



ASSESSMENT and  
QUALIFICATIONS  
ALLIANCE

# Mark scheme January 2003

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## GCE

## Communication Studies

## Unit CMS2

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Registered address: Addleshaw Booth & Co., Sovereign House, PO Box 8, Sovereign Street, Leeds LS1 1HQ  
Kathleen Tattersall: *Director General*

## Unit 2: Texts and Meanings in Communication

This unit tests Assessment Objective 1 (communicate an awareness and understanding of categories, forms and uses of communication in contemporary life using appropriate terminology and accurate and coherent written expression) and Assessment Objective 3 (demonstrate understanding and competence in the use of techniques of critical reading applied to a diverse range of communication texts).

### Task 1

Up to **10** marks are available for AO1 and up to **20** marks are available for AO3.

Document One: *Army Recruitment Poster*

Document Two: *Police Recruitment Postcards*

### DOCUMENT ONE

**Through a detailed textual analysis, explore some of the possible readings of this recruitment poster.**  
(30 marks)

Level	AO1	AO3	Level
5 (9-10 marks)	<p><i>Candidates communicate excellent awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language use will be accurate and fluent and/or confident in its use of a technical vocabulary and register.</p>	<p><i>Candidates demonstrate clear and explicit evidence of application of critical reading techniques.</i></p> <p>Detailed analysis paying careful attention to aspects of the selection, content and layout of material. Candidates clearly distinguish between more and less important aspects of the text.</p>	5 (17-20 marks)
4 (7-8 marks)	<p><i>Candidates communicate good awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language use will show competence and accuracy although range may be limited, especially in terms of technical vocabulary.</p>	<p><i>Candidates demonstrate good evidence of application of critical reading techniques.</i></p> <p>Some evidence of the detailed analysis of text covering such aspects as visuals, text, tone, layout, audience appeal, conventions, narrative, genre, representation and mode of address.</p> <p>Responses explore the text in an active way, selecting significant details to inform their responses.</p>	4 (13-16 marks)

Level	AO1	AO3	Level
3 (5–6 marks)	<p><i>Competent awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language will be clear despite inaccuracies and limitations and/or some evidence of a technical vocabulary or register will be offered.</p>	<p><i>Candidates demonstrate satisfactory evidence of application of critical reading techniques.</i></p> <p>Competent response which operates at a fairly basic level but offers an informed commentary on the text.</p> <p>Response will likely concentrate on versions of a ‘preferred reading’.</p>	3 (9–12 marks)
2 (3–4 marks)	<p><i>Candidates communicate limited awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Limited in terms of its linguistic competence and/or its command of the language of the subject.</p>	<p><i>Candidates demonstrate limited evidence of application of critical reading techniques.</i></p> <p>Mostly descriptive – comments on surface features of text only.</p> <p>Some limited awareness of the techniques of textual analysis will be evident, but insufficient to clearly meet the demands of AS level.</p>	2 (5–8 marks)
1 (1–2 marks)	<p><i>Candidates communicate little awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Confused to the point where communication is impeded.</p>	<p><i>Candidates demonstrate little or no evidence of application of critical reading techniques.</i></p> <p>Little appropriate material offered.</p> <p>Little or no discussion of methods.</p>	1 (1–4 marks)
0	No relevant response.	No relevant response.	0

**Task 2**

Up to **10** marks are available for AO1 and up to **20** marks are available for AO3.

**DOCUMENT TWO**

**In what specific ways are issues of representation being addressed by these postcards?**

*(30 marks)*

<b>Level</b>	<b>AO1</b>	<b>AO3</b>	<b>Level</b>
5 (9–10 marks)	<p><i>Candidates communicate excellent awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language use will be accurate and fluent and/or confident in its use of a technical vocabulary and register.</p>	<p><i>Candidates demonstrate clear and explicit evidence of application of critical reading techniques.</i></p> <p>An engaged and confident comparison of the texts, demonstrating a clear grasp of the techniques of critical reading.</p> <p>Concepts will be handled with skill and applied relevantly.</p>	5 (17–20 marks)
4 (7–8 marks)	<p><i>Candidates communicate good awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language use will show competence and accuracy although range may be limited, especially in terms of technical vocabulary.</p>	<p><i>Candidates demonstrate good evidence of application of critical reading techniques.</i></p> <p>Some evidence of analysis of the texts and a recognition of potential differences, such as context, purpose and the nature of the representations. The relationship between texts and their intended readers will likely be explored.</p>	4 (13–16 marks)
3 (5–6 marks)	<p><i>Candidates communicate competent awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Language will be clear despite inaccuracies and limitations and/or some evidence of a technical vocabulary or register will be offered.</p>	<p><i>Candidates demonstrate satisfactory evidence of application of critical reading techniques.</i></p> <p>A set of straightforward and relevant statements and an informed commentary will be offered.</p>	3 (9–12 marks)

<b>Level</b>	<b>AO1</b>	<b>AO3</b>	<b>Level</b>
2 (3–4 marks)	<p><i>Candidates communicate limited awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Limited in terms of its linguistic competence and/or its command of the language of the subject.</p>	<p><i>Candidates demonstrate limited evidence of application of critical reading techniques.</i></p> <p>Analysis will tend to be descriptive with little confidence or skill in handling ideas of representation.</p> <p>Some consideration of such elements as audience, context and effectiveness will be made.</p>	2 (5–8 marks)
1 (1–2 marks)	<p><i>Candidates communicate little awareness and understanding of the categories, forms and uses of communication as applied to contemporary life.</i></p> <p>Confused to the point where communication is impeded.</p>	<p><i>Candidates demonstrate little or no evidence of application of critical reading techniques.</i></p> <p>Little relevant material.</p>	1 (1–4 marks)
0	No relevant response.	No relevant response.	0