

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 2013

Communication and Culture COMM1

Unit 1 Understanding Communication and Culture

Wednesday 16 January 2013 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 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.



J A N 1 3 C O M M 1 0 1

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

- 1** Communication and Culture takes the study of popular culture seriously but there are those who disagree.

As a student of Communication and Culture, argue the case in favour of the serious study of **one** of the following:

EITHER

- 1 (a)** television soap opera (20 marks)

OR

- 1 (b)** high street fashion (20 marks)

OR

- 1 (c)** computer games. (20 marks)

Planning



1	
---	--

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

[illegible]

Turn over for the next question

Turn over ►



2 It has been argued that we learn a great deal about others by listening to them talking.

Using specific examples, explore what a person's speech may tell us about:

EITHER

2 (a) their regional and social identity (20 marks)

OR

2 (b) their emotional state (20 marks)

OR

2 (c) their status. (20 marks)

Planning



2	
---	--

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

[illegible]

Turn over for the next question

Turn over ►



Total for this question: 20 marks

3 What is an apple?

Figure 1



Figure 2



Figure 3



3 (a) Choose **two** of these 'apples'.

Suggest a context for each.

(4 marks)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

3 (b) To what extent is each one of these three figures an iconic or motivated sign?

(6 marks)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 3 continues on the next page

Turn over ►



.....

.....

.....

.....

.....

.....

- 3 (c)** To what extent do these three figures provide different answers to the question
'What is an apple??' (10 marks)

Planning

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



[illegible]

20

- 4 What can you, as a student of Communication and Culture, suggest about the meanings of cultural practices and products in this image?



(20 marks)

Planning



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

Turn over ►

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The lines are thin and light gray, set against a white background. There are no margins, text, or other markings on the page.

[illegible]

20



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Question 3: Images © Thinkstock
Question 4: Images © Getty Images

Copyright © 2013 AQA and its licensors. All rights reserved.

