

General Certificate of Education  
January 2005  
Advanced Level Examination



**COMMUNICATION STUDIES**  
**Unit 6 Issues in Communication**  
**(Synoptic Unit)**

**CMS6**

Thursday 27 January 2005 9.00 am to 11.00 am

**In addition to this paper you will require:**  
a 12-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) Evaluate the strengths of the Process and Semiotic approaches to communication by applying them to a reading of an individual's self-presentation. *(30 marks)*

**OR** (b) "I have been working in this field now for many years and am very conscious of the difficulties involved in any short book on so complicated and controversial a subject."  
*Source: 30 words from COMMUNICATIONS by R. Williams (Penguin 1968)  
Copyright © Raymond Williams, 1968*

What do you consider to be some of the complications and controversies in Communication Studies? *(30 marks)*

---

**Section B**

---

**2**

**EITHER** (a) Does new communication technology always improve the quality of communication? *(30 marks)*

**OR** (b) Describe and assess the implications of 'interactivity' in new communication technology. *(30 marks)*

---

**Section C**

---

3

**EITHER** (a) Evaluate the influences of the mass media on your socialisation. (30 marks)

**OR** (b) “Communication becomes gendered when sex or gender begins to influence your choices of what you say or how you relate to others.”

*Source: D.K. Ivy and P. Backlund, Genderspeak: Personal Effectiveness in Gender Communication, 3rd Edition (McGraw-Hill) 2003*

Reproduced with the kind permission of the Open University Press/McGraw-Hill Publishing company.

By this definition, how much of our communication is “gendered”? (30 marks)

---

**Section D**

---

4

**EITHER** (a) Celebrities often complain that they have been subjected to ‘trial by media’.

What do you understand by ‘trial by media’ and can it ever be justified? (30 marks)

**OR** (b) To what degree can possessions communicate information about group membership? (30 marks)

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**