

General Certificate of Education
June 2004
Advanced Subsidiary Examination



COMMUNICATIONS STUDIES
Unit 3 Themes in Personal Communication

CMS3

Thursday 10 June 2004 Morning Session

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

Time allowed: 1 hour 30 minutes

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 CMS3.
- Answer **three** questions, **one** from **each** section.

Information

- The maximum mark for this paper is 90.
- All questions carry 30 marks.

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.

SECTION A

Answer **one** question from this Section.

Verbal and Non-verbal Communication

- 1 In a conversation, how is information about role, status and power exchanged by the ways in which language is used? *(30 marks)*

OR

- 2 In the context of personal communication explain how individuals may use non-verbal communication to:
- persuade;
 - show feelings;
 - demonstrate power. *(30 marks)*
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SECTION B

Answer **one** question from this Section.

Intrapersonal Communication

- 3 The Johari Window is a model of the changing self in the context of an individual's relationships with others. What are the strengths and limitations of this model? *(30 marks)*

OR

- 4 How and why do individuals present different aspects of the self when communicating with others? *(30 marks)*
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SECTION C

Answer **one** question from this Section.

Group Communication

- 5 "The most effective leaders are able to adapt their style to suit the demands of the particular task in hand."

Discuss this view in relation to groups with which you are familiar. *(30 marks)*

OR

- 6 How do formal groups differ from informal groups in terms of their characteristic forms of communication? *(30 marks)*

END OF QUESTIONS