Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



General Certificate of Education Advanced Subsidiary Examination January 2010

Communication and Culture COMM1

Unit 1 Understanding Communication and Culture

Friday 15 January 2010 9.00 am to 10.45 am

ou will need no other materials	

Time allowed

• 1 hour 45 minutes

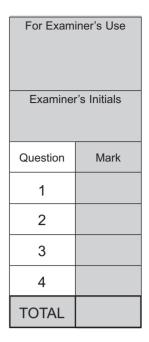
Instructions

- 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. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- 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.





		Answer all questions in the spaces provided.				
1	Culture is ordinary; it is about everyday life. Use your own experiences and observations to explore one of the following statements about the culture of everyday life:					
1	(a)	The family is essential in teaching and in helping me to learn about the vaculture.	lues of my (20 marks)			
1	OR (b) OR	Schools encourage us to accept cultural codes and ways of 'fitting in'.	(20 marks)			
1	(c)	My cultural values are influenced by my role models, the people I admire	and respect. (20 marks)			
	Pla	anning				



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2	Use examples to illustrate the ways in which self-esteem might have an impact on one of the following:					
2	(a)	appearance	(20 marks)			
	OR					
2	(b)	body movement (kinesics)	(20 marks)			
	OR					
2	(c)	paralanguage.	(20 marks)			
	Pla	nning				



	the question part reference in the box provided.
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	Question 2 continues on the next page



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Total for this question: 20 marks	
3 This is the front of a flyer (complete with £1 off sticker).	
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3	(a)	Identify a dominant signifier in this flyer. Explain why the signifier you hat is dominant.	ive chosen (4 marks)
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3	(b)	What are the connotations of the different kinds of lettering used in this fly	er? (6 marks)
			•••••
			•••••
		Question 3 continues on the next page	



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3 (c) Briefly, offer two different readings of this text.	(10 marks)
Reading one:	



Reading two:	

20



4 Many everyday practices are concerned with establishing our individual identities in response to the expectations of others. This is chiefly a process of conformity (going along with these expectations) and resistance (challenging these expectations).

How do the everyday practices listed below reveal this process of conformity and resistance? You must choose examples from **one or more** of the following categories:

- talking
- moving about
- shopping

•	the	way	we	dress.
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(20 marks)



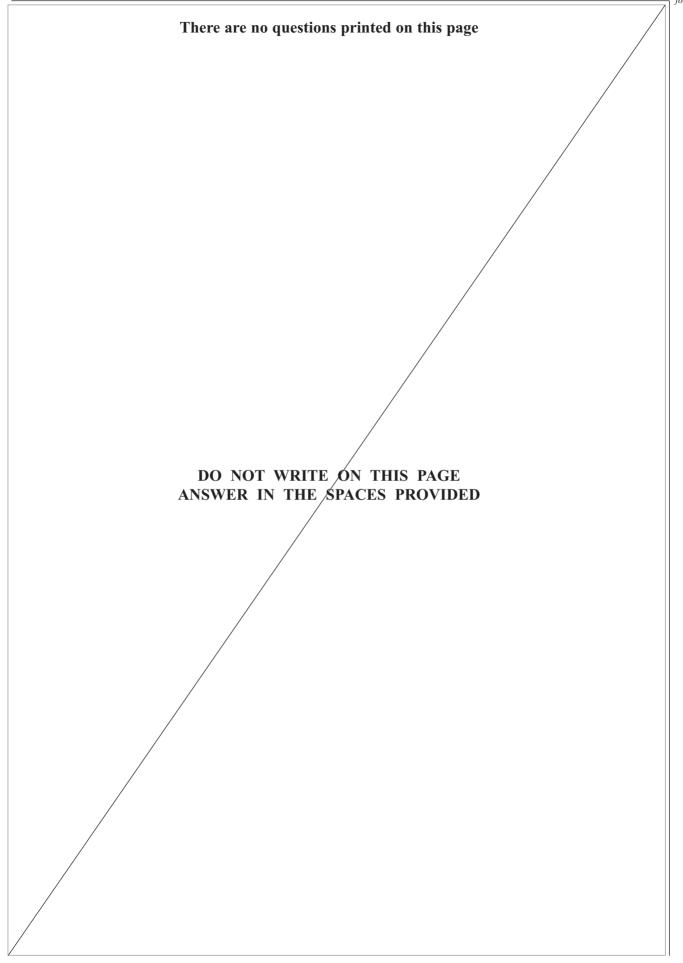
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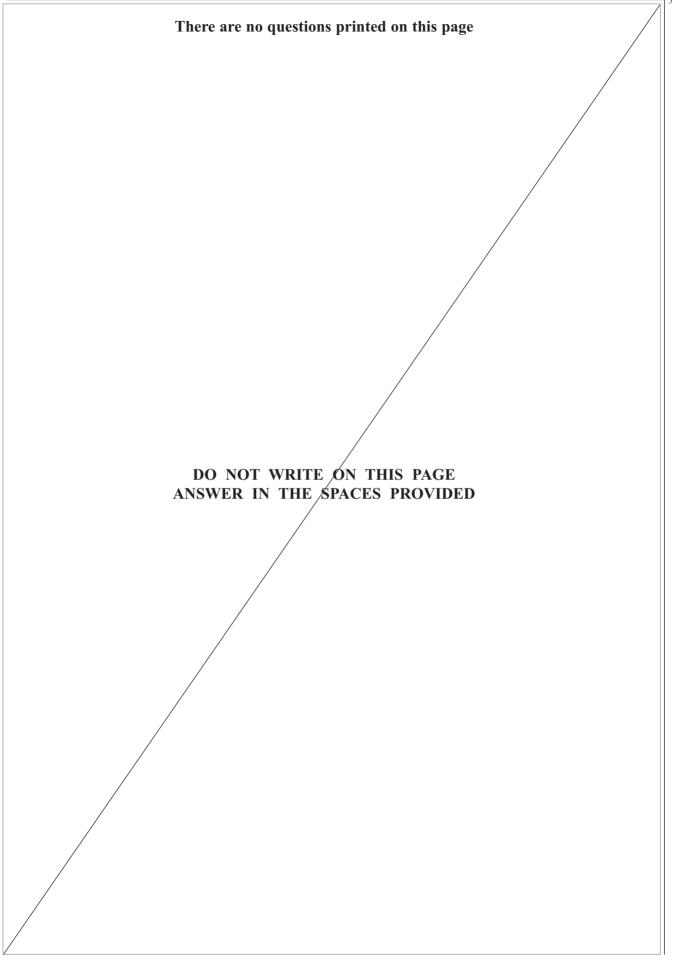


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