

AS and A2 (full A-level) Communication and Culture



INTRODUCTION

Communications & Culture explores how we communicate (on a local and global scale) and how this is affected by our cultures. In turn we examine cultural differences and how diverse influences, such as the media, make us the people we are and form our identities.

WHAT WILL I DO

The following topics are covered: 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.

The AS year is assessed through two separate units, one of which is coursework based.

Unit 1: Comm1 Understanding Communication & Culture

The focus of this introductory unit is the personal level of communication in the area of your own experiences of cultural practices and cultural products. This unit is assessed by a 1 hour 45 minute exam (25%).

Unit 2: Comm2 The Individual and Contemporary Culture - Portfolio

In this unit you pursue your study of the Key Concepts in relation to two sites:

- Communication, Culture and the Individual (Site A).
- Cultural Contexts and Practices (Site B).

This unit is assessed by a coursework portfolio of 3 pieces (25%).

The A2 year is assessed in the same way.

Unit 3: Comm3 Communicating Culture

The unit builds on the knowledge built in AS and introduces various theatrical concepts used to explore contemporary culture. These include: Critical Social Theory, Feminism and Postmodernism. Externally assessed, 2 hour examination (25%).

Unit 4: Comm4 Communication and Culture in Practice: Portfolio

For this unit you will construct a portfolio of two pieces:

Section A Case Study: A 2000 word study

Section B Creative Work: A web-based presentation linked to your Case Study Toipc. Internally assessed (25%).

HOW LONG WILL IT TAKE

Full time students will take one year to complete the AS and two years for the full A level.

ENTRY QUALIFICATIONS

Normally 5 GCSEs at C or above or equivalent qualifications (e.g. BTEC First Diploma). For mature students entry without formal qualification is often possible. This course builds on relevant courses at GCSE level, such as

English Literature and Media Studies.

WHERE COULD IT LEAD

Communications & Culture can be studied at university and is complementary to the study of English Language, Film Studies and Sociology.

FEES

Full time Courses are free for those who are under 19 on 31 August of the year they start their course. For others, fees may vary depending on personal circumstances. Please enquire for details.

International and EU Students, please contact the International Office on +44 (0)1205 313212 or enquiry@boston.ac.uk for details on Fees.

ADDITIONAL INFORMATION

Full time courses are free for those who are under 19 on 31st August of the year they start their course. For others fees may vary depending on personal circumstances. Please enquire with student services for details.

HOW TO APPLY

You can apply for this course by applying [online](#), by filling out an application form from the College prospectus or by contacting the Information Officer on 01205 313218 for further information. The Information on this Course Information Sheet is correct at time of print, but can be subject to change at anytime.

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