roles on television.

This quantitative approach to analysing media content involves designing a classification grid of women's working roles on television (as Fig.1.1). The researcher then counts how many times women appear in these roles in a sample of different programmes.

To carry out content analysis it is important to work in a standardised way. This means all researchers must know exactly what to count and to make sure they are counting the same thing and recording their data in the same way.

(a) From **Source A**, identify the **two** types of programme in which the 'Housewife' role was most common. [2]

(b) Identify **two** methods, apart from content analysis, that could be used to gain quantitative data. [2]

(c) Using information from **Source A**, describe **two** reasons why it is important for researchers to work in a standardised way. [4]

(d) Describe **two** limitations of using content analysis in sociological research. [4]

(e) Describe **two** strengths and **two** limitations of using triangulation in sociological research. [8]

(f) Explain why some sociologists use official statistics. [10]

(g) To what extent are focus groups the most effective research method? [15]

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Answer **either** Question 2 **or** Question 3

Section B: Culture, identity and socialisation

2 Marshall McLuhan described the world as a global village. He argued that the world was becoming more interconnected and as a consequence we are now seeing the emergence of a global culture. This has an effect on identities, such as gender.

(a) What is meant by the term 'global culture'? [2]

(b) Describe **two** customs practised in society. [4]

(c) Explain how globalisation brings cultures closer together. [6]

(d) Explain why cultural diversity may be good for society. [8]

(e) To what extent is the family the most important agency in shaping an individual's gender identity? [15]

Section C: Social inequality

3 It is argued that the working class seek immediate gratification, they choose instant rewards instead of planning for greater rewards in the future. Sometimes fatalism is also an attitude associated with the working class that may affect their opportunities in the work place.

(a) What is meant by the term 'fatalism'? [2]

(b) Describe **two** examples of horizontal segregation in the work place. [4]

(c) Explain how deferred gratification may improve an individual's future opportunities. [6]

(d) Explain why being socially excluded can be negative for an individual. [8]

(e) To what extent does social class determine a person's life chances? [15]

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