

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 2015

# Communication and Culture **COMM1**

## Unit 1 Understanding Communication and Culture

Tuesday 19 May 2015 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 5 C O M M 1 0 1

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

**1** Write about the ways in which **one** of the following contributes to your cultural identity:

**1 (a)** the place you were brought up

**[20 marks]**

**or**

**1 (b)** your film, reading and music choices

**[20 marks]**

**or**

**1 (c)** your religious beliefs.

**[20 marks]**

Planning



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

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Turn over ▶



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**Turn over for the next question**

<b>20</b>

**Turn over ▶**



**2** Nowadays, social media provide new and different ways in which we can engage in self-presentation. These allow us to adapt our verbal and non-verbal codes as we communicate with others.

Using examples, explore **one** of the following statements about online self-presentation:

**2 (a)** language is the key element in presenting the self online **[20 marks]**

**or**

**2 (b)** non-verbal codes are the key to presenting the self online **[20 marks]**

**or**

**2 (c)** the key element in presenting the self online is the reaction of others. **[20 marks]**

Planning





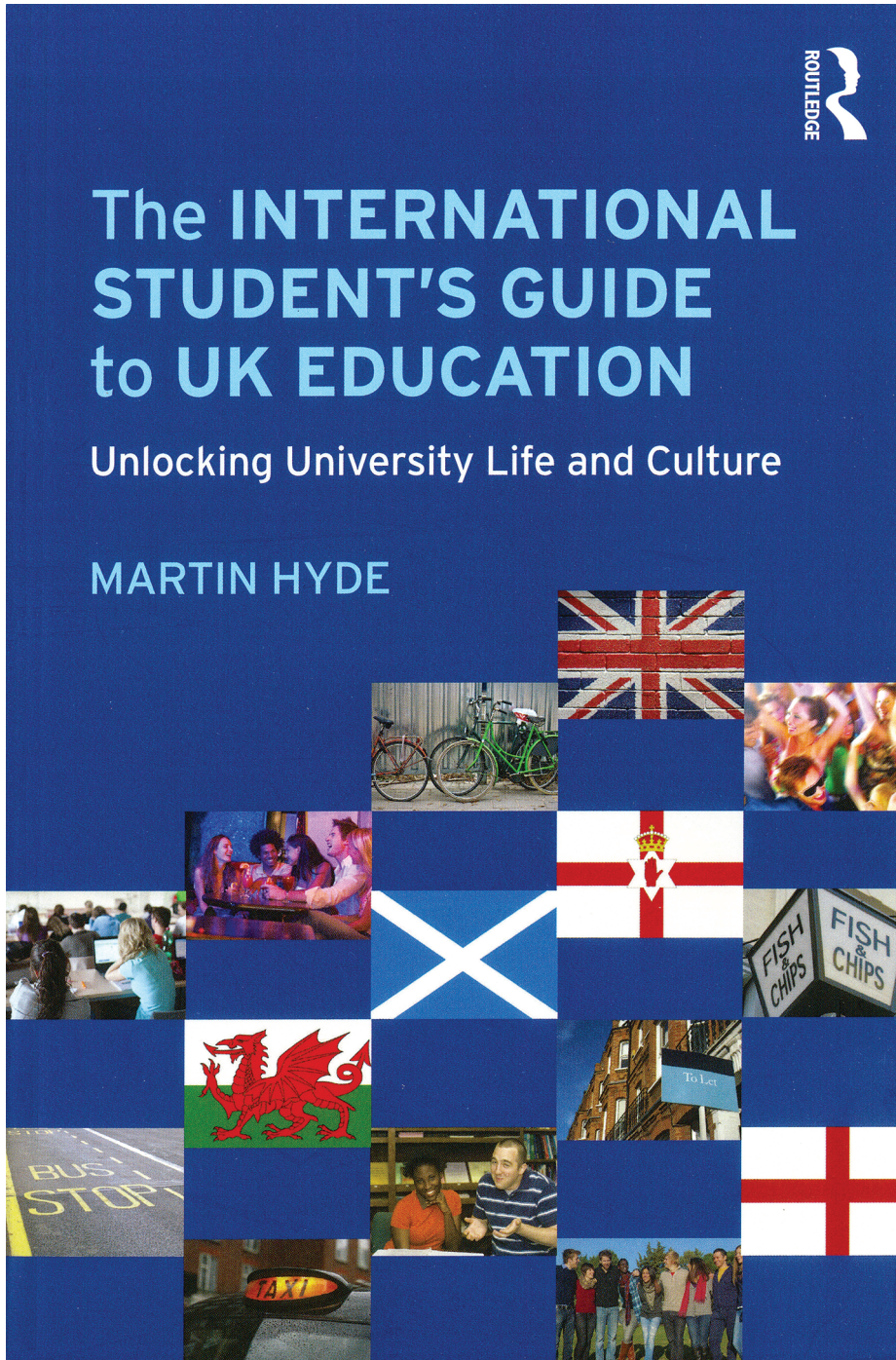
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Total for this question: 20 marks

3 Book cover



**3 (a)** In what ways does this cover identify its target audience?

**[4 marks]**

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**3 (b)** Describe how the different styles of lettering (eg shape, size, colour) communicate meanings on this cover.

**[6 marks]**

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**3 (c)** Examine the meanings of this cover semiotically.

**[10 marks]**

Planning

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Turn over for the next question

Turn over ►



- 4 Read the extract below which reflects on issues arising from the rapidly changing mobile communication market and attempt the task below.

**Smartphones: Transforming society into a sea of stupid**

Smartphones and tablets just so happen to be the latest and greatest tool for making social networking and information snacking the ultimate addiction – eventually, there will be other avenues for doing this, such as through wearable computing devices.

Those who have lived through the evolution of mobile computing can still remember an age when we didn't have these devices and still have the capability to "turn off", but even so, it's still difficult to do for those people, including myself.

What is most concerning is the generation of people who are growing up with smartphones and cannot remember life without them, or never knew a time when this form of behaviour was socially unacceptable.

Wearables will allow people to be antisocial in a nearly undetectable manner. In my opinion, that makes it worse, because nobody on the other side of the eyepiece will truly know whether they are being paid attention to or not.

We need to tell people when they are acting in a socially unacceptable manner, and try not to be part of the problem ourselves.

**Task:**

What is your response as a Communication and Culture student to the issues raised in this article?

**[20 marks]**

Planning



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Turn over ►



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**There are no questions printed on this page**

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**



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Question 3: Hyde, M. 2012. International Student's Guide to UK Education: Unlocking University Life and Culture. Abingdon: Routledge.

Question 4: © Jason Perlow, ZDNet. Perlow, J. 2012. Smartphones: Transforming Society into a Sea of Stupid. Tech Broiler, 26 Sept.

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