Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



General Certificate of Education Advanced Subsidiary Examination January 2012

Communication and Culture COMM1

Unit 1 Understanding Communication and Culture

Monday 16 January 2012 1.30 pm to 3.15 pm

You will need no other materials.	
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Time allowed

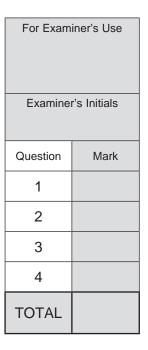
• 1 hour 45 minutes

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 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.



	Answer all questions in the spaces provided.	
1	Culture has a complex set of 'rules' which we learn and share. These are the code often unwritten, which guide our behaviour as we engage in cultural activities.	₽S,
	Explore the codes involved in one of the following:	
	EITHER	
1 (a)	Christmas shopping (20 m	arks)
	OR	
1 (b)	arranging a date (20 m	arks)
	OR	
1 (c)	sitting this exam. (20 m	arks)
Plannin	g	



Write the question part reference in the box provided.
1





Turn over for the next guestion	



2	Self-presentation is a serious business.	
	Using examples from your own experience and study, support one of the foll arguments about self-presentation.	owing
	EITHER	
2 (a)	Self-presentation is unconscious and unplanned. As Goffman said: "We act we know".	better than (20 marks)
	OR	
2 (b)	Self-presentation is very much a conscious and deliberate offering of our ide	ntities. (20 marks)
	OR	
2 (c)	The conscious and unconscious elements of our self-presentation are complesome signs we give, others give us away.	ementary. (20 marks)
Planning	9	



Write the question part reference in the box provided.
2



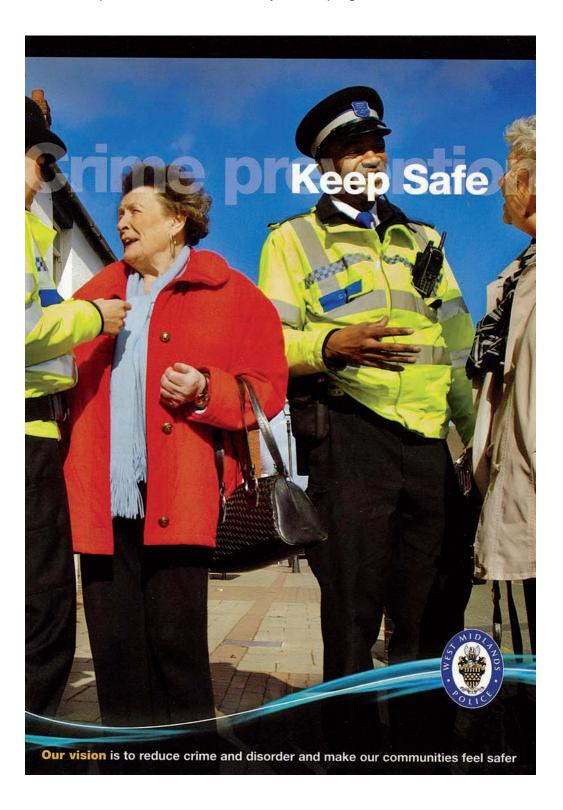


Turn over for the next question



Total for this question: 20 marks

3 This leaflet was part of a Police Community Action programme.





3 (a)	Who is the intended audience? How do you know this? (4 mar	rks)
3 (b)	Explore the ways in which this leaflet seeks to address its audience. (6 mar)	 'ks)
	Question 3 continues on the next page	



3 (c)	Any text is a particular combination of sign choices. Which sign choices do you	
	consider most significant in this text? Give reasons for your answer. (10 mail	rko
	(10 mai	ΛO
Planning		



Turn over for the next question	

20



4	Read carefully the song lyric extract below before attempting the task.
	The extract cannot be reproduced here due to third-party copyright constraints.
	Task: Using this text as a starting point, explore the nature of celebrity in contemporary
	culture. (20 marks)
Planning	3







END OF QUESTIONS



