

AS Level

# Communication & Culture

AQA



## Course Content

The course examines a wide range of topics focusing on how and why human beings communicate and the impact this has in informing and developing cultural identities. You will examine how we communicate with ourselves, our friends, parents and those in authority and how rules of communication change depending upon cultural identity, our understanding and perception of these rules and our wish to 'fit in'. The course aims to:

- Emphasise cultural aspects of communication
- Provide a framework in which students relate their own life experiences to contemporary academic debates
- Engage students in a wide range of interesting and well supported coursework tasks
- Give students a thorough grounding in the analysis and understanding of cultural products and cultural practices
- Reflect developments in this field of higher education, but at a level that is accessible and stimulating for A Level students

## AS Level

The AS course provides a thorough examination of personal communication, here the focus will be on developing ideas of self-image and self-esteem and how this leads us to develop self presentation. In exploring the effectiveness of our communication and our sense of self. This links closely with group identity, how do we change ourselves to fit into various groups in society, how do we manipulate group situations and develop leadership skills and how is this significant in shaping our identity?

Identity is a key word throughout the course and links very closely with an examination of the nature of culture. What is it that defines us? Not just as an individual but as a member of a particular cultural group. We will examine the difference between high and popular culture, exploring the value of a variety of cultural texts.



The course examines the nature of the texts that we are surrounded by in everyday life and teaches students the tools to be able to deconstruct these texts, examining both their nature and their purpose and the different ways in which they can be read.

## Methods of Teaching

The subject employs a high variety of teaching strategies: small group projects and case studies, individual research and whole class teaching focussing on the development of your understanding as well as written and analytical skills. Regular lunchtime workshops are run to provide support and extension activities.

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## Methods and Patterns of Assessment

### AS Level

There will be two units providing an introduction to the study of communication and culture. Both units deal with the personal level of communication and candidates own experience of cultural products and cultural practices. The interaction between the individual and the broader cultural environment is a key area of investigation.

#### Unit 1 will cover:

- The nature of culture
- Definitions of culture
- The meanings and practices of everyday life
- High culture and popular culture
- The relationship between culture and value
- Verbal and non-verbal communication
- Identity and self-presentation
- Group communication
- Reading images and products

This will be assessed via an external examination of one hour 45 minutes and provide 50% of the total AS grade.

#### Unit 2 will cover:

- Three pieces of independent work, including a 500 word, 1000 word assignments the focus of which will be prompted each year by AQA with a choice of alternative topics and a web based 'presentation' on 'me and my culture'
- The sites for study will revolve around - Communication, culture and the Individual and cultural contexts and practices

This is an internally assessed and externally moderated module and will provide 50% of the total AS grade.

### Minimum Entry Requirements

5 GCSEs at grade A\* - C, including Maths and English.

Apply online: [www.psc.ac.uk/apply](http://www.psc.ac.uk/apply) t: 01962 857555 e: [admissions@psc.ac.uk](mailto:admissions@psc.ac.uk)

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