

General Certificate of Education
January 2007
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Wednesday 10 January 2007 9.00 am to 10.30 am

For this paper you must have:

- 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.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

SECTION A

Answer **one** question from this section.

Verbal and Non-verbal Communication

- 1 In the context of personal communication, explain why speakers often vary their use of accent, dialect and paralanguage. *(30 marks)*

OR

- 2 In a conversation, what are the functions of the following types of non-verbal communication:
- facial expression
 - eye movement
 - proximity?
- (30 marks)*

SECTION B

Answer **one** question from this section.

Intrapersonal Communication

- 3 'I don't like to give too much information about myself to other people. It would give them too much power over me.'

Using your knowledge of intrapersonal communication analyse this view of self-disclosure. *(30 marks)*

OR

- 4 'Self image can change often, even in the course of a single day.'

Discuss the factors which are most likely to lead to changes in self image. *(30 marks)*

SECTION C

Answer **one** question from this section.

Group Communication

- 5** Using examples, show how different types of group deal with members who refuse to conform. *(30 marks)*

OR

- 6** 'The key to a successful group lies in one thing above all others: motivation.'

To what extent do you agree with this statement? *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page