

FORM TP 2010156



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CARIBBEAN EXAMINATIONS COUNCIL

ADVANCED PROFICIENCY EXAMINATION

COMMUNICATION STUDIES

PAPER 02

2 hours 30 minutes

06 MAY 2010 (p.m.)

INSTRUCTIONS TO CANDIDATES

Answer ALL questions.

SECTION A

MODULE 1 – GATHERING AND PROCESSING INFORMATION

1. Read the extract below carefully then answer the questions that follow.

After analyzing 102 local TV newscasts from 52 metropolitan areas in the United States for content and presentation, a media-watch group found that only 41.3 percent of the programs contained news. What makes up the rest of the newscast?

5 On an average, 30.4 percent of airtime of local TV news consists of commercials. In fact, some of the stations surveyed devoted more time to commercials than to news. In addition, news airtime is often filled with fluff, states the report summarizing the findings of the study.

10 Under the heading “Fluff,” the report groups “the cumulative air-time given to chit-chat between anchors, promotions and previews of upcoming stories, the ‘soft’ or silly news and the items about celebrities.” A sample of some fluff stories: “Terrible Tenors Contest,” “Reporter Takes ‘Awesome, Incredible, Astounding’ Ride on Roller Coaster,” and “More People Buy Sandwich Spread at Supermarkets.”

15 What stories make up the actual news? Crime stories dominate the TV news, comprising 26.9 percent of the news airtime. “‘If it bleeds, it leads’ remains a truism on local TV news Crime rates may be down across the U.S. over the last few years, but not on local television news.” Why? According to the authors of the study, “crime events are dramatic and gain people’s attention.”

20 Next to crime comes coverage of disasters, such as fires, car crashes, floods, and explosions (12.2 percent of the news), followed by sports news (11.4 per cent). Then comes coverage of health (10.1 percent), government (8.7 percent), and the economy (8.5 percent). Such topics as education, the environment, the arts, and science receive little attention (from 1.3 to 3.6 percent). Weather reports, on the other hand, average 10 percent of all newscasts. “Everyone likes to talk about the weather and TV news is no exception,” comment the researchers. They add: “Any type of weather, good or bad, hot or cold, wet or dry, can elicit extensive TV news coverage.”

25 On a positive note, the report states that a growing number of journalists and viewers see the need for change. However, the study admits that such a change will not come easily because “market forces and greed may always threaten quality journalism.”

*“TV News: How much of it is really news?”
Awake Magazine, April 22, 2003, p. 12.*

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- (a) In not more than 30 words, state the writer's MAIN point.
- (b) Write an ESSAY of no more than 500 words in which you identify the writer's purpose and comment on his/her use of THREE strategies/language techniques to achieve this purpose.

Total 25 marks

SECTION B

MODULE 2 – LANGUAGE AND COMMUNITY

2. Read the excerpt below carefully then answer the question that follows.

She remembered it just in time and panicked: but there must be a way of getting the money there today. Her children were heartless, telling her it wasn't necessary: they had no respect for the dead.

- 5 At the Post Office, she went to the wrong end of the counter, and felt a fool when they directed her to the right queue, as if she couldn't read; so she tried to explain. There were a lot of openings but most of them said CLOSED, so she had to join a queue. It embarrassed her that all these Post Offices now had bullet-proof glass shutting out the customer: really it was offensive to treat people like this – she was almost beginning to feel like a criminal. She thought of Teacher Tudy's Post Office at home where people from the village would come and stand in the yard with their back to the stables (which Tudy had converted to a garage) while their names were read out from the dining-room door. Of course, Mammie never had to stand in the yard; she would either send over Sarah or Franco; or if she didn't think of it, Tudy would put the letters aside, and probably bring them over herself the next night. Queuing behind the bullet-proof glass, Mammie couldn't help feeling that she'd been reduced to standing with her back to Teacher Tudy's stables, waiting for her name to be called out.
- 10
- 15

- When it was at last her turn, she told the boy behind the counter that she wanted to send some money to the West Indies, she wanted to send \$100 home. But the boy pretended he didn't understand what she was saying and then asked if she wanted to send money ABROAD. She had to correct him and tell him she was sending her money HOME: that's where she was from.
- 20 She was indignant that first they treated you like a foreigner, and then they denied you your home. He was just a child, and she wondered why they didn't have anyone bigger who could deal with the customers and understand what they wanted. She wanted to send \$100 home.

- “D'you want to send dollars?”
- “Yes. Yes. A hundred.”
- 25 “\$100. To the West Indies.”
- “To Murial.”
- “Yes. Not sure if you can do that, actually. Look, I'll just . . .”
- “And I'm in a hurry.”

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30 He was just moving off, apparently to look for something, and stopped. "Look, I've just got to check this, all right?"

"Yes. Go ahead. As long as it gets there in a hurry."

35 "You'll have to send it by telegraph in that case. Can you . . . Just hang on . . ." He reached under the counter and took out a Form. "I'll just go and check on the rates. If you'll just fill out this meanwhile." He slipped the Form under the bullet-proof glass, and told her to fill out both sides.

Mammie took the Form and started searching for her glasses. And after all that, the Form didn't make sense. It was all to do with people sending money to Bangladesh and Pakistan, and not one word about the West Indies; so the young fellow must have given her the wrong Form.

*Adapted from Archie Markham, "Mammie's Form at the Post Office".
A dark against the sky: An anthology of poems and short stories from Montserrat,
edited by Howard Fergus and Larry Rowdon,
UWI Publishers' Association, pp. 63 - 66.*

In an ESSAY of not more than 500 words, discuss the use of language in the excerpt, with reference to the following:

- (a) The relationship between the use of language and the context of the narrative
- (b) How Mammie's discomfort could be highlighted in a video production depicting this scene
- (c) The characters' reaction to each other's communicative behaviours and words.

Total 25 marks

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SECTION C

MODULE 3 – SPEAKING AND WRITING

3. Read the following scenario carefully then answer the question that follows.

A Caribbean-wide youth sports tournament is to be held in your country. Volunteers are needed for the duration of the event as general stewards and as providers of medical and first aid to the competitors.

As the volunteer coordinator, you are required to organize a publicity campaign to encourage volunteers to come forward for BOTH positions.

In ESSAY format, write a PROPOSAL for the organizing committee. Your proposal should provide details of

- (a) strategies to be used to persuade EACH of the TWO target groups
- (b) register OR tone to be used with EACH of the TWO target groups
- (c) the media/channels to be used to reach EACH of the TWO target groups.

Use examples to support your points for (a), (b) and (c).

Total 25 marks

END OF TEST

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