



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCE

Communication Studies

Unit CMS2

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UNIT 2: TEXTS AND MEANINGS IN COMMUNICATION (CMS2)

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).

Unit 2: Texts and Meanings in Communication: Task 1

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

Document One: Video Cover: *Pocahontas*

Document Two: Front Book Cover: *North American Indian*

Task 1

DOCUMENT ONE:

Through a detailed textual analysis explore the ways in which this text communicates with its audiences. *(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>Confident, detailed and engaged 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, which offers an engaging and informative/challenging reading of the text.</p>	(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 of print based products.</p> <p>Responses explore the text in an active way, selecting significant details to inform their responses.</p>	(13-16 marks)

Unit 2: Texts and Meanings in Communication. Task 1 continued.

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. Responses cover such aspects as target audience, genre and the conventions of print based products.</p>	(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.</p>	(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

Unit 2: Texts and Meanings in Communication. Task 2.

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

Task 2**DOCUMENT TWO:**

Barthes suggested that signs signify (operate) on a number of levels, which he called “levels of signification” (denotation, connotation, myth and ideology). Explore in detail the levels of signification at which this text operates. (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>An engaged and confident response to the text, demonstrating a clear grasp of the theory of signification. The key terms will be substantially explored.</p> <p>Concepts will be handled with skill and applied relevantly.</p>	(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 a detailed semiotic analysis of the text and a recognition of the potential for different levels of meaning.</p> <p>Some consideration of ‘myth’ and/or ideology is expected here.</p>	(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>‘Signification’ will be discussed with reasonable accuracy and will be applied in a straightforward yet accurate way to the text. A principally semiotics-led/influenced commentary will be offered. An evidenced understanding of ‘denotation’ and ‘connotation’ will invariably be offered.</p>	(9–12 marks)

Unit 2: Texts and Meanings in Communication. Task 2 continued.

Level	AO1	AO3	Level
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>Responses will tend to be descriptive with little confidence or skill in semiotic analysis. The key ideas will be considered, even if not completely accurately and some consideration of the text as operating on different levels 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