

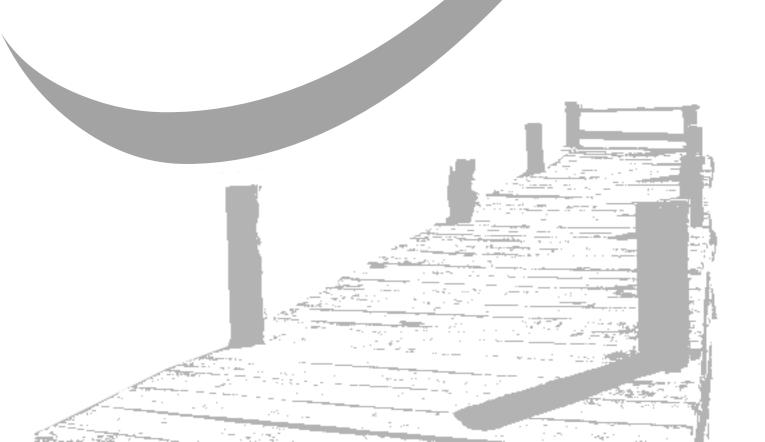
GCE AS and A Level

Communication and Culture

AS exams 2009 onwards A2 exams 2010 onwards

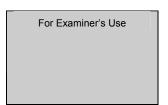
Unit 1: Specimen question paper

Version 1.1



Version 1.1

Surname				Other	Names				
Centre Num	ber					Candida	te Number		
Candidate S	Signatu	ıre							



General Certificate of Education Advanced Subsidiary Examination

COMMUNICATION AND CULTURE Unit 1 Understanding Communication and Culture

ASSESSMENT and QUALIFICATIONS

ALLIANCE

COMM1

Specimen 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 (Co	Total (Column 1)					
Total (Column 2)						
TOTAL						
Examine	r's Initials					

Answer all questions in the spaces provided.

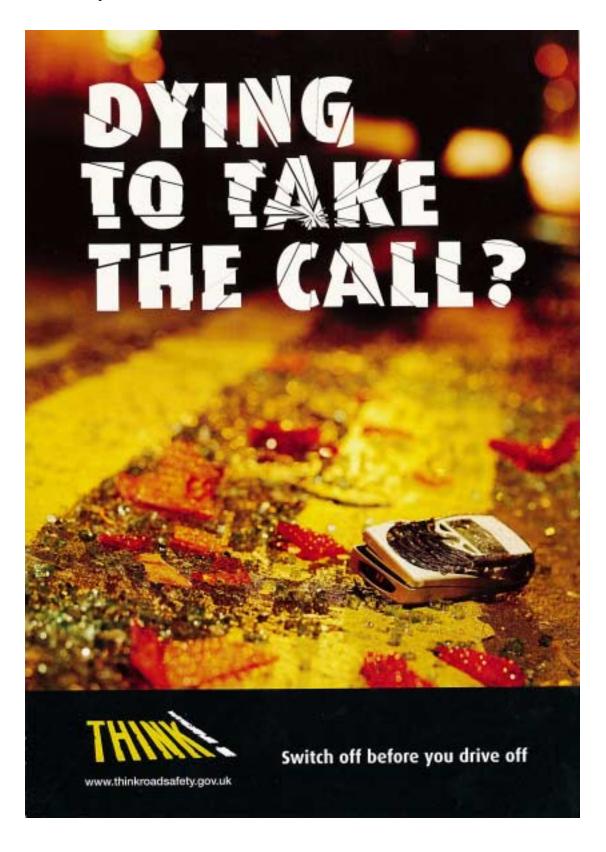
1	There are many different and competing explanations of why cultural products have Choose one of the following explanations and justify your choice.	ve value.
	Use two examples to support your choice.	(20 marks)
	EITHER 1(a) A cultural product has value because it makes a good profit for its producer.	
	OR 1(b) A cultural product has value because it has stood the test of time.	
	OR 1(c) A cultural product has value because it is enjoyed by a large number of people	2 .

- 2 Which of the following statements about identity and personal communication do you find most convincing? Explain your choice in a brief account.
 - Successful personal communication depends on feedback and self disclosure.
 - We develop our identities in response to the ways in which others communicate with us.

 A person's real identity is often revealed by unintended non-verbal signs. 	(20 marks)

Total for this question: 20 marks

3 This image was used in the government's 'Think' campaign to persuade drivers not to use their mobile phones.



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What are the	connotations of t	he typeface usec	d for 'Dying to ta	ke the call'?
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What is the <i>n</i>	arrative of this te	xt?		
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4 Read the following extract from an imaginary personal website.

"Perhaps I'm getting too old to understand but it seems to me that most young people today go out of their way to look ridiculous. Perhaps they just don't like themselves. How else can you explain the tattoos and body piercings? Why else would they dress in the style of convicts, hardened criminals or extras from a horror film?

As for music, the most popular types seem to celebrate negative or anti-social behaviour: violence, drug abuse, suicide, self harm and anti-materialism. Is it all the fault of the older generation for bringing up youths who just reject society's values?"

Use your knowledge of communication and culture to analyse the views expressed here,				
suggesting alternative explanations for trends in youth culture.	(2.0			
	(20 marks)			
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Question 3 Promotional Poster/Leaflet 'Dying to take the call?' Crown copyright material is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.

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