Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					

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General Certificate of Education Advanced Subsidiary Examination June 2010

## Communication and Culture COMM1

### **Unit 1 Understanding Communication and Culture**

Friday 28 May 2010 1.30 pm to 3.15 pm

You will need no other materials

### 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 that you do not want to be marked.

### Information

- The marks for questions 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.

COMMI



# Examiner's Initials Question Mark 1 2 3 4 TOTAL

Answer	all	questions	in	the s	spaces	provided
/ \l	u	questions		uic v	Jpacco	provided.

1 "Culture is everything. Culture is the way we dress, the way we carry our heads, the way we walk, the way we tie our ties—it is not only the fact of writing books or building houses."

Aimé Cesairé, Caribbean writer, speaking to the World Congress of Black Writers and Artists in Paris.

Using examples to support your choice, show how culture influences **one** of the following:

### **EITHER**

**1 (a)** fashion (the way we dress, the way we tie our ties)

(20 marks)

**OR** 

**1 (b)** body language (the way we carry our heads, the way we walk).

(20 marks)

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Write the question part reference in the box provided.					
1					
Question 1 continues on the next page					







2	Choosing <b>one</b> of the following statements, explore the concept of self-presentate	ion.		
2 (a)	Self-presentation is concerned with the ways in which we manipulate the contexts of interpersonal communication (the physical locations, the props, the costumes).			
	OR	(20 marks)		
2 (b)	Self-presentation is chiefly concerned with those who communicate alongsic			
	OR	(20 marks)		
2 (c)	Self-presentation depends on the sincerity of our performances.	(20 marks)		
Planning	I			



Write the question part reference in the box provided.					
2					
Question 2 continues on the next page					





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### Total for this question: 20 marks

This is the front side of a complimentary bookmark advertising 'Quick Reads', a range of books adapted for less confident adult readers.





3	(a)	Describe the ways in which the size and shape of this text communicates.	(4 marks)
			·····
3	(b)	Explore the use of language in this text.	(6 marks)
			,
		Question 3 continues on the next page	



3 (c)	How successfully has the text overcome potential barriers to communication? (10 marks)
	(10 mano)
Planning	



20



4	"Food touches everything [] Food marks social differences, boundaries, bonds and contradictions. Eating is an endlessly evolving enactment of gender, family and community relationships."
	Food and Culture: A Reader by Carole Counihan and Penny van Esterik, (Routledge 1997)
	Using your own experiences, identify the ways in which food "touches everything", as suggested in the quotation above. (20 marks)
Planning	



Question 4 continues on the next page					

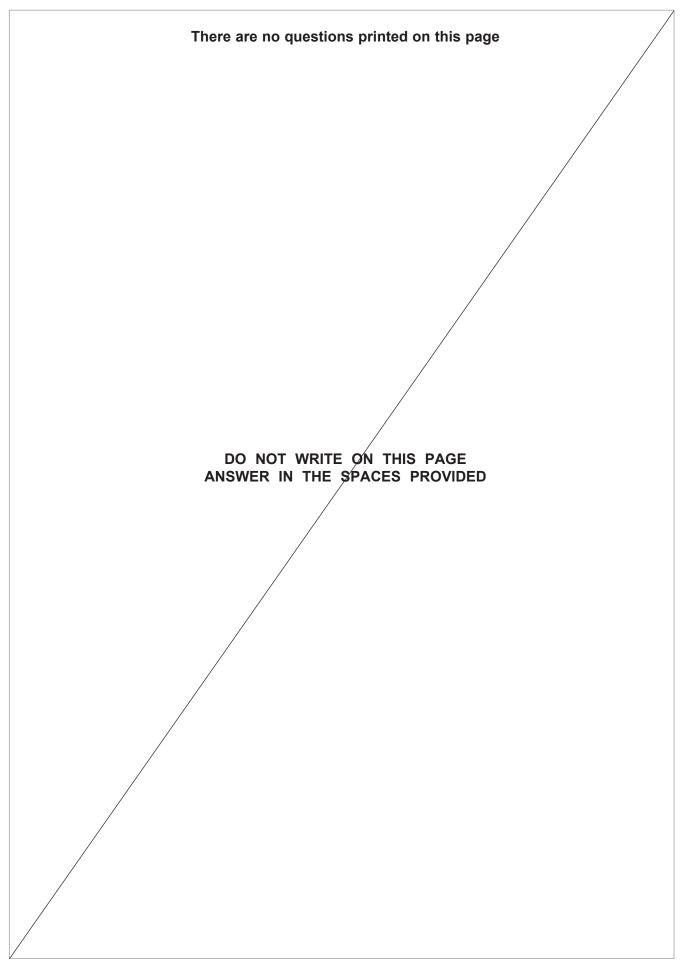




END OF QUESTIONS	



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