

General Certificate of Education
January 2004
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Thursday 8 January 2004 Morning Session

In addition to this paper you will require:
an 8-page answer book.

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is CMS2.
- Read through **all** the relevant stimulus material and then complete **both** tasks set.

Information

- The maximum mark for this paper is 60.
- Each task carries 30 marks.

Quality of Written Communication

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

Advice

You are advised to spend 45 minutes on each task, at least 15 minutes of which should be used to read through and annotate the relevant document.

There are two documents with this question paper:

DOCUMENT ONE: Advertisement for *New Cif Cream*

DOCUMENT TWO: Front Cover of *Finishing Touches*

You should study carefully these two documents before you begin writing your answers.

Complete **both** tasks.

Task 1

DOCUMENT ONE:

Through a detailed textual analysis explore the ways in which this text communicates.

(30 marks)



Advertisement published in *Bella*, October 2002

DOCUMENT ONE

Turn over ►

Task 2**DOCUMENT TWO:**

Ideology has been described as a system of representation, a way in which society reinforces its values. Write about the ways in which this text communicates at an ideological level. *(30 marks)*

END OF QUESTIONS



Front cover *Finishing Touches*

DOCUMENT TWO

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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