

General Certificate of Education
June 2003
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication
(Synoptic Unit)

CMS6

Thursday 26 June 2003 1.30 pm to 3.30 pm

<p>In addition to this paper you will require: an 8-page answer book.</p>
--

Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS6.
- Answer **three** questions. Each question must be taken from a different section.

Information

- The maximum mark for this paper is 90.
- Each question carries 30 marks.
- This unit assesses your understanding of the relationship between different aspects of Communication Studies.

Advice

This is the synoptic unit for this specification. You will need to draw on material studied in other units of this course. You are also required to incorporate relevant communication theories and perspectives on both cultural and personal communication in your answers.

Quality of Written Communication

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

Answer **three** questions, each from a different Section.

Section A

1

- Either** (a) What are the principal functions of communication? You should answer with reference to communication in at least **two** different contexts. *(30 marks)*
- Or** (b) Explore the theoretical insights you have gained from completing your A2 Communication Studies project. *(30 marks)*
-

Section B

2

- Either** (a) Do you consider the relationship between communication and technology to be a complementary one? You should answer with specific examples. *(30 marks)*
- Or** (b) What are the advantages and disadvantages of e-mail when compared with other forms of communication such as:
- letter writing;
 - telephone conversations; and
 - text messaging. *(30 marks)*
-

Section C

3

- Either** (a) What relationship is there between socialisation and perception? To what extent does what we 'see' depend on how we are socialised? *(30 marks)*
- Or** (b) "Male-female conversation is cross-cultural communication. [. . .] From the time they're born, they're treated differently, talked to differently, and talk differently as a result".
Deborah Tannen
Do you agree? Provide examples to support your answer. *(30 marks)*
-

Section D

4

- Either** (a) The artist Andy Warhol once suggested that: "in the future everyone will be famous for fifteen minutes". What does a fascination with fame and celebrity communicate about contemporary culture? *(30 marks)*
- Or** (b) How do opinion leaders shape the public's view of conflict? In your answer you may consider conflict between individuals, groups or nations. *(30 marks)*

END OF QUESTIONS