

Teacher Resource Bank

A-level Communication and Culture

COMM1: Exemplar Script June 2011

Candidate 2 – Grade E





General Certificate of Education
Advanced Subsidiary Examination
June 2011

Communication and Culture COMM1

Unit 1 Understanding Communication and Culture

Friday 20 May 2011 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 maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- 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.

COMM1



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SA1012/Jun11/COMM1

COMM1

For Examiner's Use	
(41)	
Examiner's Initials	
[]	
Question	Mark
1 a	11
2 b	11
3 3 4	10
4	9
Total	(41)

Answer all questions in the spaces provided.

- 1 Teenagers get attracted to sub-cultural groups for a number of reasons. Which **one** of the following explanations do you find the most convincing and why?

EITHER

- 1 (a) Sub-cultural groups are places where different identities can be explored in a creative way. (20 marks)

OR

- 1 (b) Sub-cultural groups offer a safe haven from the dangers of being an individual. (20 marks)

OR

- 1 (c) Sub-cultural groups are sensitive to contemporary trends in fashion, style and music. (20 marks)

Planning

b)

Society

similar interests,
- fitting in ✓

• People share the same
likes. ✓

(Clothing) - identity

↓
Proud of looking like
a skater

~~cool~~ Cooly's' looking
Gloss theory.

↓
They see themselves
as skaters as that's
how others see them.



Write the question part reference in the box provided.

1 a

Sub-Cultural groups are places where different identities can be explored in a creative way. People with the same tastes in music, sport or fashion usually hang around together in a sub-cultural group. They share similar values and beliefs which is why they get in so well with each other.

In different sub-cultural groups then different identities are shown. Punks ~~of~~ would gel up their hair and their jeans would be ripped. The more rebelling someone in the group would look then the higher cultural capital they'd have in the sub-cultural group as it is their intention to rebel.

~~They~~ ~~look~~ Sub-cultural ~~groups~~ groups such as 'skaters' don't go about ~~the~~ saying that they are in a skate boarding sub-culture. People see them with a typical 'skater' identity and place them into sub-cultures.

Question 1 continues on the next page

Turn over ►



This fits in with Cooley's look glass theory, as 'skaters' are seeing their identity through how others see them.



Write here

3

L3-

11
20

Turn over ►



0 5

- 2** Self-concept can be defined as the idea we have of ourselves as individuals. Explore **one** of the following statements about self-concept, using examples drawn from your studies and experience.

EITHER

- 2 (a)** Our self-concept relies heavily on the feedback we receive from others. (20 marks)

OR

- 2 (b)** Our self-concept reflects our levels of self-confidence and self-esteem. (20 marks)

OR

- 2 (c)** Our self-concept is significantly affected by our hopes and expectations. (20 marks)

Planning

Who we're with, friends, close friends.
 Goffman's - Gatekeeping
 White's - Gatekeeping
 Self-fulfilling prophecy
 Johari window
 Cooley's looking glass
 Maslow's - Hierarchy of needs.



Write the question part reference in the box provided.

2 | b

Self-Concept reflects highly on our levels of self-confidence and self-esteem. If we are around a friend that complements you a lot and gives you positive feedback about ~~the~~ your appearance, then you will have and higher self-concept than you did before you saw him or her. This fits in with the theory of the self-fulfilling prophecy where you ~~gain~~ gain compliments in which builds on your status to have a higher self-esteem, self-confidence in which gains more self-concept.

In order to achieve a high self-concept of ourselves, by gaining self-confidence, then ~~we~~ we hide certain things to different people. When we gate keep (White's theory) then we are letting out what we feel will ~~make~~ boost our self-confidence and we hide the rest. If what you said ~~is~~ people are impressed by, then this would give you a sense of power in which

Question 2 continues on the next page

Turn over ►



Case improving your self-concept.

Handwriting practice lines consisting of multiple horizontal dotted lines for tracing and writing.



Do not wr
outside tl
box

L3-

11
20

Turn over ►



Total for this question: 20 marks

- 3** This photograph of a telephone box of traditional design was selected from an internet image bank.



010

- 3 (a) Do you consider this image of a telephone box as an open or closed text?
Give reasons for your answer. (4 marks)

I consider this an open text
because anyone can read it.
People ~~are~~ all over the world
could read it ^{and see that its a telephone} and it is not
closed for only certain ~~types~~ types of
people to interpret.

3

- 3 (b) Choose two signs within the image and explain what each sign both denotes and connotes. (6 marks)

The sign that has written on it
"Telephone". The denotation of this is
a telephone box that anyone can
use.

The green bush in the background
has denotations of the ~~country~~
country side as the fields are
green just like the bush and
usually by a long bush on the
~~to~~ road there is a field
beside it on the other side.

3

Question 3 continues on the next page

Turn over ►



- 3 (c) This traditional design of a telephone box has been retained in some UK locations because of its cultural significance. Using the concepts of signification and myth, explore the meanings of this traditional design in contemporary culture. (10 marks)

Planning

red and white — British colours
 like our flag.
 High culture ~~low~~ values
 stood the test of time.

The telephone box has been around a long time and has gained value by a high culture. It is a symbol of ~~Britain~~ Britain and has value as it has stood the test of time.

Even the colours of the telephone box represent ~~Britain~~ Britain through the denotations of red and white.



of being the same colours of
the England flag.

4

10
20



4

When A-level Communication and Culture was launched in 2008, it was not well received in all quarters. Several newspapers, including the *Daily Mail*, questioned the legitimacy of an A-level dealing with popular culture and everyday life. Read the extract from the *Daily Mail*, 26 May 2008, before attempting the task below.

For anyone who spent two years poring over the intricacies of the War of the Spanish Succession to scrape an A-level in foreign history, it may be best to look away now.

You might have felt duty bound in those days to ration the time you spent shopping, listening to pop music or discussing dates.

But there is no such problem for today's teenagers...because they can get a qualification in it.

As part of a controversial A-level in popular culture, pupils will learn about the tradition of kissing in cinemas and ponder such questions as 'is skateboarding better than polo?'

The qualification, being offered by the country's biggest exam board from September, also entails a study of celebrity body images and allows pupils to write about clothes and hairstyles.

One assignment requires them to 'explore the relationships between cinema-going and dating' with the aid of source material like The Drifters hit Kissin' in the Back Row of the Movies.

Another asks students to describe the cultural significance of their bedrooms and friends.

The A-level in 'communication and culture' is billed by the Assessment and Qualifications Alliance as 'excellent preparation' for higher study.

The course spec insists the 'everyday is worthy of study' but critics are concerned it will lack academic rigour.

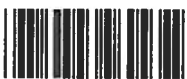
They also warn it could help schools maintain strong league table positions while sidelining disciplines such as history and English literature.

Task:

How do you respond, as a student of this AS level, to the *Daily Mail's* attack?

(20 marks)

Planning



I would justly start off by saying that ~~in~~ in this course I have not once talked about 'the tradition of kissing in cinemas'. ~~and~~ If the writer took some time out to have a look at these ~~exam~~ ^{exam} papers (like this one) then he would see that there are no questions asking "is skateboarding better than polo?". Or at least there isn't any more.

In Communication and Culture we learn about values and beliefs, high culture and popular culture and ~~the~~ ^{powers} and status that they both give. We learn about sub-cultural groups and how differently we can read a text. We examine identities and ~~the~~ ~~the~~ identify how people dress in different places, such as in India they wear ~~a~~ a sari, where as we just wear jeans and a top in England.

I take it as an ~~an~~ insult ~~what~~ the writer said as I have taken a lot of time out in order to do the coursework in this subject and revise for this exam.

Question 4 continues on the next page

Turn over ►



do not write
inside the
box

A large rectangular area containing 25 horizontal dotted lines, intended for writing.



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END OF QUESTIONS

9
20

