

FORM TP 2008170



TEST CODE **02114010**

MAY/JUNE 2008

CARIBBEAN EXAMINATIONS COUNCIL
ADVANCED PROFICIENCY EXAMINATION
COMMUNICATION STUDIES

PAPER 01/A

1 hour

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions.
2. Write your answers to each question in the space provided.
3. Notes or other textual materials are not allowed in the examination room.

SECTION A

MODULE 1 – GATHERING AND PROCESSING INFORMATION

Questions 1 - 2

Study the scenario below and then answer the questions that follow.

A media house wishes to gain information on the popularity of certain television programmes. There is a plan to use interviews to gather information.

1. (a) Identify THREE methods the media house could use to conduct interviews.
- (i) _____
- (ii) _____
- (iii) _____ [3 marks]
- (b) (i) State ONE method, other than interviews, that the media house could use to gather information.
- _____
- _____ [1 mark]
- (ii) Identify TWO strengths and ONE weakness of the method stated in (b)(i) above.
- Strength: _____
- Strength: _____
- Weakness: _____ [3 marks]
2. (a) Identify THREE pieces of information that the media house will require the respondents to provide.
- (i) _____
- (ii) _____
- (iii) _____ [3 marks]

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(b) Identify THREE findings that the research should generate for the media house.

- (i) _____
 - (ii) _____
 - (iii) _____
- [3 marks]

(c) Suggest TWO ways in which the findings identified in (b) above may be used for future planning in the programming department.

- _____
 - _____
 - _____
 - _____
- [2 marks]

Total 15 marks

SECTION B

MODULE 2 – LANGUAGE AND COMMUNITY

Questions 3 - 6

3. Study the scenario below and then answer the questions that follow.

Toni: That girl Zara dat jus come to de college real standoffish. She playing she ain know how to speak we language. Always talkin like BBC news broadcaster or someting!

Cintra: You jus jealous dat you ain know to talk so sweet. Dat is why de teachers like to call on she to speak. Dey want we to follow she example.

Toni: Not me! I ain changing me language to suit nobody!

(a) State TWO differing attitudes to Zara's language revealed in the dialogue.

(i) _____

(ii) _____

[2 marks]

(b) List TWO reasons that the teachers might have for wanting students to speak like Zara.

(i) _____

(ii) _____

[2 marks]

(c) Toni says that she refuses to change "me language". State THREE features of her speech that define it as a language.

(i) _____

(ii) _____

(iii) _____

[3 marks]

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4. (a) Zara has been described as 'standoffish'. State TWO ways in which a person's language affects our evaluation of them.

(i) _____

[2 marks]

(ii) _____

[2 marks]

- (b) What TWO reasons might there be for Zara's constant use of 'BBC' English?

(i) _____

(ii) _____

[2 marks]

- (c) Give TWO historical factors that have influenced the way language is used in your territory.

(i) _____

(ii) _____
[2 marks]

- (d) A college summit involving the countries of the English-speaking Caribbean is planned for December 2008. List TWO reasons why some of the participants may experience difficulties in communicating their messages and ideas.

(i) _____

(ii) _____
[2 marks]

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5. Study the scenario below and then answer the questions that follow.

Akini, who lives in St Vincent, has just been accepted by the St. Augustine Campus of The University of the West Indies in Trinidad to read for an undergraduate degree. His parents want to ensure that he is fully prepared technologically to function at this level and have money saved towards this venture.

- (a) What THREE technological devices could his parents purchase to help him function at this level?

(i) _____

(ii) _____

(iii) _____

[3 marks]

- (b) State TWO ways in which ONE of the devices you identified in 5(a) above could help Akini to prepare his first research assignment.

DEVICE: _____

(i) _____

(ii) _____

[2 marks]

- (c) Akini meets students from throughout the Caribbean. State TWO reasons why Akini may feel a sense of alienation on campus.

[2 marks]

- (d) State TWO ways by which Akini could share his culture.

(i) _____

(ii) _____

[2 marks]

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6. One of the first courses Akini takes is *Introduction to Communication Skills*. State TWO purposes of language he discovers in his reading and give ONE example of EACH.

	<u>PURPOSE</u>	<u>EXAMPLE</u>
(i)	_____	_____
(ii)	_____	_____

[4 marks]
Total 30 marks

SECTION C
MODULE 3 – SPEAKING AND WRITING
Questions 7 - 10

7. Study the scenario below and then answer the questions that follow.

Dr Haldane Blake, a heart specialist, is speaking to a group of teenagers from the Mile High Youth Club about the dangers of smoking.

- (a) List FOUR aspects of the communication process that he must consider before he commences his speech.

(i) _____

(ii) _____

(iii) _____

(iv) _____

[4 marks]

- (b) State any TWO of the aspects listed in (a) above and explain why EACH is important and should be considered in preparing his speech.

Aspect: _____

Explanation: _____

Aspect: _____

Explanation: _____

[4 marks]

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8. (a) During his speech, Dr Blake notices that some of the teenagers are yawning while others are having their own conversations. Suggest TWO reasons related to the **delivery** of his speech that might account for the teenagers' behaviour.

(i) _____

(ii) _____

[2 marks]

- (b) The co-ordinator of the Youth Club, Mrs Brown, has suggested that the members of the club should pass on the information given by Dr Blake to the various school bodies to which they belong. Suggest TWO means that club members could use to capture the interest of their fellow students.

(i) _____

(ii) _____

[2 marks]

- (c) Mrs Brown has been asked by the National Organization of Youth Clubs to prepare a written version of Dr Blake's presentation for dissemination in their magazine. List THREE features of language organization necessary to create a good written report.

(i) _____

(ii) _____

(iii) _____

[3 marks]

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9. Study the scenario below and then answer the questions that follow.



- (a) The sign above appeared on the wall of a games arcade. Describe ONE barrier to the communication process which may be seen on this sign.

[2 marks]

- (b) State TWO non-verbal reactions to the sign as demonstrated by the children in the diagram above.

(i) _____

(ii) _____

[2 marks]

- (c) Give TWO verbal reactions that the children might use to express their reaction to the sign.

(i) _____

(ii) _____

[2 marks]

- (d) In the box provided below, modify the text of the sign to make it accurately reflect its intended meaning.

[2 marks]

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10. (a) Complete the table below:

Contexts of Communication	Example
Intrapersonal	(i)
Public	(ii)
Academic	(iii)
Interpersonal	(iv)

[4 marks]

- (b) You have been asked to prepare an advertisement for your school's graduation party.

- (i) Identify the channel that you would select to send your message to the public.

_____ [1 mark]

- (ii) Identify TWO forms of mass media that would reach the widest audience.

I _____

II _____

[2 marks]

Total 30 marks

END OF TEST