



Please write clearly, in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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# AS

## COMMUNICATION AND CULTURE

Unit 1 Understanding Communication and Culture

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Tuesday 24 May 2016

Morning

Time allowed: 1 hour 45 minutes

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
- Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.
- This paper tests:
  - your ability to communicate in the register of the subject
  - your understanding of concepts and debates in Communication and Culture.



J U N 1 6 C O M M 1 0 1

IB/G/Jun16/E9

**COMM1**

Answer **all** questions in the spaces provided.

- 1** In any communication, the choice of medium influences the meaning. Such meanings respond to cultural change and developments in communication technology. For example, sacking an employee by text message could be particularly hurtful.

Choose **one** of the following and explore the influences that the choice of medium can have on a message. What sort of messages would be appropriate and/or inappropriate for your chosen medium?

- 1 (a)** Phone text (SMS) **[20 marks]**  
**or**

- 1 (b)** Twitter **[20 marks]**  
**or**

- 1 (c)** Facebook or other social network **[20 marks]**  
**or**

- 1 (d)** Photo-sharing site, eg Instagram. **[20 marks]**

Planning









**2** Our identity defines not only who we are but also how we interact with the world around us: what we see, what we say and what we do.

Explore, with specific examples, how your identity impacts on **one** of the following:

**2 (a)** the ways you perceive your environment and relationships **[20 marks]**

**or**

**2 (b)** the ways you speak **[20 marks]**

**or**

**2 (c)** the ways you act (how you interpret the rules of behaviour). **[20 marks]**

Planning



















4

“The past is a foreign country: they do things differently there.”

(LP Hartley)

The past is very much with us. Our history is a widely used feature in today’s popular culture, for example feature films, television programmes, computer games and graphic novels. However, some will argue that we still lack a sense of and knowledge of the past.

**Task:**

As a Communication and Culture student, use specific examples to explore the ways in which ‘the past’ has been reinterpreted by popular culture.

**[20 marks]**

Planning











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