

SIR ARTHUR LEWIS COMMUNITY COLLEGE

EXAMINATION SESSION: December 2017 Final Examination

TUTOR: Mrs. P. Erlinger-Ford, Mrs. S. Eristhee, Mrs. L. Sargusingh-Terrance, Miss G. Severin, Mr. V. Lucien, Mr. T. Weekes, Miss Z. John, Ms. N. Fevrier, Mrs. G. Stephens, Ms R. Anthony

PROGRAMME TITLE: General Agriculture – Associate Degree

COURSE TITLE: Communication Studies 103

COURSE CODE: COM 103

CLASS (ES): Year I

DATE: 11th December 2017

TIME: 9:00 a.m.

DURATION: 2 ½ hours

ROOM:

INVIGILATORS:



INSTRUCTIONS:

1. Students are reminded to read **ALL** questions and instructions in each section very carefully.
2. **ANSWER all** questions from Section A which are worth a total of 25 marks.
3. **ANSWER one** question from Section B. Section B is worth 35 marks.
4. **NB:** Bags, books, as well as writing paper not given by the invigilator should be deposited at the front of the examination room or as otherwise indicated.
5. **NB:** All cell phones are disallowed in the examination room.

SECTION A: READING COMPREHENSION (25 marks)

Read the following passage carefully and answer ALL the questions that follow.

A Mania for Messaging

1 Stuffed animals fill the bookshelf behind Mira Barnett's desk, threatening to overrun the trophies she won for public speaking. A blue cordless telephone matches her bedroom's color scheme. But these days, the Vancouver Grade 8 student is more likely to gab with friends over her PC than on her phone. Using one of half a dozen instant messaging programs available free from the Internet, Barnett converses by exchanging short text messages with friends down the block or as far away as Mexico. Opening duplicate windows on her computer screen, Barnett shows how she keeps several "chats" going at once. Most are with schoolmates. But she also stays in touch with a Los Angeles friend and practices her Hebrew with a 75-year-old woman in Israel whom she met on the Net. Among the advantages, the 12-year-old says, "You can make conversations with a whole bunch of people at once, and talk to your friends all over and not pay long distance."

2 Mira's experience isn't likely to surprise anyone under the age of 20 with access to a computer – or their parents. Among Netliterate teenagers, instant messaging – which combines the immediacy of the phone with the brevity of e-mail text – has become the hottest social advance since the mall. Talky teenage girls seem particularly smitten by the technology, helping propel female users of the Internet to more than half of total users for the first time. But the young are not alone. As the growing popularity of instant messaging (IM) outstrips that of either regular e-mail or conventional Web-browsing, adults and businesses are waking up to its potential. Much of that is to the good, saving time and boosting productivity. But not all: experts worry that IM exposes already overloaded workers to yet another powerful distraction. "It is one of the major concerns of our clients," says John West, president of Priority Management Inc., a Vancouver company that trains executives in 16 countries. "They're leaving important projects undone and getting less important e-mail attended to."

3 Nonetheless, IM's rise has made the sector a rare hot spot of Web commerce, and driven the topic to center stage in the debate over America Online's proposed \$205-billion takeover of Time Warner Inc. AOL's two IM services – ICQ (for "I seek you") and AIM (AOL Instant Messenger) – account for an estimated 80 to 90 percent of the world's 140 million or so registered instant-message users. Rivals, including giant Microsoft with its MSN Messenger program (number 2 in popularity in Canada after ICQ, according to research firm Media Metrix Canada), want regulators to loosen AOL's hold on those customers before approving the mega-merger.

4 At its heart, IM gives anyone with an Internet connection access to the same type of real-time chat that users of large corporate, academic or government networks have long enjoyed. Unlike conventional Internet e-mail, which can sometimes take hours or even days to reach its destination, IM systems deliver the message just as the name suggests – instantly. A flashing on-screen icon or sound alerts recipients. Moreover, while e-mail is open to all, IM networks are closed: users can only message others who subscribe to the same service.

5 That is half the trick. The other half is something IM users know by the name "buddy lists," but engineers call "presence awareness." This is the software that makes it possible for people logging on to know who else among their list of friends is online at the same time. Alli Aziz, for instance, has about 20 names on her buddy list – all belonging to friends from her London, Ont., elementary school. Like Mira Barnett, 12-year-old Aziz usually pursues more than one chat thread at a time, with different individuals or groups. "The most I've ever had going at once," she says, "was five."

6 Alli's mom understands the appeal. She doesn't use instant messaging at home, but her employer's e-mail system operates much like an IM service, showing an alert whenever a new communication arrives. "I do find it's compulsive," Kathy Glasgow says. "I'm probably a little obsessed about checking it and getting back to people right away." But as director of records services at London's St. Joseph's Health Care Centre, Glasgow also keenly appreciates the

swiftness with which a well-timed message exchange can resolve the issue. “The benefits outweigh the distraction,” she concludes.

7 Millions agree. Forrester Research, which gathers Net statistics, estimates that more than a third of Web-connected North Americans use IM at least weekly. Within 18 months, an industry group expects the number of regular users to more than triple. That growth rate is one reason AOL’s rivals are pushing so hard to loosen the Dulles, Va.-based Internet giant’s hold on IM. The bigger one is the future profits corporate strategists believe IM will unlock. Because users access IM services frequently, and often keep their windows open on-screen for long periods, those windows make appealing delivery vehicles for e-commerce advertising. IM is also being launched for cell phones and personal digital assistants like the Palm. Many analysts believe instant messaging is emerging as the “killer app” of wireless.

8 For it to reach its fullest potential, however, existing barriers between IM networks must fall, allowing open communication among users of all services – just as conventional e-mail does. So far, AOL has refused to open AIM and ICQ to such inter-operability, citing unprecedented security concerns. Its rivals, including Microsoft, Yahoo! and AT&T, are working on a protocol to get the services working together. They have asked regulators not to approve AOL’s acquisition of Time Warner until the issue is resolved.

9 Other companies, meanwhile, are looking for their own share of messaging profits. Several have developed programs that let IM users communicate directly by voice using microphones and speakers built into their computers – in effect turning their PCs into telephones. Both MSN messenger and AIM now offer free calls from computers directly to phone numbers across North America. Last month, Eyeball.com of Vancouver launched a video-chat service that lets IM users equipped with PC video cameras see each other.

10 Down the road, believes Toronto market analyst Charley Whaley, “IM could become the glue that finally makes the Holy Grail of ‘unified messaging’ possible.” Presence-awareness software will deliver incoming messages from any source to whatever digital device you happen to be using – PC, cell phone, pager or PDA-translating text to voice (or vice versa) as necessary. Many older Canadians may feel information overload has reached a bewildering new level. Chances are Alli Aziz and Mira Barnett will feel right at home.

PDA – the abbreviation for personal digital assistant, a small, hand-held device that has features such as a date book, address book, calculator, etc.

Questions: Select the best answer.

1. The central thesis of the selection is that
 - A. teenage girls are becoming interested in the Internet because of instant messaging IM technology.
 - B. IM technology is more popular than e-mail and conventional Web-browsing.
 - C. IM technology is a high-growth industry that appeals to teenagers, adults, and businesses.
 - D. businesses are beginning to recognize the potential profits linked to IM technology.

2. The author’s primary purpose is to
 - A. promote the use of IM technology.
 - B. describe IM technology, its users, and the issues that will affect its success.
 - C. compare the different providers of IM technology.
 - D. express disapproval of Internet-based socializing.

3. The topic of paragraph 4 is
 - A. the Internet.
 - B. advantages of IM.
 - C. disadvantages of IM.
 - D. e-mail.

4. The main idea of paragraph 7 is that
- A. the number of regular users of IM is expected to triple in less than two years.
 - B. America Online (AOL) currently has a monopoly on IM technology.
 - C. AOL's rivals are pushing for deregulation of IM.
 - D. the growing popularity of IM represents potential profits to Internet businesses.
5. The main idea of paragraph 9 is expressed in the
- A. first sentence.
 - B. second sentence.
 - C. third sentence.
 - D. last sentence.
6. Mira Bennett can best be described as
- A. author of the selection.
 - B. a 12-year-old Canadian girl who uses IM.
 - C. a 75-year-old Hebrew woman in Israel.
 - D. the president of an executive training company in Canada.
7. The name of Microsoft's IM program is
- A. ICQ.
 - B. AIM.
 - C. MSN messenger.
 - D. Media Matrix.
8. The term "presence awareness" refers to
- A. the software that makes it possible for people to know who else is online at the same time.
 - B. online address books that automatically record frequent e-mail destinations.
 - C. the barriers that currently exist between different IM networks.
 - D. the efforts of online businesses to tap into the IM market.
9. According to Internet statistics gathered by Forrester Research, more than a third of Web-connected North Americans use IM at least
- A. once a day.
 - B. twice a day.
 - C. weekly.
 - D. once a month.
10. According to the selection, Eyeball.com has introduced a service that lets IM users
- A. see each other using PC video cameras.
 - B. communicate directly by voice using microphones and speakers built into their PCs.
 - C. make free calls from computers directly to telephone numbers across North America.
 - D. send messages to users who subscribe to different IM services.
11. The author begins the selection by telling about Mira Barnett in order to
- A. generate controversy about the use of IM by pre-teens.
 - B. compare Mira's generation with an older generation that is uncomfortable with IM technology.
 - C. illustrate the type of IM user who has propelled the popularity of IM.
 - D. encourage other 12-year-olds to begin using IM.

12. The phrase “chat thread” (paragraph 5) means
- A. the IM software.
 - B. e-mail.
 - C. an Internet connection.
 - D. an online conversation.
13. The statement that “those windows make appealing delivery vehicles” (paragraph 7) means that
- A. advertisers are interested in promoting products to IM users while they are online.
 - B. advertisers want to get IM users to promote products to the people on their buddy lists.
 - C. IM technology allows users to order certain products for delivery.
 - D. advertisers can access buying information about IM users through their IM accounts.
14. The statement that “Chances are Alli Aziz and Mira Barnett will feel right at home” (paragraph 10) means that the two girls will
- A. be using IM at home rather than in school or the workplace.
 - B. feel comfortable with future technological advances because Internet technology is already part of their lives.
 - C. be part of the information overload.
 - D. be asked to explain the new technology to older generations.

Using context, determine the meaning of each word as it is used in the selection.

15. converses (paragraph 1)
- A. consumes
 - B. talks
 - C. repeats
 - D. types
16. smitten (paragraph 2)
- A. affected
 - B. tricked
 - C. confused
 - D. uncertain
17. propel (paragraph 2)
- A. replace
 - B. hide
 - C. push
 - D. support
18. rivals (paragraph 3)
- A. friends
 - B. competitors
 - C. peers
 - D. supporters
19. launched (paragraph 7)
- A. introduced
 - B. ditched
 - C. considered
 - D. eliminated

20. protocol (paragraph 8)

- A. permission
- B. agreement
- C. procedure
- D. regulation

Some of the words used in “A Mania for Messaging” create an informal, youthful tone. Make inferences by deciding whether the underlined word or phrases in each of the following sentences is intended to create that tone. Write Y for Yes or N for No.

- 21. “But these days, the Vancouver Grade 8 student is more likely to gab with friends over her PC than on her phone.” (paragraph 1)
- 22. “Among Netliterate teenagers, instant messaging has become the hottest social advance since the mall.” (paragraph 2)
- 23. “Experts worry that IM exposes already overloaded workers to yet another powerful distraction.” (paragraph 2)
- 24. “Many analysts believe instant messaging is emerging as the ‘killer app’ of wireless.” (paragraph 7)
- 25. “Many older Canadians may feel information overload has reached a bewildering new level.” (paragraph 10)

SECTION B: ESSAY WRITING (35 marks)

Select one of the following topics and write an Expository Essay of 400-500 words. Your essay must have a clear thesis statement.

- 1. How would you define a successful business?
- 2. Classify and explain the different genres of music that attract most young people in the Caribbean.
- 3. Explain how social media bullying can be prevented.
- 4. Explain how human interaction has improved since the advent of social networking.
- 5. Explain how to prepare effectively for a major exam.
- 6. Compare and contrast two popular contemporary music genres.
- 7. Choose a task that you consider essential to one’s survival. Explain how to effectively accomplish this task.
- 8. How to prepare for a job interview.
- 9. What makes a successful college student?
- 10. Contrast online dating and traditional dating.

END OF EXAMINATION