

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
Total	



General Certificate of Education
Advanced Subsidiary Examination
June 2011

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Friday 20 May 2011 9.00 am to 10.45 am

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 you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- 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.

COMM1



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

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

- 1 Teenagers get attracted to sub-cultural groups for a number of reasons. Which **one** of the following explanations do you find the most convincing and why?

EITHER

- 1 (a) Sub-cultural groups are places where different identities can be explored in a creative way. (20 marks)

OR

- 1 (b) Sub-cultural groups offer a safe haven from the dangers of being an individual. (20 marks)

OR

- 1 (c) Sub-cultural groups are sensitive to contemporary trends in fashion, style and music. (20 marks)

Planning



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Handwriting practice area with 20 horizontal dotted lines.

20

Turn over ►



2 Self-concept can be defined as the idea we have of ourselves as individuals. Explore **one** of the following statements about self-concept, using examples drawn from your studies and experience.

EITHER

2 (a) Our self-concept relies heavily on the feedback we receive from others. (20 marks)

OR

2 (b) Our self-concept reflects our levels of self-confidence and self-esteem. (20 marks)

OR

2 (c) Our self-concept is significantly affected by our hopes and expectations. (20 marks)

Planning



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Handwriting practice area with 20 horizontal dotted lines.



Total for this question: 20 marks

- 3 This photograph of a telephone box of traditional design was selected from an internet image bank.



3 (a) Do you consider this image of a telephone box as an open or closed text?
Give reasons for your answer. (4 marks)

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3 (b) Choose **two** signs within the image and explain what each sign both denotes and
connotes. (6 marks)

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Question 3 continues on the next page

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3 (c) This traditional design of a telephone box has been retained in some UK locations because of its cultural significance. Using the concepts of signification and myth, explore the meanings of this traditional design in contemporary culture. (10 marks)

Planning

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- 4 When A-level Communication and Culture was launched in 2008, it was not well received in all quarters. Several newspapers, including the *Daily Mail*, questioned the legitimacy of an A-level dealing with popular culture and everyday life. Read the extract from the *Daily Mail*, 26 May 2008, before attempting the task below.

For anyone who spent two years poring over the intricacies of the War of the Spanish Succession to scrape an A-level in foreign history, it may be best to look away now.

You might have felt duty bound in those days to ration the time you spent shopping, listening to pop music or discussing dates.

But there is no such problem for today's teenagers...because they can get a qualification in it.

As part of a controversial A-level in popular culture, pupils will learn about the tradition of kissing in cinemas and ponder such questions as 'is skateboarding better than polo?'

The qualification, being offered by the country's biggest exam board from September, also entails a study of celebrity body images and allows pupils to write about clothes and hairstyles.

One assignment requires them to 'explore the relationships between cinema-going and dating' with the aid of source material like The Drifters hit Kissin' in the Back Row of the Movies.

Another asks students to describe the cultural significance of their bedrooms and friends.

The A-level in 'communication and culture' is billed by the Assessment and Qualifications Alliance as 'excellent preparation' for higher study.

The course spec insists the 'everyday is worthy of study' but critics are concerned it will lack academic rigour.

They also warn it could help schools maintain strong league table positions while sidelining disciplines such as history and English literature.

Task:

How do you respond, as a student of this AS level, to the *Daily Mail's* attack?

(20 marks)

Planning



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Question 4 continues on the next page

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ANSWER IN THE SPACES PROVIDED**



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Question 3: © Getty Images

Question 4: Laura Clark 'Pupils can take an A-level in being a teenager', *Daily Mail*, 26 May 2008

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