



Joseph Banks Secondary College

Extended response: Communication
Worth 5% of the YEAR Mark
Question/Answer Booklet

PSYCHOLOGY

Units 3

Student name : _____

Time allowed for this paper

Reading time before commencing work:

four minutes

Working time for the paper:

thirty minutes

Materials required/recommended for this paper

To be provided by the supervisor:

This Question/Answer Booklet

Formulae and Data Booklet

To be provided by the candidate:

Standard items: pens (blue/black preferred), pencils (including coloured), sharpener, correction tape/fluid, eraser, ruler, highlighters.

Special items: non-programmable calculators approved for use in the WACE examinations

Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of this paper

Section	Question	Suggested working time (minutes)	Your Mark	Marks available	Percentage of test
Language acquisition	1	30		30	50
Persuasive Comm	2	30		26	50
Total				56	100

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2016*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer Booklet.
3. When calculating numerical answers, show your working or reasoning clearly. Your working should be in sufficient detail to allow your answers to be checked readily and for marks to be awarded for reasoning.

In calculations, give final answers to one significant figures and include appropriate units where applicable.

4. You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
5. Supplementary pages for the use of planning/continuing your answer to a question may have been provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Question 1**30 marks**

Anouk is a mother of two, her first born Mohammad is 13 years old and was born with a cleft pallet, however, has learned to communicate effectively after surgery and with the help of a speech therapist. Mohammad has recently joined a debate team at school, he is confident and assertive when speaking and enjoys speaking to larger audiences. Anouk's second child Shia was adopted two years ago and had been brought up in a foster home until the age of 8 years old where she did not receive much one-on-one attention. Although Shia was not born with a biological speech issue, her speech and communication are at the expected level of a much younger child. Shia does not enjoy public speaking, however, is quite comfortable speaking with close friends.

'The development of language abilities and effective communication in a person are due just as much to the environment in which the person develops as their genetics.'

Assess the accuracy of this statement, applying examples from the scenario where possible. Refer to relevant psychological evidence in your response.

In your answer you should include:

- A definition of effective communication (1 mark)
- Explains the role of genetics in language development and communication, identifying the correct theorist. (5 marks)
- Applies the above theory to the scenario (2 marks)
- Identifies and discusses one piece of evidence and one limitation of the theory (4 marks)
- Explains the role of the environment in language development and communication identifying the correct theorist(s) (5 marks)
- Applies the above theory to the scenario (2 marks)
- Identifies and discusses one piece of evidence and one limitation of the theory (4 marks)
- Use of psychological research related to communication styles and applies this to the scenario (4 marks)
- Quality of Extended Response (3 marks)

Planning space:

Question 2

26 marks

Study the advertisements on the following pages. Compare the two advertising campaigns and explain, using your knowledge of persuasive communication, how these advertisements were designed to encourage people towards a particular viewpoint.

In your response should include:

- A definition of persuasive communication (1 marks)
- An explanation of the two routes of persuasive communication (4 marks)
- A definition of source of message and identifies three ways in which the source of message can be persuasive (4 marks)
- Identify the source of message and justify why this was used (2 marks)
- A definition of nature of the communication and identifies three ways in which the nature of communication can be persuasive (4 marks)
- Identify the nature of communication and justify why this was used (2 marks)
- A definition of characteristics of the audience and identifies three ways in which the characteristics of the audience can be persuasive (4 marks)
- Identify the characteristics of the audience and justify why this was used (2 marks)
- Quality of the communication (3 marks)

Planning space:



Australian Government

NO WAY

YOU WILL NOT MAKE AUSTRALIA HOME

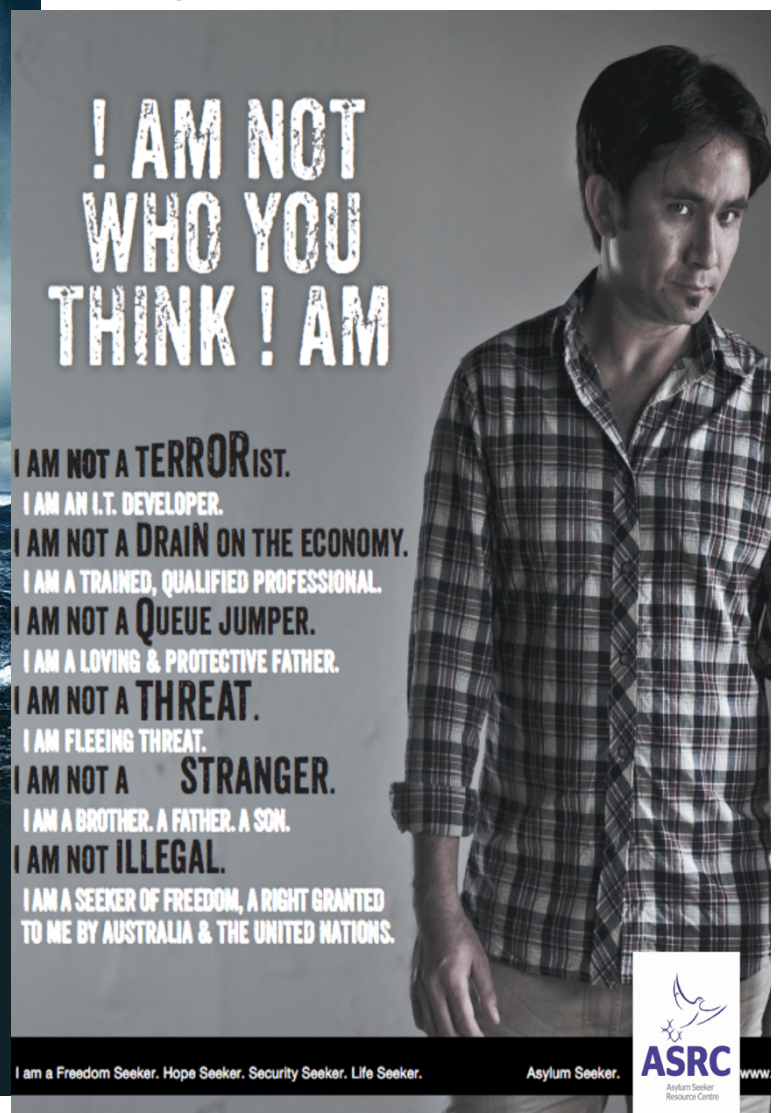
The Australian Government has introduced the toughest border protection measures ever.

- If you get on a boat without a visa, you will not end up in Australia.
- Any vessel seeking to illegally enter Australia will be intercepted and safely removed beyond Australian waters.
- The rules apply to everyone: families, children, unaccompanied children, educated and skilled.
- No matter who you are or where you are from, you will not make Australia home.

THINK AGAIN BEFORE YOU WASTE YOUR MONEY. PEOPLE SMUGGLERS ARE LYING.

www.australia.gov.au/novisa

Authorised by the Australian Government, Capital Hill, Canberra



! AM NOT WHO YOU THINK ! AM

I AM NOT A TERRORIST.
I AM AN I.T. DEVELOPER.
I AM NOT A DRAIN ON THE ECONOMY.
I AM A TRAINED, QUALIFIED PROFESSIONAL.
I AM NOT A QUEUE JUMPER.
I AM A LOVING & PROTECTIVE FATHER.
I AM NOT A THREAT.
I AM FLEEING THREAT.
I AM NOT A STRANGER.
I AM A BROTHER. A FATHER. A SON.
I AM NOT ILLEGAL.
I AM A SEEKER OF FREEDOM, A RIGHT GRANTED TO ME BY AUSTRALIA & THE UNITED NATIONS.

I am a Freedom Seeker. Hope Seeker. Security Seeker. Life Seeker.

Asylum Seeker.

ASRC
Asylum Seeker Resource Centre

