

## Teacher Resource Bank

GCE Communication and Culture

Additional Sample Questions: COMM1



Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use
--------------------

General Certificate of Education  
Advanced Subsidiary Examination

## Communication and Culture

## COMM1



### Unit 1 Understanding Communication and Culture

Additional Sample Paper

You will need no other materials.

Time allowed: 1 hour and 45 minutes

#### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- Answer the questions in the spaces provided. Answers written in margins will not be marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number of the question you are answering.

#### Information

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

#### Quality of Written Communication

- Quality of written communication will be assessed in your responses. You are required to:
  - ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear
  - select and use a form and style of writing appropriate to purpose and to complex subject matter
  - organise information clearly and coherently, using specialist vocabulary when appropriate.

For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2		4	
Total (Column 1)		→	
Total (Column 2)		→	
<b>TOTAL</b>			
Examiner's Initials			

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

1 Sub-cultural groups express their values in a variety of ways. Using examples demonstrate how sub-cultural groups use one of the following communicative codes in this way.

**EITHER**

1 (a) Clothing

**OR**

1 (b) Hairstyle, make-up, tattooing or other forms of bodily adornment.

**OR**

1 (c) Language.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of horizontal dotted lines for writing, spanning the width of the page.

(20 marks)

2 We are often advised to think carefully about our self-presentation in formal situations like interviews. Write about the ways in which **one** of the following elements of self-concept affect our performance in such situations.

- Self-esteem
- Mirror Self
- Ideal self

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of horizontal dashed lines for writing, spanning most of the page width.

*(20 marks)*

3 This is an advertisement for *New Cif Cream*.



Advertisement published in *Bella*, October 2002

Turn Over ►

3 (a) Explore the significance of the use of different typographical devices (such as font, point size and typestyle) in this advertisement.

.....

.....

.....

.....

.....

.....

.....

.....

*(4 marks)*

3 (b) Explore the use of light and colour as a communicative code in the text.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*(6 marks)*

**Question continues on next page**









QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing answers.



QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing answers.



QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing answers.



Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use
--------------------

General Certificate of Education  
Advanced Subsidiary Examination

## Communication and Culture

## COMM1

### Unit 1 Understanding Communication and Culture

Additional Sample Paper



You will need no other materials.

For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2		4	
Total (Column 1)		→	
Total (Column 2)		→	
<b>TOTAL</b>			
Examiner's Initials			

Time allowed: 1 hour and 45 minutes

#### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- Answer the questions in the spaces provided. Answers written in margins will not be marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number of the question you are answering.

#### Information

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

#### Quality of Written Communication

- Quality of written communication will be assessed in your responses. You are required to:
  - ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear
  - select and use a form and style of writing appropriate to purpose and to complex subject matter
  - organise information clearly and coherently, using specialist vocabulary when appropriate.



[A large area of the page is reserved for writing, indicated by horizontal dotted lines.]

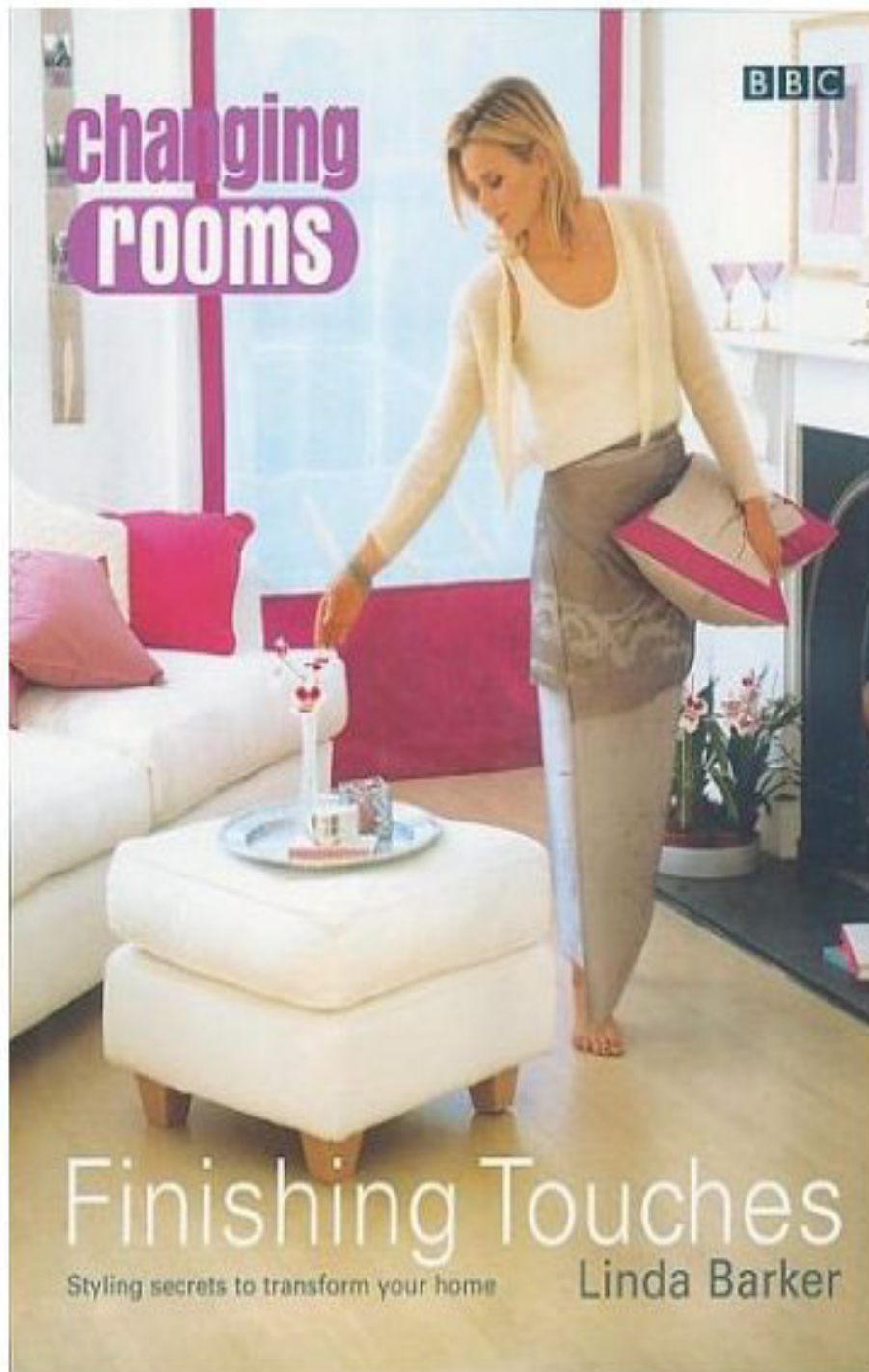
(20 marks)

Turn Over ►





3 This is the front cover of the *Finishing Touches* book.



(Front cover of *Finishing Touches* published by BBC Worldwide Ltd. © Linda Barker and Bazal 2000)

**3 (a)** Who do you think is the audience for this text?

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

*(4 marks)*

**3 (b)** Identify and briefly explain icons, indexes and symbols within this text.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

*(6 marks)*

**Question continues on next page**

3 (c) What does the room and its contents communicate about the woman’s identity?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

*(10 marks)*



- 4 The Following is an extract from a briefing given by the former US Secretary of State for Defense, Donald Rumsfeld

**The Unknown**

As we know,  
There are known knowns.  
There are things we know we know.  
We also know there are known unknowns.  
That is to say  
We know there are some things  
We do not know.  
But there are also unknown unknowns,  
The ones we don't know  
We don't know.

Use your knowledge of communication and culture to explore the role played by self-knowledge in the creation and maintenance of personal identity.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Dotted lines for writing.

**End of questions**

(20 Marks)

QUESTION  
NUMBER

**Write the question number in the left hand margin.**

Area with horizontal dotted lines for writing.

Turn Over ►

QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing answers, spanning the width of the page.

QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing.

QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A series of horizontal dotted lines for writing answers.

QUESTION  
NUMBER

**Write the question number in the left hand margin.**

A vertical column of 25 horizontal dotted lines, intended for students to write question numbers in the left margin.

Turn Over ►

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

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Front cover of *Finishing Touches* published by BBC Worldwide Ltd. © Linda Barker and Bazal 2000

Copyright © 2008 AQA and its licensors. All rights reserved.