

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
January 2010

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Friday 15 January 2010 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. 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.



J A N 1 0 C O M M 1 0 1

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 values of my culture. (20 marks)

OR

1 (b) Schools encourage us to accept cultural codes and ways of 'fitting in'. (20 marks)

OR

1 (c) My cultural values are influenced by my role models, the people I admire and respect. (20 marks)

Planning



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)

Planning



Total for this question: 20 marks

3 This is the front of a flyer (complete with £1 off sticker).

This text has been removed due to third-party copyright constraints.



3 (a) Identify a dominant signifier in this flyer. Explain why the signifier you have chosen is dominant. (4 marks)

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3 (b) What are the connotations of the different kinds of lettering used in this flyer? (6 marks)

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Question 3 continues on the next page

Turn over ►



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

Planning

Reading one:

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- 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.

(20 marks)

Planning



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