

General Certificate of Education
June 2006
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication

CMS6

Monday 19 June 2006 9.00 am to 11.00 am

For this paper you must have:

- 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.
- The marks for questions are shown in brackets.
- This unit assesses your understanding of the relationship between different aspects of Communication Studies.
- 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.

Advice

- This is the synoptic unit for this specification. You will need to draw on materials 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.

Answer **three** questions, each from a different section.

SECTION A

1

EITHER (a) Does communication reflect reality or create it?

You are advised to support your answer with specific examples.

(30 marks)

OR (b) It has been claimed that it is impossible to define satisfactorily what communication is.

What are the particular problems associated with formulating a general theory, model or definition of communication?

(30 marks)

SECTION B

2

EITHER (a) Discuss the view that advances in Information and Communication Technology have created an information underclass.

(30 marks)

OR (b) The school and college curriculum puts increasing emphasis on the role of Information and Communication Technology in all subjects.

What are the significant implications of this emphasis on Information and Communication Technology?

(30 marks)

SECTION C

3

EITHER (a) It has been said that, ideologically speaking, growing up is a dangerous business.

What are the ideological implications of growing up in Britain today?

(30 marks)

OR (b) Explore the different ways in which mass communication has an impact on the socialisation of young people.

(30 marks)

SECTION D

4

EITHER (a) What are the implications of the cult of celebrity which pervades the media?

You may wish to consider this from the point of view of producers, consumers, fans and/or the celebrities themselves. *(30 marks)*

OR (b) To what extent is our identity determined or influenced by our friends? *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page