

General Certificate of Education
June 2007
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 3 Themes in Personal Communication

CMS3

Wednesday 6 June 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 'Human language is infinitely more powerful and complex than any animal communication system.'

What arguments and evidence can be used **either** for **or** against this claim? *(30 marks)*

OR

- 2 Using examples show how non-verbal communication can be used to overcome potential barriers to communication. *(30 marks)*

SECTION B

Answer **one** question from this section.

Intrapersonal Communication

- 3 Show how positive and negative feedback can influence a person's self concept. *(30 marks)*

OR

- 4 Choose one explanation of intrapersonal communication. Show how it has helped you to understand the importance of the self in communication. *(30 marks)*

SECTION C

Answer **one** question from this section.

Group Communication

- 5 'My life at school was made a misery until I was accepted into a friendship group. I would have done absolutely anything to join.'

Why do young people often feel that membership of informal groups, more than any other types of group, is so important? *(30 marks)*

OR

- 6 What types of communication do you associate with the different stages in the development of a formal group? *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page