

General Certificate of Education
June 2004
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Thursday 10 June 2004 Morning Session

In addition to this paper you will require:

- an 8-page answer book;
- leaflet for use when answering Task 1 (enclosed);
- insert for use when answering Task 2 (enclosed).

The leaflet can be obtained by
ordering CMS2 from AQA Publications
Tel. 0161 953 1170

Time allowed: 1 hour and 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: *St John Ambulance Badgers* (leaflet enclosed);
DOCUMENT TWO: *Trafford Centre Children's Facilities* (insert enclosed).

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 leaflet communicates with its audiences. *(30 marks)*

Task 2**DOCUMENT TWO**

Charles Peirce suggested that it was useful to differentiate between the ways in which signs function as icon, index and symbol. Examine the ways in which signs function differently on the Trafford Centre leaflet's map of facilities. *(30 marks)*

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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DOCUMENT ONE: *St John Ambulance Badgers* leaflet

DOCUMENT TWO: Extract from *Trafford Centre Children's Facilities* leaflet reproduced by kind permission of the Trafford Centre Ltd.
www.traffordcentre.co.uk

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