

FORM TP 2005183



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**CARIBBEAN EXAMINATIONS COUNCIL
ADVANCED PROFICIENCY EXAMINATION**

COMMUNICATION STUDIES

PAPER 02

2 hour 30 minutes

12 MAY 2005 (p.m.)

INSTRUCTIONS TO CANDIDATES

Answer ALL questions.

NOTHING HAS BEEN OMITTED

SECTION A

MODULE 1 – GATHERING AND PROCESSING INFORMATION

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

From Cuba to Guyana, Trinidad to Antigua, the Caribbean exhales rum culture. These are the islands of the spirit's birth, and the history of rum – a story of sugar plantations, slavery, emancipation, and ultimately international appreciation – shadows our own.

Some of us, following centuries of rum-bullion exposure, have become rum snobs – aghast should anything but white rum be used to make cocktails! This rum elite, fearsomely knowledgeable when it comes to flavours and aromas, distillation techniques, and secrets of blending, also knows that rum can be a remarkable storyteller. And these experts say no rum story is older than that of Barbados, where the Mt Gay distillery has documentary evidence to back up its claim to be the world's oldest surviving rum-maker – 300 years old, and counting.

Many historians believe this estimate to be a touch conservative, pointing out that Bajan rum was created long before. Nonetheless, the legal deed, dated 20 February 1703, complete with age-darkened, dog-eared edges, is the world's oldest proof of rum production, listing the equipment found on the Mt Gay estate at the time: "two stone windmills . . . one boiling house with seven coppers, one curing house and one still house."

Originally called Mt Gilboa, the estate comprised several separate plantations in the northern parish of St Lucy; the name "Mt Gay" appeared later, to honour Sir John Gay Alleyne, an 18th-century aristocrat who managed the 280-acre estate until his death in 1801. In the 19th century, as the plantation grew in size, it passed from the ironically named Sober family to the Thornhills. But it wasn't until 1918, when an astute businessman by the name of Aubrey Fitzosbert Ward bought the now 372-acre Mt Gay estate, that Mt Gay rum, as we know it today, truly began its ascendance into international drinking lore.

When Ward purchased an Aeneas Coffey still in the UK – permitting a single or continuous distillation process, as opposed to the double distillation process of the pot still – he revolutionised the quantity and quality of rum being produced. Shortly afterwards, Mt Gay moved its operations to Bridgetown, where the rum produced at the distillery in St Lucy was aged in Kentucky white-oak casks, blended, and finally bottled. Today the Ward family continues to be involved with Mt Gay Rum Distilleries, the majority interest in which was acquired by the Remy Cointreau Group in 1989.

*Adapted from Dylan Kerrigan, "Rum Tales",
Caribbean Beat, No. 64, November/December 2003,
Media and Editorial Projects, 2003, p. 25.*

- (a) State the writer's main point in no more than 30 words.
- (b) Write an essay of no more than 500 words in which you establish the writer's purpose, and comment on the strategies and language techniques used. In addition, briefly evaluate the reliability of the information presented in this extract.

[25 marks]

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SECTION B

MODULE 2 – LANGUAGE AND COMMUNITY

2. Read the excerpt below, then answer the questions that follow.

'I think is Mr. Robinson,' Babolal said, shaking a little, as if he trembled with the horses' hooves. 'But you best hads call him "sir".'

'Not me!' Tiger said, 'I not "sir" ing anybody.'

When Mr. Robinson drew rein in front of the house Tiger's attention was all on his companion and he didn't see when Manko held the horse while Robinson dismounted, then lead it to the side of the house.

It was the woman he had seen naked by the river. She had on a white straw hat turned up at the front and pushed half-way off her head at the moment, a white shirt broken about three buttons from the neck, and a fawn-coloured pair of riding breeches tucked into brown leather riding-shoes. She dismounted swiftly and stood looking around, fumbling with her shirt at the back.

Her presence upset Tiger completely and disrupted his plan of behaviour. He had intended to be cool or even cold to the supervisor, calling out the names and wages in a clear voice and leaving the house the minute he was through. At sight of the woman he had unconsciously risen from the chair and he stood now a little off-guard, watching her.

She came up the steps with the supervisor and Babolal was waiting, his lips parted in a kind of smile, and his whole expression denoting service behind which his uncertainty and nervousness flickered.

'Morning sir, morning,' Babolal said, standing there and making a little half-bow, and a series of 'morning, sirs' echoed from the labourers.

'I want to get on with it as quickly as possible, Babolal,' Robinson said, 'and afterwards I want to have a little talk with you about things here. This is my wife. Have you got a chair for her?'

For a moment Tiger debated whether he should relinquish his seat: still unresolved he rose and pulled the chair back in an offer to Mrs. Robinson.

'Thank you,' she said in a soft voice, and she looked at him. Was there amusement in her eyes? Did she recognise him?

He stared back boldly and she appraised him swiftly as she sat. There was a slight smile on her lips; he had the feeling she was laughing at him for running away by the river like a little boy caught at a prank.

While they were talking Tiger could feel Doreen's eyes on him and he cursed her in his mind, and desperate to make up to himself for his flight, he suddenly blurted out to her:

'Have you been here long, Mrs Robinson?'

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Babolal shot him a mingled glance of fear and surprise but Tiger looked straight at Doreen.

She answered easily, with a smile, 'Oh yes. We lived in Chaguanas while my husband worked there.'

What next should he ask or say? Anything at all. Just keep talking. And talk good English.

'Do you find it too hot for you in this country?'

*Adapted from Samuel Selvon, Turn Again Tiger,
Heinemann Educational Books Ltd., 1958, pp.58 - 60.*

In an essay of no more than 500 words, discuss the use of speech and body language in the excerpt, concentrating on the following:

- (a) A careful analysis of the context and its effect on the language behaviour of Babolal, the other labourers, and Mr. and Mrs. Robinson
- (b) Tiger's interpretation of, and reaction to, Mrs. Robinson's non-verbal gestures
- (c) What Tiger hopes to achieve by addressing Mrs. Robinson in "good English"
- (d) How Tiger's discomfort would be highlighted in a video presentation of the scene.

[25 marks]

SECTION C

MODULE 3 – SPEAKING AND WRITING

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

Your country's Board of Tourism intends to promote the country as a destination that offers cultural and business opportunities to visitors. Wealthy elite travellers from Europe and North America are to be targeted in this campaign.

- (a) Identify the medium you think would effectively promote the campaign.
- (b) Write the presentation that the Board of Tourism could use to promote your country.
- (c) Point out the strategies you would employ to enhance the presentation and explain why you would consider these appropriate.

[25 marks]

END OF TEST

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