

General Certificate of Education
June 2005
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication
(Synoptic Unit)

CMS6

Friday 24 June 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)

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A full copy of the question paper can be obtained by ordering CMS6 from
AQA Publications. Tel: 0870 4101036

In their book *More Than Words* Dimbleby and Burton identify the following kinds of barrier to communication: mechanical, organisational, psychological and semantic. Explain which of these is most obstructive to the successful communication of messages. *(30 marks)*

OR (b) How important is knowledge of the intention or purpose of an act of communication to our understanding of it? *(30 marks)*

Section B

2

EITHER (a) When Clive James worked as a professional television critic, he observed that: "Anyone afraid of what television does to the world is probably just afraid of the world".
Permission granted by PFD on behalf of Clive James.

In the light of this comment, discuss the potential dangers of new communication technologies. *(30 marks)*

OR (b) Which communication devices have most impact on your personal and social life? Explain in detail the specific nature of their impact(s). *(30 marks)*

Section C

3

EITHER (a) Shaw's play *Pygmalion* tells the story of a Cockney flower seller who is transformed into a society lady by the removal of her dialect and the refinement of her language. To what extent is the way in which we acquire language part of our socialisation? (30 marks)

OR (b) The 'Hidden Curriculum' is a phrase used to describe all the information that we get from schools and colleges beyond lessons. Analyse the specific ways in which your school or college is active in your socialisation. (30 marks)

Section D

4

EITHER (a) It has been argued that we are being swamped by communication messages in modern life. To what extent does this undermine the concept of 'identity'? (30 marks)

OR (b) Is most communication honest? Answer with reference to both personal and cultural communication. (30 marks)

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE