

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 2010

Communication and Culture **COMM1**

Unit 1 Understanding Communication and Culture

Friday 28 May 2010 1.30 pm to 3.15 pm

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. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

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.
- This paper tests:
 - your ability to communicate in the register of the subject
 - your understanding of concepts and debates in Communication and Culture.

COMM1



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

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

- 1** “Culture is everything. Culture is the way we dress, the way we carry our heads, the way we walk, the way we tie our ties—it is not only the fact of writing books or building houses.”

Aimé Cesaire, Caribbean writer, speaking to the World Congress of Black Writers and Artists in Paris.

Using examples to support your choice, show how culture influences **one** of the following:

EITHER

- 1 (a)** fashion (the way we dress, the way we tie our ties) (20 marks)

OR

- 1 (b)** body language (the way we carry our heads, the way we walk). (20 marks)

Planning



Write the question part reference in the box provided.

1	
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Question 1 continues on the next page

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20

Turn over ►



- 2** Choosing **one** of the following statements, explore the concept of self-presentation.
- 2 (a)** Self-presentation is concerned with the ways in which we manipulate the contexts of interpersonal communication (the physical locations, the props, the costumes). (20 marks)
- OR**
- 2 (b)** Self-presentation is chiefly concerned with those who communicate alongside us. (20 marks)
- OR**
- 2 (c)** Self-presentation depends on the sincerity of our performances. (20 marks)

Planning



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2	
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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 side of a complimentary bookmark advertising 'Quick Reads', a range of books adapted for less confident adult readers.



3 (a) Describe the ways in which the size and shape of this text communicates. (4 marks)

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3 (b) Explore the use of language in this text. (6 marks)

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Question 3 continues on the next page

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3 (c) How successfully has the text overcome potential barriers to communication? *(10 marks)*

Planning

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- 4 “Food touches everything [...] Food marks social differences, boundaries, bonds and contradictions. Eating is an endlessly evolving enactment of gender, family and community relationships.”

Food and Culture: A Reader by Carole Counihan and Penny van Esterik, (Routledge 1997)

Using your own experiences, identify the ways in which food “touches everything”, as suggested in the quotation above. (20 marks)

Planning



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Question 4 continues on the next page

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Question 3 www.quickreads.org.uk

Question 4: *Carole Counihan and Penny van Esterik, 'Food and Culture: A Reader'. Routledge 1997.*

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