

FORM TP 2006187



TEST CODE **02114010**

MAY/JUNE 2006

**CARIBBEAN EXAMINATIONS COUNCIL**  
**ADVANCED PROFICIENCY EXAMINATION**

**COMMUNICATION STUDIES**

**PAPER 01/A**

*1 hour*

**INSTRUCTIONS TO CANDIDATES**

1. Answer ALL questions.
2. Write your answer to each question in the space provided.
3. You should not bring notes or other textual materials into the examination room for use during the sitting of this paper.

**SECTION A**

**MODULE 1 – GATHERING AND PROCESSING INFORMATION**

**Questions 1 – 2**

**Read the situation below then answer the questions that follow.**

Arthur, a medical student, is researching the increasing use of herbal medicines over conventional medicines. He has prepared a questionnaire and is now ready to commence his collecting of data. He has decided to limit the distribution of the questionnaire to his community.

- 1.** (a) State FOUR ways in which the questionnaire might be administered.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

**[4 marks]**

- (b) Compose FOUR questions that Arthur may have included in the questionnaire. Questions must NOT relate to biographical information.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

**[4 marks]**

**Total 8 marks**

- 2.** (a) Identify THREE groups within the community that would be good sources of the data for the research.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

**[3 marks]**

**GO ON TO THE NEXT PAGE**

- (b) Give TWO reasons why it would NOT be appropriate to generalise the findings of this research.

(i) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(ii) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[4 marks]

Total 7 marks

### SECTION B

#### MODULE 2 – LANGUAGE AND COMMUNITY

##### Questions 3 – 6

3. Read the letter below then answer the questions that follow.

Dear Miss Kristie,

I trust that you an Mr. Duffy ar enjoin the best of helth. I write you this letter in fear and trimblin for I am only a maid and you ar high up in society but I hope you will not take me too forrard but mr. Bertram little girl now nine year old would go far in Life if she could have some Help. She take after her Father. If you can fine it in Your Power to do Anything for the little girl God Richest Blessing wil come down on You.

Yours truly  
Myrtle Johnson

*Olive Senior, "Bright Thursdays".  
Summer Lightning and Other Stories,  
Longman Group Ltd., 1986, p. 40.*

- (a) Give FOUR examples from the letter that show how Myrtle Johnson's writing reflects her social and educational status.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

(iv) \_\_\_\_\_

[4 marks]

GO ON TO THE NEXT PAGE

- (b) Identify FOUR features of Creole, as used in the letter, that makes it different from Standard English.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

**Total 8 marks**

**4. Read the situation below then answer the questions that follow.**

Recently, several calls have gone out for the local newspapers to be written in Creole. However, this has been stoutly resisted by advocates of *Good Language Usage*, a language watchdog group in your territory.

- (a) Give FOUR reasons why the language watchdog group in your territory did not support this attempt to have newspapers written in Creole.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

- (b) Give THREE examples of the kinds of linguistic difficulties that a non-Creole speaker may encounter in reading the Creole newspaper.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

[3 marks]

**Total 7 marks**

GO ON TO THE NEXT PAGE

5. (a) State FOUR ways in which language and communication have been affected by the use of the computer.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

- (b) State THREE negative impacts that the use of communication technology has had on your community.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

[3 marks]

**Total 7 marks**

6. (a) State FOUR purposes of language.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

- (b) Indicate ONE occasion when EACH of the purposes outlined above would be appropriate.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

**Total 8 marks**

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**SECTION C**

**MODULE 3 – SPEAKING AND WRITING**

**Questions 7 – 10**

7. (a) Complete the table below.

FORMS OF COMMUNICATION	EXAMPLES
	(i) Posture
Verbal	(ii)
	(iii) Speech
Non-verbal	(iv)

[4 marks]

- (b) Identify FOUR features of non-verbal communication that a politician might use in a debate in parliament. DO NOT use any answers supplied in 7 (a).

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

**Total 8 marks**

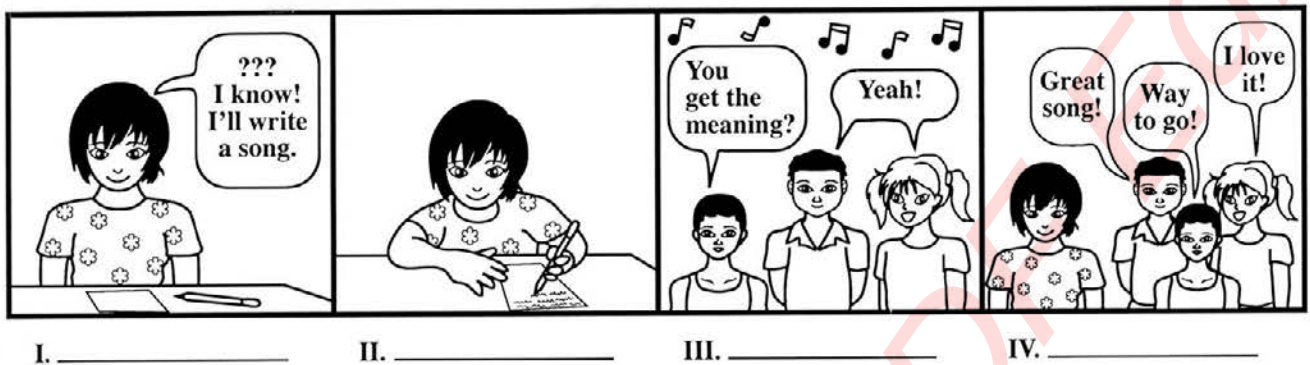
8. (a) Identify FOUR elements in the communication process that you must take into account in preparing a speech.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[4 marks]

GO ON TO THE NEXT PAGE

- (b) Label the steps in the communication process taking place in the following scenario.



[4 marks]

Total 8 marks

9. Read the situation below and answer the questions that follow.

It's the hurricane season again and, as a young member of the Emergency Relief Organisation, you are asked to make suggestions of ways in which other youth may be mobilized to act as volunteers in the event of a hurricane.

- (a) (i) State TWO types of verbal communication you could use to attract your youthful audience.

1. \_\_\_\_\_
2. \_\_\_\_\_

[2 marks]

- (ii) Give ONE reason why you think EACH of the two types stated above would be appropriate.

1. \_\_\_\_\_
2. \_\_\_\_\_

[2 marks]

- (b) (i) Identify TWO means of mass communication through which you are most likely to reach your target audience.

1. \_\_\_\_\_
2. \_\_\_\_\_

[2 marks]

GO ON TO THE NEXT PAGE

- (ii) Give ONE reason for any ONE of the means identified in (b) (i) above.

Means identified

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Reason

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[1 mark]

**Total 7 marks**

**10. Read the situation below then answer the questions that follow.**

Your younger brother is doing a Social Studies assignment. He has given you the first draft and you note that it is poorly organised.

- (a) List THREE basic skills of organisation that you would point out to your brother to improve his assignment.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

[3 marks]

- (b) Suggest TWO ways in which your brother could use the computer to improve the form and appearance of his assignment.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

[2 marks]

- (c) Give ONE reason why EACH of the TWO ways suggested in (b) above might improve your brother's assignment.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

[2 marks]

**Total 7 marks**

**END OF TEST**