

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 2013

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Wednesday 16 January 2013 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 3 C O M M 1 0 1

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

1 Communication and Culture takes the study of popular culture seriously but there are those who disagree.

As a student of Communication and Culture, argue the case in favour of the serious study of **one** of the following:

EITHER

1 (a) television soap opera *(20 marks)*

OR

1 (b) high street fashion *(20 marks)*

OR

1 (c) computer games. *(20 marks)*

Planning



Write the question part (a, b or c) in the box provided.

1	
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Turn over ►



0 3

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Lined writing area with 20 horizontal dotted lines.

20

Turn over for the next question

Turn over ▶



2 It has been argued that we learn a great deal about others by listening to them talking.

Using specific examples, explore what a person's speech may tell us about:

EITHER

2 (a) their regional and social identity *(20 marks)*

OR

2 (b) their emotional state *(20 marks)*

OR

2 (c) their status. *(20 marks)*

Planning



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20

Turn over for the next question

Turn over ►



Total for this question: 20 marks**3** What is an apple?**Figure 1****Figure 2****Figure 3**

3 (a) Choose **two** of these 'apples'.

Suggest a context for each.

(4 marks)

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3 (b) To what extent is each one of these three figures an iconic or motivated sign?

(6 marks)

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Question 3 continues on the next page

Turn over ►



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3 (c) To what extent do these three figures provide different answers to the question
'What is an apple?'(10 marks)

Planning

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Turn over for the next question

20

Turn over ▶



- 4 What can you, as a student of Communication and Culture, suggest about the meanings of cultural practices and products in this image?



(20 marks)

Planning



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Turn over ►



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END OF QUESTIONS

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