

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 2011

# Communication and Culture **COMM1**

## Unit 1 Understanding Communication and Culture

Friday 14 January 2011 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. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- 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 A N 1 1 C O M M 1 0 1

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

- 1** Matthew Arnold claimed that Culture is “the best which has been thought and said in the world”. In doing so, he was defining what most people would describe as ‘High Culture’.

Choose **one** of the following arguments about High Culture and develop and illustrate it with evidence from your own studies and experience.

**EITHER**

- 1 (a)** The value of High Culture rests in the fact that it has stood the test of time; it has qualities which are timeless. *(20 marks)*

**OR**

- 1 (b)** The value of High Culture lies in the fact that it is defined and endorsed by experts: people who understand better than we can the qualities which these works possess. *(20 marks)*

**OR**

- 1 (c)** The value of High Culture derives solely from the personal taste of those who have power in our society. *(20 marks)*

Planning





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Handwriting practice area with 20 horizontal dotted lines.

Turn over ►



**2** Groups have specific identities just as individuals do, which are determined by a number of competing factors.

Choose **one** of the arguments about group identity below and support it with your own examples.

**EITHER**

**2 (a)** The identity of any group is determined by the roles played by its members. *(20 marks)*

**OR**

**2 (b)** The identity of any group is determined by the characters and personalities of its members. *(20 marks)*

**OR**

**2 (c)** The identity of any group is determined by the contexts in which the group operates. *(20 marks)*

Planning





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Handwriting practice area with 20 horizontal dotted lines.

Turn over ►



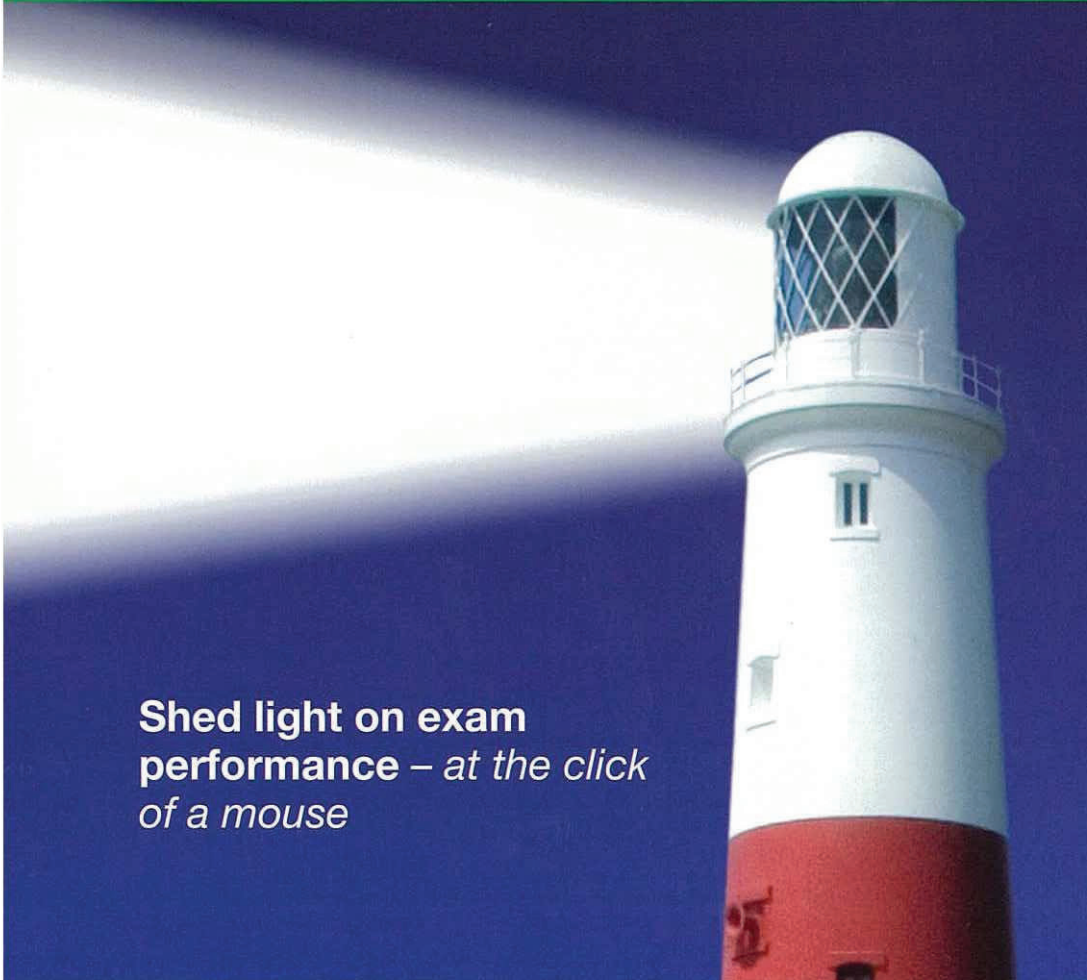
**Total for this question: 20 marks**

- 3 The exam board AQA is offering teachers more information on how their students perform in exams. The leaflet below promotes this service.



# Enhanced Results Analysis

The new online tool with at a glance analysis of exam results



Shed light on exam performance – *at the click of a mouse*



**3 (a)** Briefly explain **encoding** and **decoding** with specific reference to this text. (4 marks)

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**3 (b)** What potential barriers could affect the decoding of this text? (6 marks)

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Question 3 continues on the next page

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**3 (c)** Peirce categorised the sign in three ways: as icon, as index and as symbol.  
Explain each with reference to this text. *(10 marks)*

Planning

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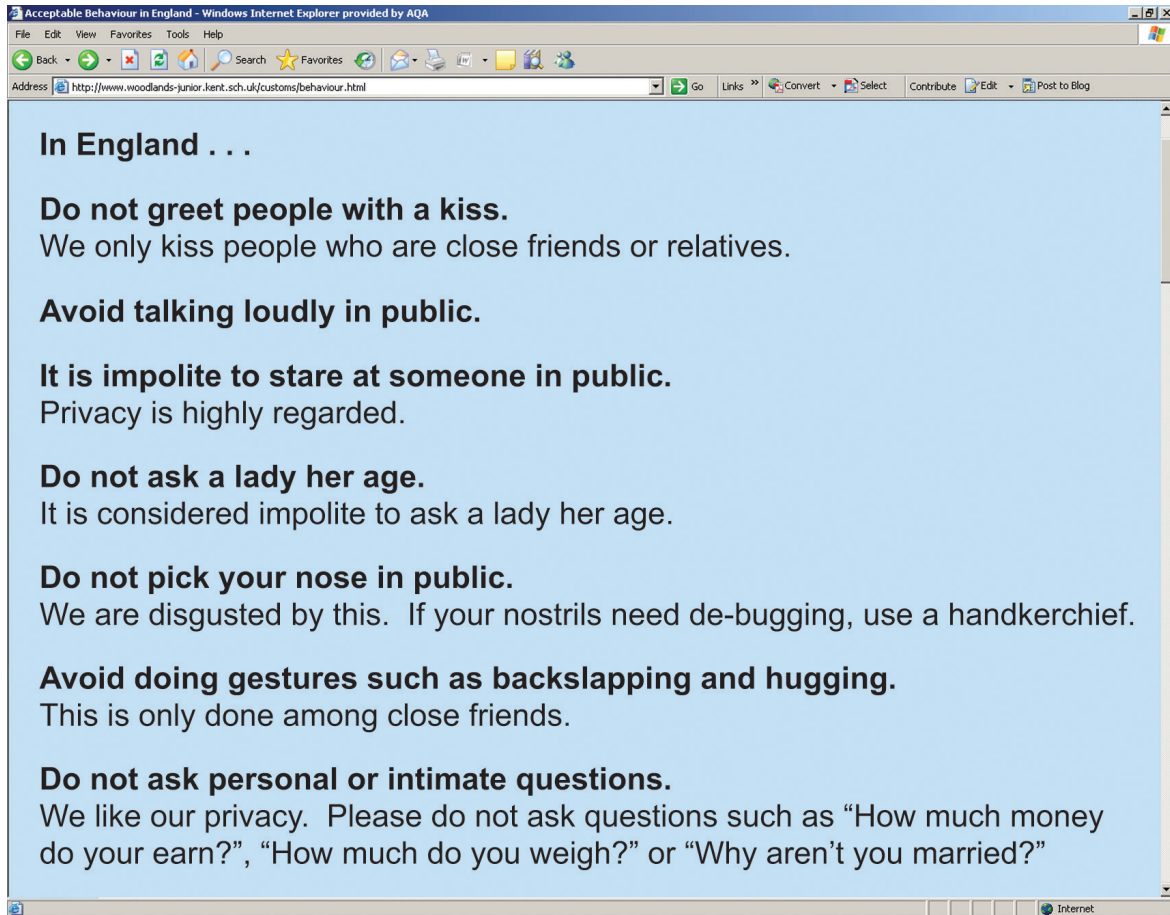
A large rectangular box containing 25 horizontal dotted lines for writing.

20

Turn over ►



- 4 A group of primary school children has devised a website which includes advice about how to behave when in England. The screen shot below is from that website. Read this carefully before attempting the task below.



**Task:**

Using your knowledge of cultural practices and non-verbal communication, discuss the implications of the advice given here. (20 marks)

Planning



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**Question 4 continues on the next page**

**Turn over ►**



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0 1 6



**END OF QUESTIONS**

20



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ANSWER IN THE SPACES PROVIDED**



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Question 4. [projectbritain.com](http://projectbritain.com) Woodlands Junior School Website: Mandy Barrow

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