

Teacher Resource Bank

A-level Communication and Culture

COMM1: Exemplar Script June 2011

Candidate 3 – Grade C





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.

For Examiner's Use

(52)

Examiner's Initials

Question	Mark
1	19
2	10
3	12
4	11
Total	(52)

COMM1



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COMM1

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

haven - clothes to wear
 don't have to think about who you are
 easy to go along with it - "group think"

↓

John
 we are different
 when we
 are alone

group roles

as an individual - subject to
 judgement - groups are intimidating

↑

example - chavs - on their
 own

↑

biker culture = group

↑

works
 both
 ways
 though



Write the question part reference in the box provided.

1 b

Being in a sub-cultural group is definitely a way to escape being an individual. Not only does being part of a particular group give you a sense of belonging, one of the key aspects of Maslow's Hierarchy of Human needs, but it means people don't have to think so much about who their inner self is.

"Groupthink" is very evident in some sub-cultural groups, and although sometimes it is good, it can have negative effects. For example, as seen in the movie 'This Is England', racial prejudice quickly spreads throughout the sub-cultural group by the leader, meaning nobody left is allowed to question it.

As an individual, we are more subject to criticism, which can negatively affect our self concept. Being individual means that more of ourselves is on show, to be scrutinized and put-down. As well as giving you a feeling of belonging, being in a sub-cultural group gives us confidence, which many may not have by themselves. An example of group ~~confidence~~ confidence in action is when gang members are together. Being with people

Question 1 continues on the next page

Turn over ►



who share similar beliefs to you gives you more confidence in those thoughts, whereas often when these violent gang members are at home, their self is a different person. This is much like how Goffman suggests that we take on different roles in different situations, adapting to please the people we are with.

Groups can be intimidating, particularly when they are all dressed in the same way. This gives a feeling of power, and can cause animosity between different opposing sub-cultural groups. These groups share different values. Groups such as the skater culture value things like skill on a skateboard and somebody's reputation whereas on the other hand some groups of "giddy girls" value things like appearance and relationships.

Joining a sub-cultural group gives an escape, or a haven, from the different person you are at home. This can be an attractive concept for teenagers who want to rebel from their upbringing. For example it is often noted that teenagers who choose to join the "goth" culture are just trying to get as far away as they can from normally a very conventional and ordinary



upon going.

Sub-cultural groups have their own codes for 'members' to follow. Going clothes shopping and trying to find clothes to suit your own individual personality is a lot harder than looking for items with a particular theme or occasion.

While being in a sub-cultural group does put a leash on finding out who you are and what you want to do with your life, I believe that at this age of self discovery and feelings running riot, being in a group is comforting. There are plenty of years left in your life to complete the process of knowing who you are and being a teenager should be no harder than it already is.

L4=



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

① - Cooley's looking glass

self



Write the question part reference in the box provided.

2 a

Our self-concept relates to the way we see ourselves. ~~Cooley~~ In Cooley's looking glass theory he argues that we see ourselves as others see us, through the process of either direct communication or listening to what they say about us.

An example of Cooley's theory in action is if we receive a compliment about the way we look on a particular day. This feedback means that our self-concept, for the rest of that day will be that we look good.

Without feedback from others it is difficult to learn ~~other~~ more about ourselves. In Johari's Window Theory there is an area of 'unknown' inside all of us and without feedback from others where we learn about ourselves, our unknown area is larger.

in my ~~experine~~ experience when ~~I~~ ^{people} learn more about ~~myself~~ ^{myself} from others ^{and} set my ~~self~~ more goals ~~of who I want myself to be~~. ~~for example~~ of how they want to improve. When my friend was on a diet she would be thrilled when people asked if she'd lost weight because that then became herself

Question 2 continues on the next page

Turn over ►



concept. ~~How~~ This also made her set herself goals to lose even more weight.

Marlow's theory suggests that if we fulfil all of our needs we can reach self-actualisation. I do not agree with this though ~~but~~ because our self goals change everytime we complete them, making self-actualisation impossible to achieve



Handwriting practice area with 25 horizontal dotted lines.

L2+

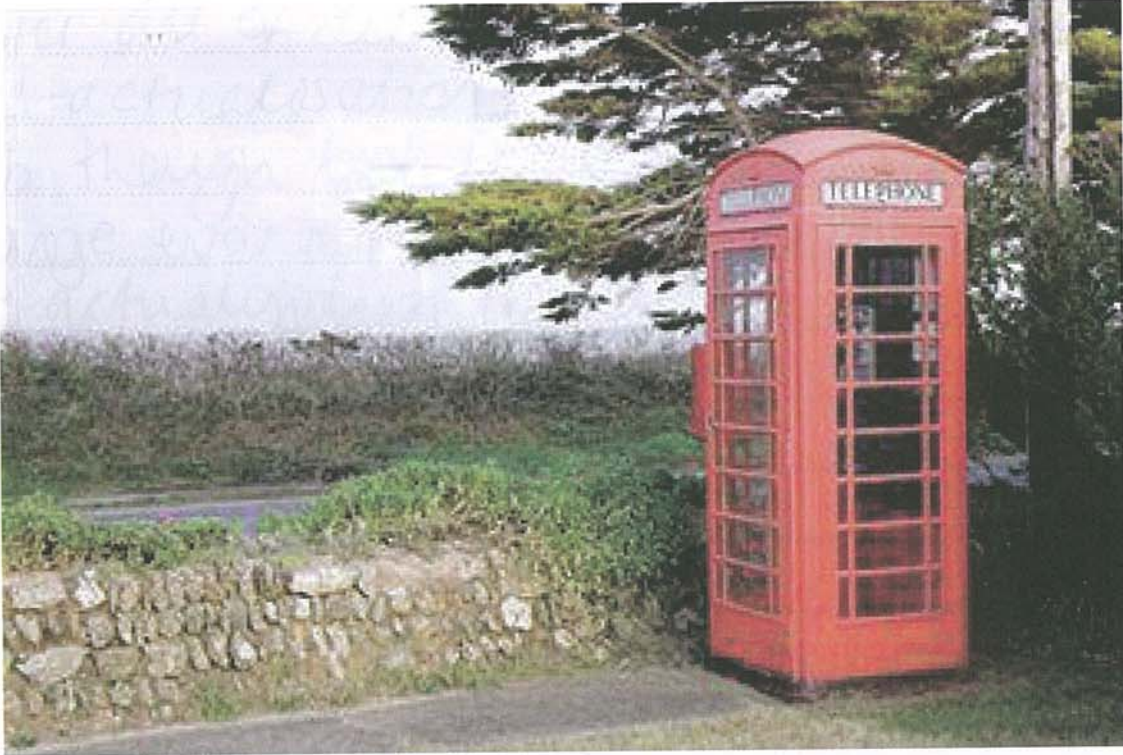
10
20

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.



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+55



0 1 0

- 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 image to be a closed text as I believe it to have just the one interpreted meaning.

As it is an iconic image with high motivation there is little room for any reading other than the preferred one.

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

(6 marks)

~~The red of the telephone box is symbolic of power.~~ With the image of the telephone box, the simplest level of denotation would be that it is red with rectangular glass window panes. On a level of connotation the red could be seen to symbolise power and strength. The ~~red~~ bright red could also be associated with the flag of England, making it traditional and ~~part~~ patriotic.

A second sign in this image is the stone wall. It denotes ~~an~~ mismatch

Question 3 continues on the next page

Turn over ►



of stones piled on top of each other, creating a wall. ~~but~~ The wall could connote traditionality as it looks quite old and could be a symbol of history.

- 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

Keeping the ~~the~~ traditional design of a telephone box in some areas creates the myth of our country being very patriotic, and even powerful. Back when the telephone box was designed, the colour red could have been chosen because of its richness, ~~and~~ but now the colour red can be seen to symbolise other things such as danger, as enforced by street signs.



Handwriting practice area with 20 horizontal dotted lines.

12
20

Turn over ►



0 1 3

- 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



Times have changed. I think it is important that the people who wrote this article realise that ~~the importance~~ learning about yourself and the culture around you is going to be much more useful in life than knowing all the key historic dates ~~over~~.

There is no question that taking an A-level in Communication and Culture is more interesting than taking Maths or Science, but it is definitely no less challenging. Being able to ~~over~~ learn and talk freely about yourself is an important skill. It is not all discussion based though; Communication and Culture A-level has its fair share of difficult terms and theories which need lots of hard work, definitely not lacking "academic rigour".

~~With all of~~ Communication and Culture teaches about body image, which is especially important at his current time because of the media. Without taking this AS level I would not realise how many people were so influenced by the media and celebrities and I feel the subject has helped me to embrace my individuality, in both personality and appearance.

Question 4 continues on the next page

Turn over ►



While Maths may help you work out a tip at a restaurant, Communication and Culture helps us understand the ways in which we communicate with others and why this is important in our day to day life. As the article quotes, "every day is worthy of study."



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END OF QUESTIONS

L3-

11
20



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ANSWER IN THE SPACES PROVIDED**

13



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Question 3: © Getty Images

Question 4: Laura Clark 'Pupils can take an A-level in being a teenager', *Daily Mail*, 26 May 2008

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