

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 2012

# Communication and Culture COMM1

## Unit 1 Understanding Communication and Culture

Friday 18 May 2012 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 marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- All questions carry equal marks.
- 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 2 C O M M 1 0 1

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

**1** Cultural products are things we encounter in everyday life, from our clothes to the building in which you are currently sitting.

Using examples, explore **one** of the following statements about the meanings of cultural products.

**EITHER**

**1 (a)** The meanings of cultural products derive from those who own them. (20 marks)

**OR**

**1 (b)** The meanings of cultural products derive from those who use them. (20 marks)

**OR**

**1 (c)** The meanings of cultural products derive from the culture in which they are found. (20 marks)

Planning





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**2** Using examples, explore **one** of the following arguments about the relationship between verbal and non-verbal communication.

**EITHER**

**2 (a)** It is our words that communicate most. Non-verbal communication merely reinforces or contradicts our verbal communication. *(20 marks)*

**OR**

**2 (b)** Actions speak louder than words. Our bodies communicate more powerfully and clearly than words ever could. *(20 marks)*

**OR**

**2 (c)** Context is all. The best communicators are able to adapt both verbal and non-verbal communication to the context. *(20 marks)*

Planning





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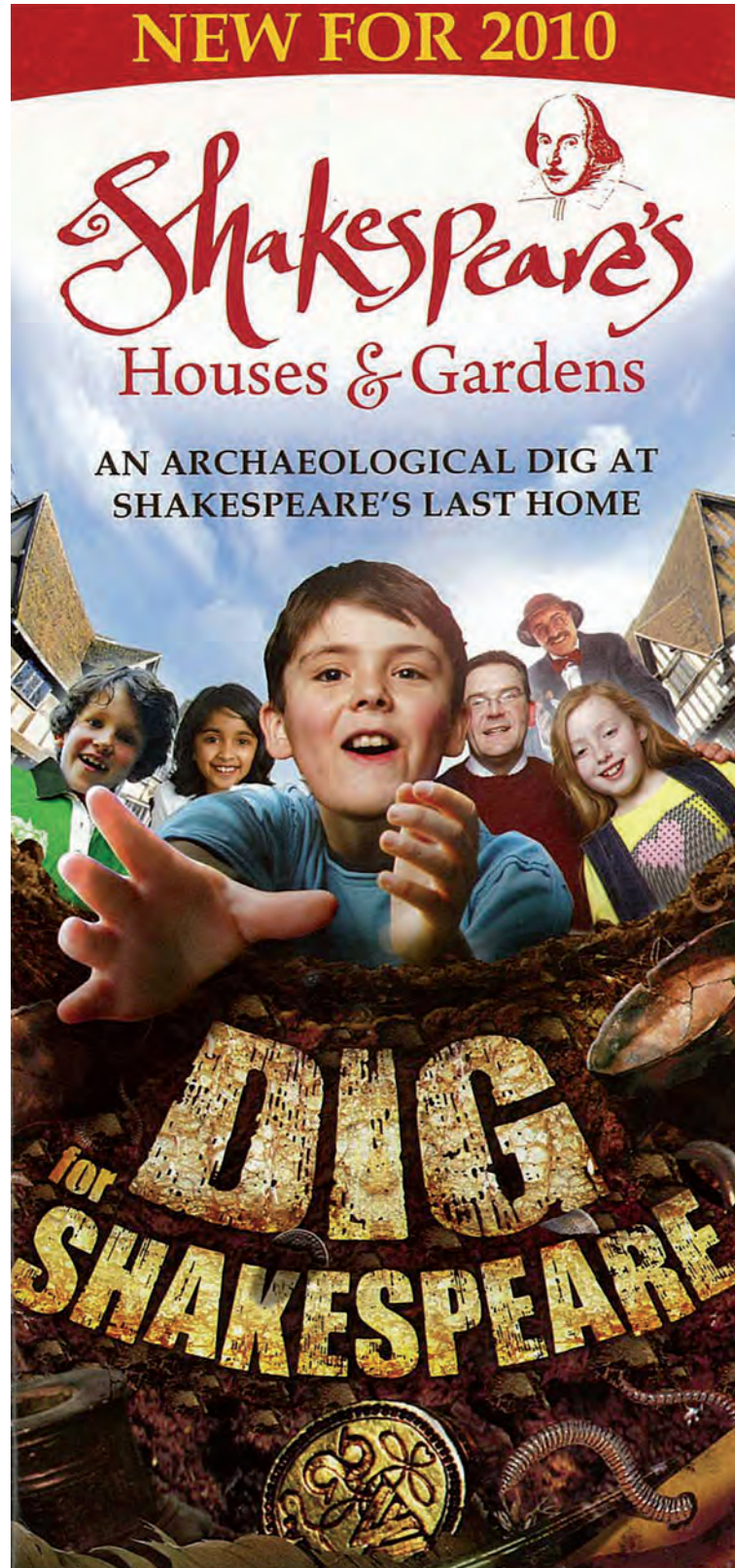






Total for this question: 20 marks

- 3 This leaflet promotes an attraction in William Shakespeare's birthplace, Stratford-upon-Avon.



**3 (a)** What is the genre of this text? Describe **two** features of this genre. (4 marks)

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**3 (b)** Explain the connotations of **two** of the following: (6 marks)

- the coin
- the houses
- the worm
- Shakespeare's portrait
- the boy's outstretched hand.

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**Question 3 continues on the next page**

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**3 (c)** Explore in detail a 'preferred reading' of this text.

*(10 marks)*

Planning

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- 4 Tourism appeals to the human imagination. As an activity it knows no bounds: it is global and it affects the environment it occurs in, the people who host it, the economies it seeks to benefit and the tourists who consume it as an experience, product and an element of their lives. (Stephen Page, *Tourism Management: An Introduction*)

As a Communication and Culture student, explore some of the meanings of the 'tourism experience' (going on holiday). (20 marks)

Planning



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Dotted lines for writing.

<b>20</b>

**END OF QUESTIONS**



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Question 4: Page 5, Tourism Management: An Introduction. Butterworth-Heinemann, 2009.

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