

General Certificate of Education
June 2007
Advanced Level Examination



COMMUNICATION STUDIES
Unit 6 Issues in Communication

CMS6

Monday 18 June 2007 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.
- 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.
- This unit assesses your understanding of the relationship between different aspects of Communication Studies.
- 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.

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) We communicate all day long but to what purpose?
Your answer should include examples taken from both personal and cultural communication. *(30 marks)*
- OR** (b) Some models suggest that communication has a start point and an end point, whilst others suggest that it is an endless loop. Discuss the usefulness of these two approaches. *(30 marks)*
-

SECTION B

2

- EITHER** (a) Marshall McLuhan famously observed that ‘the medium is the message’. To what extent can it be argued that style rather than substance is the more important element of modern communication technologies? *(30 marks)*
- OR** (b) Discuss the theoretical and practical issues surrounding the ownership, capabilities and uses of mobile phone technology. *(30 marks)*
-

SECTION C

3

- EITHER** (a) Examine the ways in which the communication we receive in our closest social relationships, for example the family, prepares us for our roles as citizens. *(30 marks)*
- OR** (b) Explain how an individual’s use of language can reflect or reject the dominant values of society. *(30 marks)*

SECTION D

4

EITHER (a) It is said that we live in an increasingly visual culture. What evidence have you found of this in the way people communicate? *(30 marks)*

OR (b) Gestures, posture, orientation and other forms of bodily communication are often described as 'body language'. Discuss the ways in which they do and do not resemble a language. *(30 marks)*

END OF QUESTIONS

There are no questions printed on this page