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| 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  
June 2013

# Communication and Culture **COMM1**

## Unit 1 Understanding Communication and Culture

Friday 17 May 2013 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 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 U N 1 3 C O M M 1 0 1

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

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- 1 (a)** Eliot's description is out of date: a modern version would have a different list of examples.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

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

Planning





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



Dotted lines for writing.

20

Turn over for the next question

Turn over ►



**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





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|           |
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| <b>20</b> |

**Turn over for the next question**

**Turn over ►**



Total for this question: 20 marks


3 Marks & Spencer Cauliflower Cheese box.

MARKS & SPENCER

## CAULIFLOWER CHEESE

*cauliflower florets in a rich mature cheddar cheese sauce topped with Wexford mature cheddar cheese.*




22401

SERVES 2 - HALF PACK PROVIDES

| CALLS | SUGAR | FAT   | SAT FAT | SALT  |
|-------|-------|-------|---------|-------|
| 215   | 5.0g  | 13.1g | 7.7g    | 1.30g |
| 11%   | 6%    | 19%   | 39%     | 22%   |

OF YOUR GUIDELINE DAILY AMOUNT

16:01

SERVING SUGGESTION



half a pack = 1 of 5 a day



keep flat



suitable for freezing

USE BY

03 MAR



**3 (a)** Identify and comment on **two** examples of anchorage in this text. **(4 marks)**

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**3 (b)** The product is represented semiotically as icon, index and symbol.  
Give an example of each. **(6 marks)**

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**Question 3 continues on the next page**

**Turn over ►**



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

Planning

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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)*

Planning



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Turn over ►



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**END OF QUESTIONS**



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



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