

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2009

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Monday 1 June 2009 1.30 pm to 3.15pm

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.
- Do all rough work or planning in the boxes provided. 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 back of this book. If you do this, make sure that you show the number of the question you are answering.
- This paper tests:
 - your ability to communicate in the register of the subject
 - your understanding of concepts and debates in Communication and Culture.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.



J U N 0 9 C O M M 1 0 1

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

1 People who criticise popular culture argue that it has little value. Others argue for the importance of popular culture as an area of study. Choose **one** of the following arguments in favour of popular culture. Use examples to develop and illustrate your chosen argument.

EITHER

1 (a) Popular culture has value and is worthy of study because it includes experiences which are in themselves sophisticated and complex. *(20 marks)*

OR

1 (b) Popular culture has value and is worthy of study because it has a role in defining people’s identities. *(20 marks)*

OR

1 (c) Popular culture has value and is worthy of study because it reflects the preferences of the majority of people. *(20 marks)*

Planning

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2 Show how a person’s ‘true’ identity may be communicated by **one** of the following:

- body language
- personal possessions
- speech.

(20 marks)

Planning

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Question 2 continues on the next page

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Turn over ▶



Total for this question: 20 marks

3 This is the front side of a flyer promoting the home shopping brand 'oli'.

Due to third-party copyright constraints, this advertisement
could not be reproduced here.



3 (a) How do the words ‘A GIRL SHOULD NEVER PAY MORE THAN SHE NEEDS TO’
anchor the meaning of this text? (4 marks)

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3 (b) What is the intention of this text? Identify the barriers to communication that may
prevent this from being achieved. (6 marks)

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Question 3 continues on the next page

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3 (c) What might a semiotic analysis of the image of the woman reveal about the ways in which the text communicates? (10 marks)

Planning

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4 Read this extract from the article ‘What not to bare, Trinny’, published on the *Daily Mail* website on 14 July 2006, and attempt the task below.

What not to bare, Trinny

In her role as a style guru to the women of Britain, Trinny Woodall is notoriously slow to praise and swift to criticise.

Visiting the Serpentine Gallery summer party in West London, the 41-year-old presenter of What Not To Wear chose an elegant midnight-blue satin frock with cap sleeves.

Not so elegantly, however, a significant amount of (whisper it) armpit hair was clearly visible.

And last night she made no attempt to claim that hirsute* is the new bare in the underarm department.

‘There will never be a trend for hairy armpits, I can promise you that,’ she said. ‘I forgot to shave, it’s as simple as that.’

‘I didn’t have time as I was rushing out to the party straight from work so it was the last thing on my mind. I was in a hurry.’

Clearly though, she had enough time to ensure that her make-up was applied precisely and her hair looked immaculate. And by the length of the underarm hair, she had in fact forgotten to shave for quite a few days.

*hirsute = hairy

Explore the cultural norms and values in relation to personal appearance revealed by this article. (20 marks)

Planning

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Question 4 continues on the next page

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END OF QUESTIONS

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QUESTION
NUMBER

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QUESTION NUMBER

Write the question number in the left-hand margin.



There are no questions printed on this page

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Question 3: Flyer promoting the home shopping brand 'oli'

Question 4: Extract from the article 'What not to bare, Trinny', *Daily Mail*, 14/07/2006, page 3.

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