

General Certificate of Education
January 2004
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication
(Synoptic Unit)

CMS6

Friday 30 January 2004 1.30 pm to 3.30 pm

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

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) “Context is all.”

Margaret Atwood: *The Handmaid’s Tale*

Explore the significance of context within acts of communication. (30 marks)

OR (b) It has been claimed that it is impossible for anyone to say anything at all without revealing their beliefs.

Is all communication necessarily ideological? (30 marks)

Section B

2

EITHER (a) To what extent does communication technology give people power?

(30 marks)

OR (b) Examine the impact of the Internet on the way information is accessed and processed.

(30 marks)

Section C

3

EITHER (a) The philosopher Aristotle suggested that human beings are social animals. What role does communication play in making people “social”? (30 marks)

OR (b) What do you consider to be the most significant agents of socialisation? In your answer you should consider groups, individuals and social institutions.

(30 marks)

Section D

4

EITHER (a) Examine, with evidence from any medium, the current state of “News” as a mode of communication. You may wish to consider one or more of the following:

- content;
- style;
- format;
- accessibility;
- status.

(30 marks)

OR (b) Over the years many languages have gone into decline and some have disappeared completely. Discuss the forces that can threaten the existence of languages and the reasons why many native speakers want to protect and preserve their language.

(30 marks)

END OF QUESTIONS