

Assessment

You will be assessed through both coursework and written exams...

A/S Level

- | Written Exam in June (50%)
- | Coursework Project (50%)

A2 Level

- | Written Exam in June (50%)
- | Creative Project – Create your own piece of communication from a t-shirt to a film (50%)

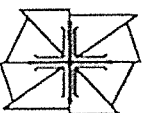
Workload

Obviously you will have to work hard throughout the course but all the teachers help and support students in whatever way they can. Together with state of the art facilities, you'll have the perfect opportunity to succeed at Communication and Culture.

Achievement & Further Information

Aquinas College is the best examination centre for Communication and Culture **nationally**:

- Students often achieve up to 2 grades higher than their GCSE results may predict.
- Aquinas has been recognised as producing top candidates in the past two years.



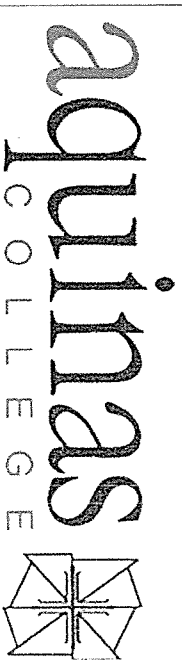
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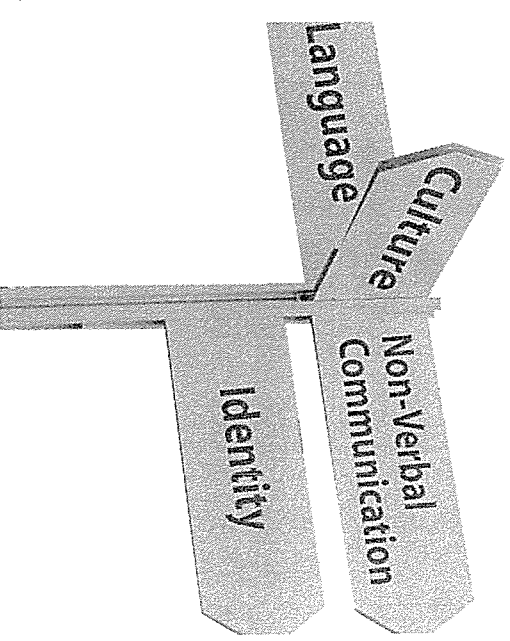
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Communication and
Culture

A/S and A Level



What Will I Study?

Communication (com•mu•ni•ca•tion)

- The exchange of thoughts, messages, or information, as by speech, signals, writing or behaviour.

Culture (cul•ture)

- Customs, norms, rituals of a society, the behaviour and belief characteristic of a particular social, ethnic or age group.

Throughout the course you will study, learn and explore ideas such as:

- What affects **your** identity.
- Communication through appearance and body language.
- The impact of culture on our identity.
- How humans develop and use language.
- Cultural differences in communication styles.

and much more...

Key Concepts

Perception...

Feedback...

Cultural Transmission...

Identity...

Social Difference...

Language...

Empathy...

Rapport...

Appearance...

Opportunity & Entry Requirements

Opportunity

An A-Level in Communication and Culture is a **highly valued qualification** and one that is recognised by all universities. It can also give you a **head-start in employment**, where strong **interpersonal skills** are often a requirement of individuals.

Entry Requirements

To study Communications and Culture you must have:

5 GCSE's at Grade C or above of which 2 must be in English.