

General Certificate of Education
June 2004
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication
(Synoptic Unit)

CMS6

Friday 25 June 2004 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) How far would you agree with the view that senders, as the originators of messages, are more important than receivers? (30 marks)
- OR** (b) Some commentators hold the view that models are useful in understanding communication. Explain the usefulness or otherwise of **two** communication models with which you are familiar. (30 marks)
-

Section B

2

- EITHER** (a) It has been argued that new technology changes the way we think about the world. How far do you agree? (30 marks)
- OR** (b) What do you understand by the term “digital revolution” in relation to communication technology? What are the likely implications of this revolution? (30 marks)
-

Section C

3

- EITHER** (a) Basil Bernstein claimed that “socialisation is a process for making people safe”. In what ways does communication help to make us “safe”? (30 marks)
- OR** (b) “The way we communicate also influences our life opportunities.”
Peter Hartley: *Interpersonal Communication*

Write about some of the ways in which “the way we communicate” might influence “our life opportunities”. (30 marks)

Section D

4

EITHER (a) Which communication skills do you think are most important to young people in the early years of the twenty-first century? *(30 marks)*

OR (b) The German poet Heinrich Heine warned that they who first burn books, later burn people. Is censorship necessarily as dangerous as he suggests? *(30 marks)*

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE