

General Certificate of Education
January 2005
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Monday 10 January 2005 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 It has been claimed that our language has a powerful influence on the ways in which we think about the world.

Using examples, explain the arguments **either** for **or** against this point of view. (30 marks)

OR

- 2 How does gender affect the uses of non-verbal communication in personal communication? (30 marks)
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SECTION B

Answer **one** question from this Section.

Intrapersonal Communication

- 3 How can a person's role or roles influence their self concept? (30 marks)

OR

- 4 It has been argued that all communication is 'just an act'. Discuss this view of intrapersonal communication. (30 marks)
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SECTION C

Answer **one** question from this Section.

Group Communication

- 5 "As leader, it is my job to prevent all arguments, disputes and disagreements. We must all pull together without dissent and with no questioning of my authority."

What are the advantages and disadvantages of this approach to group leadership? (30 marks)

OR

- 6 Using examples, explain why informal groups sometimes exclude certain people from membership. (30 marks)

END OF QUESTIONS