

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
January 2012

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Monday 16 January 2012 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 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.



J A N 1 2 C O M M 1 0 1

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

1 Culture has a complex set of 'rules' which we learn and share. These are the codes, often unwritten, which guide our behaviour as we engage in cultural activities.

Explore the codes involved in **one** of the following:

EITHER

1 (a) Christmas shopping

(20 marks)

OR

1 (b) arranging a date

(20 marks)

OR

1 (c) sitting this exam.

(20 marks)

Planning



Write the question part reference in the box provided.

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Turn over ►



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20

Turn over for the next question

Turn over ►



2 Self-presentation is a serious business.

Using examples from your own experience and study, support **one** of the following arguments about self-presentation.

EITHER

2 (a) Self-presentation is unconscious and unplanned. As Goffman said: "We act better than we know". *(20 marks)*

OR

2 (b) Self-presentation is very much a conscious and deliberate offering of our identities. *(20 marks)*

OR

2 (c) The conscious and unconscious elements of our self-presentation are complementary. Some signs we give, others give us away. *(20 marks)*

Planning



Write the question part reference in the box provided.

2	
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Total for this question: 20 marks

3 This leaflet was part of a Police Community Action programme.



3 (a) Who is the intended audience? How do you know this?

(4 marks)

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3 (b) Explore the ways in which this leaflet seeks to address its audience.

(6 marks)

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Question 3 continues on the next page

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3 (c) Any text is a particular combination of sign choices. Which sign choices do you consider most significant in this text? Give reasons for your answer.

(10 marks)

Planning

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4 Read carefully the song lyric extract below before attempting the task.

The extract cannot be reproduced here due to third-party copyright constraints.

Task:

Using this text as a starting point, explore the nature of celebrity in contemporary culture. *(20 marks)*

Planning



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ANSWER IN THE SPACES PROVIDED**



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Question 3: Courtesy of West Midlands Police

Question 4: "The Fear" words and music by Gregory Kurstin and Lily Allen © 2008, reproduced by permission of EMI Music Publishing Ltd, London W8 5SW

