

### Is this subject right for me?

- Are you interested in a career working with the public, eg. teaching, law, journalism, sports coaching, nursing or business?
- Do you enjoy presentations and oral work OR are you looking to improve your presentation skills?
- Do you enjoy looking in detail at magazines, newspapers and on-line media

Communication and Culture is a wide-ranging subject which develops your own communication skills by studying many different types of communication in our culture. For example, you will learn to analyse body language, the spoken word, traditional printed and written texts, as well as modern forms of on-line media.

The subject includes important practical and creative elements: in AS you prepare an oral and visual presentation (using Powerpoint) and in A2 you are required to complete an independent research project producing a web-site to communicate your findings.

Since communication is so central to our everyday lives, the course naturally includes aspects of many other subjects – English Language, Psychology, Sociology, ICT, Media, Health & Social Care, PE and Business Studies – all of which combine well with it at this level.

Most Universities offer well established Communications and Cultural Studies courses, allowing clear progression to Higher Education. The course is ideal preparation for careers which involve large and varied amounts of communication – such as working within business organisations (eg. personnel, public relations, sales and marketing) or working directly with the public (eg. teaching, the police, sports coaching the medical profession). It is also an excellent course for those wishing to pursue a career in the media or journalism.

### What is the course content?

#### AS Level (Year 1)

##### **Unit 1 Understanding Communication & Culture (exam)**

Topics include:

Understanding Communication	Understanding Culture
<ul style="list-style-type: none"><li>• Verbal &amp; non-verbal communication</li><li>• Identity &amp; Self-Presentation</li><li>• Group Communication</li><li>• Reading Images &amp; Products</li></ul>	<ul style="list-style-type: none"><li>• Definitions of culture</li><li>• High culture &amp; popular culture</li><li>• The meanings of 'everyday life'</li><li>• Activities and rituals</li></ul>

**Assessment** Written exam (1 hour 45 mins)  
You answer FOUR questions in total  
This exam is worth 50% of the total AS mark

##### **Unit 2 The Individual & Contemporary Culture (coursework)**

You independently research and give a presentation on a choice of Communications and Culture topics set by the exam board, including spoken language, objects and possessions, clothes and fashion, songs, forms of transport and rooms or personal spaces. You look then look at how they express our cultural identities.

**Assessment** Coursework folder, which includes:  
500 word investigation into Communication, Culture & Individual identity  
1000 word exploration of Cultural Products and identity  
Oral & Visual presentation on "My Cultural Identity"  
This coursework is worth 50% of the total AS mark

All Communication & Culture students are expected to attend additional practical skills classes to support their AS coursework. This can also lead to an NCFE Level 2 award in Interactive Multi-Media.

#### A Level (Year 2)

At A2 you work on a further TWO units:

Unit 3: Communicating Culture

2 hour written exam – essay-based, answering TWO questions

Unit 4: Further Aspects of Personal, Social & Cultural Identities

Coursework web-folio/portfolio - including a major independent Case Study (2000 words) and a web-based presentation.

# Communication and Culture

## AS and A Level

### **What are the entry requirements?**

The general entry requirements for studying at Advanced Level apply, and a minimum of grade C in English Language is preferred.

### **Other Information**

In Communication & Culture you develop your electronic and interpersonal skills and study all forms of communication (concentrating on communication between individuals, within groups and through print & on-line forms of media)

The main differences between Media Studies, Film Studies and Communication & Culture are:

**Media Studies** focuses on television, film, magazines and on-line media and includes a major practical (film-making) project at both AS and A2.

**Film Studies** focuses on film but only includes a limited amount of practical film-making at AS.

**Communication & Culture** focuses on people in everyday life and in the media, studying all major forms of communication, whilst working practically on print & on-line forms of media.