Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



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

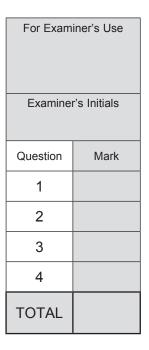
• 1 hour 45 minutes

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.





Answer all	questions	in	the	spaces	provided.	
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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	



Write the question part (a, b or c) in the box provided.					
1					





Turn over for the next guestion	



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)			
Plannin	g				



Write the question part (a, b or c) in the box provided.					
2					





Turn over for the next question	



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 sig	n? (6 marks)
	Question 3 continues on the next page	



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



Turn over for the next question	



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





2

END OF QUESTIONS



