Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



General Certificate of Education Advanced Subsidiary Examination June 2013

Communication and Culture COMM₁

Unit 1 **Understanding Communication and Culture**

Friday 17 May 2013 9.00 am to 10.45 am

other materials.

Time allowed

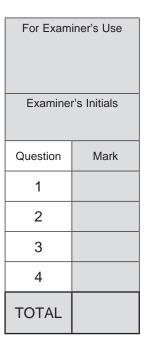
1 hour 45 minutes

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.

Writing over 50 years ago, T.S. Eliot claimed that culture involved 'all the characteristic activities and interests of a people'. He used the following examples to show the nature of English culture: 'a cup final', 'the dart board' and 'beetroot in vinegar'.

Using relevant examples, explore **one** of the following responses to Eliot's description of English Culture.

EITHER

1 (a) Eliot's description is out of date: a modern version would have a different list of examples. (20 marks)

OR

1 (b) Eliot's description of English culture is patronising in its use of stereotypes. (20 marks)

OR

Planning

1 (c) It is impossible to find a set of 'activities and interests' that are common to English people. (20 marks)



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





Turn over for the next question



2	There are no written rules when it comes to communicating interpersonally with, for example, family and friends. Nevertheless, we are painfully aware when things go wrong.			
	Explore the unwritten rules or conventions of communication associated with one of the following:	÷		
	EITHER			
2 (a)	a job interview (20 marks	;)		
	OR			
2 (b)	a first date (20 marks	;)		
	OR			
2 (c)	a family meal. (20 marks	;)		
Planning	9			



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



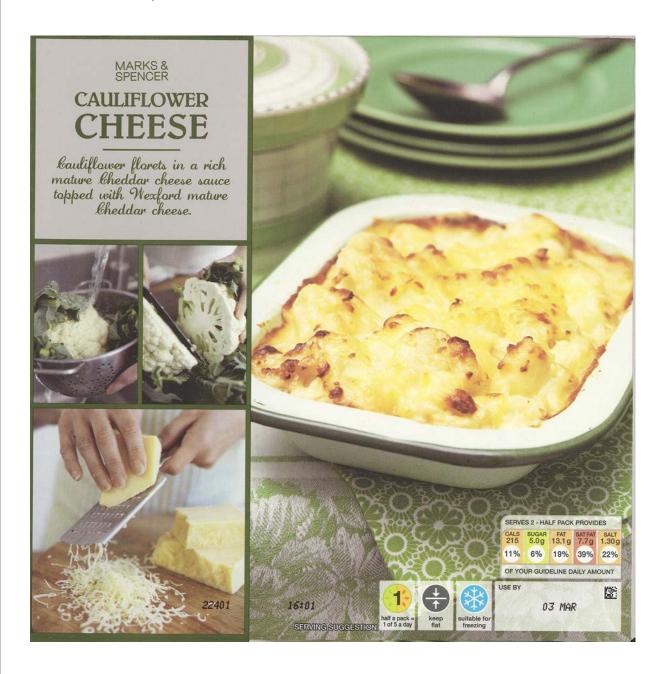


Turn over for the payt question



Total for this question: 20 marks

3 Marks & Spencer Cauliflower Cheese box.





3 (a)	Identify and comment on two examples of anchorage in this text.	(4 marks)
3 (b)	The product is represented semiotically as icon, index and symbol.	
	Give an example of each.	(6 marks)
	Question 3 continues on the next page	



3 (c)	Explore the meaning of the multiple images and their relationships. (10 marks)
Plannin	ig.



Turn over for the next question

20



4	'Home is where the heart is.'
	'It ain't a house, it's a home.'
	'To speak of home in relation to a building is simply to recognise its harmony with the things we believe are most important.'
	Task:
	These sayings suggest that a home can be more than simply a place to live.
	Think of a place you call home.
	Discuss the significance of this place in terms of your culture and your identity. (20 marks)
Plannin	g







2

END OF QUESTIONS







