

Exercise walk-through

Culture after 1945 ■ 8.5

eXercise

You must be able to

- state the CED's claim about mass culture
- name the three groups that challenged conformity
- explain why homogeneity provokes challenge
- connect this to 7.7's mass media

Method — The claim

Mass culture became increasingly homogeneous in the postwar years, inspiring challenges to conformity by artists, intellectuals, and rebellious youth. The homogeneity and the challenge are in one sentence.

Method — Three groups

Artists, intellectuals, and rebellious youth. The third becomes 8.12's counterculture.

Method — Why challenge follows

A shared culture makes deviation visible. When most people watch the same programmes and live in similar houses, difference becomes a statement rather than a circumstance.

Method — From 7.7

7.7 said mass media contributed to **the spread of national culture as well as greater awareness of regional cultures**. 8.5 records the first of those winning out, and the reaction it produced.

Practice 2.1 ■ 2 marks

State the CED's claim about mass culture.

Solution 2.1

Method: The claim

Worked steps

it became increasingly homogeneous **B1**, inspiring challenges to conformity **B1**.

Practice 2.2 ■ 3 marks

Name the three groups that challenged conformity.

Solution 2.2

Method: Three groups

Worked steps

artists **B1**; intellectuals **B1**; rebellious youth **B1**.

Practice 2.3 ■ 2 marks

Homogeneity provokes challenge.

(a) Explain why.

(b) State which of the three groups becomes 8.12's subject.

Solution 2.3

Method: Three groups

Worked steps

(a) a shared culture makes deviation visible **B1**, so difference becomes a statement rather than a circumstance **B1**. (b) rebellious youth **B1**.

Exam-style 3.1 ■ 1 mark

Mass culture in the postwar years became increasingly

A homogeneous

B regional

C silent

D foreign

Solution 3.1

Method: The claim

A homogeneous



B regional

C silent

D foreign

Worked steps

A. homogeneous.

Exam-style 3.2 ■ 1 mark

The challenge to conformity came from artists, intellectuals and

A rebellious youth

B corporations

C the military

D immigrants only

Solution 3.2

Method: The claim

A rebellious youth



B corporations

C the military

D immigrants only

Worked steps

A. rebellious youth.

Exam-style 3.3 ■ 1 mark

Most people watch the same programmes and live in similar houses.

- (a) State what happens to difference.
- (b) Explain why this invites a cultural challenge.

Solution 3.3

Method: Why challenge follows

Worked steps

(a) it becomes conspicuous **B1**. (b) conformity becomes something people can see themselves choosing **B1**, which makes rejecting it a meaningful act rather than an accident of circumstance **B1**.