

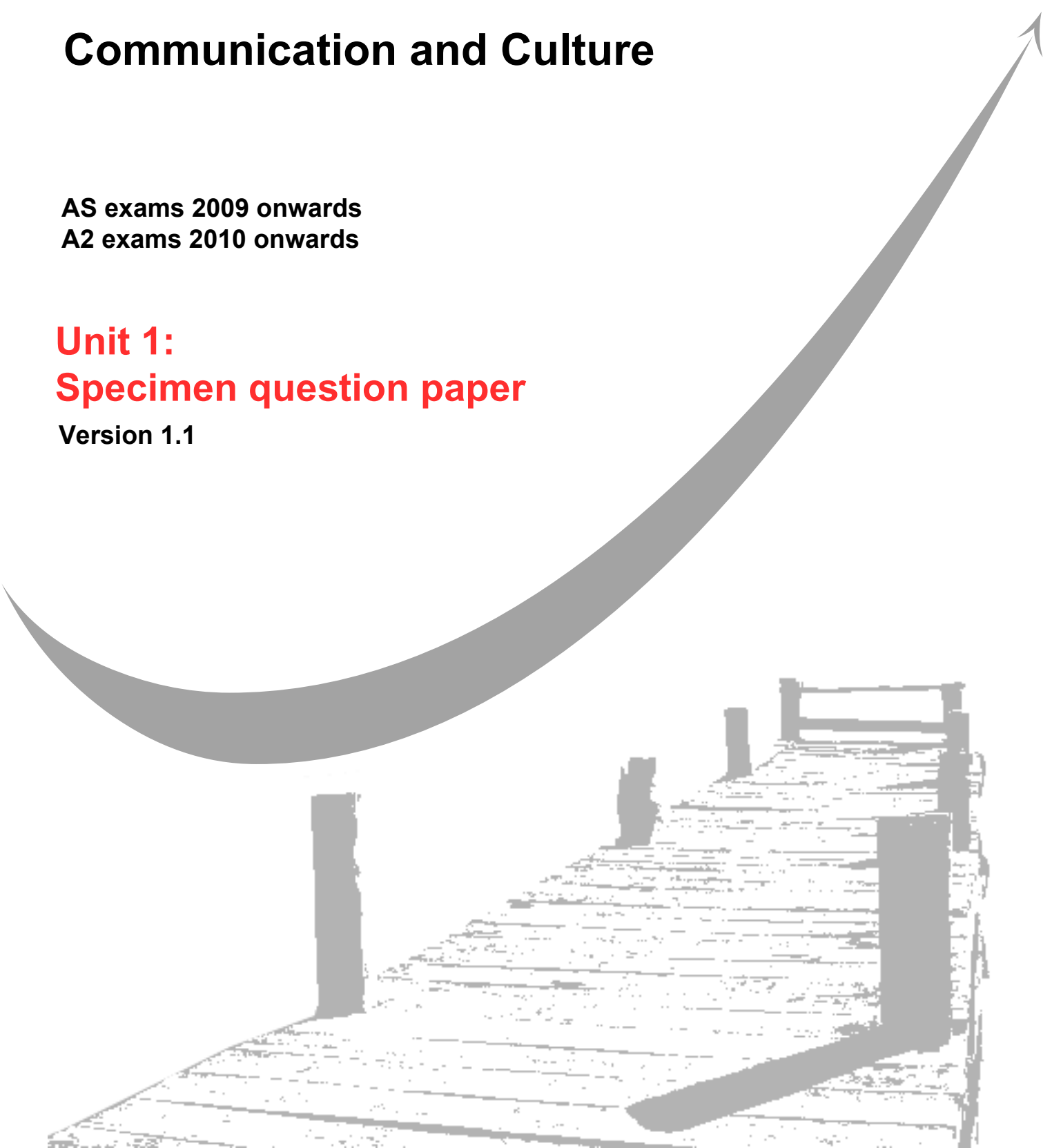
GCE
AS and A Level

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 Number					Candidate Number				
Candidate Signature									

For Examiner's Use

General Certificate of Education
Advanced Subsidiary Examination



COMMUNICATION AND CULTURE
Unit 1 Understanding Communication and Culture

COMM1

Specimen Paper

You will need no other materials.
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For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2		4	
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
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

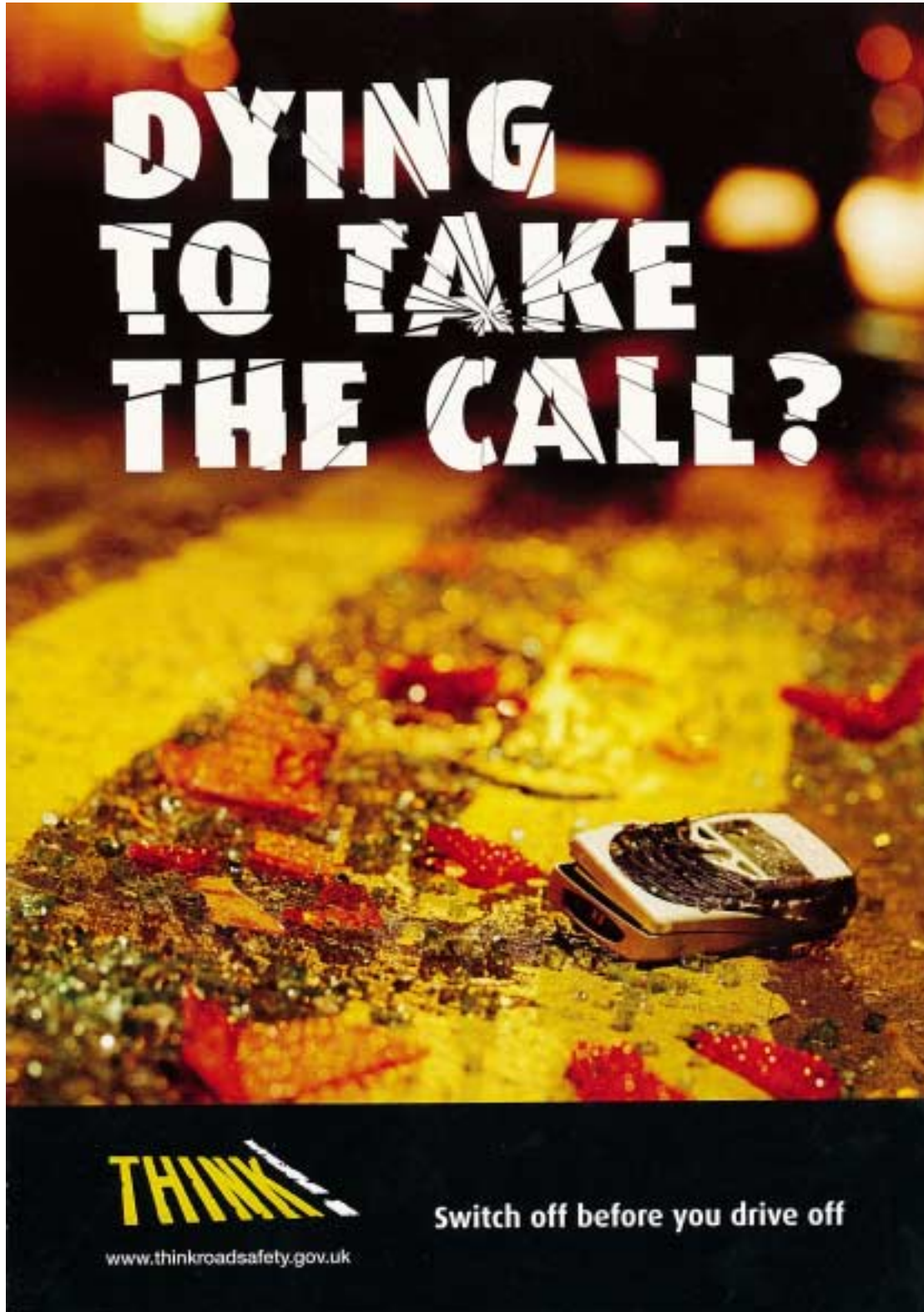
- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

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.

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.



3(a) Write a slogan of 12 words or less which *anchors* the meaning of this text.

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.....

(4 marks)

3(b) What are the *connotations* of the typeface used for ‘Dying to take the call’?

.....
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(4 marks)

3(c) What is the *narrative* of this text?

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(4 marks)

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.

There are no questions printed on this page

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

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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