

General Certificate of Education
January 2005
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Monday 10 January 2005 Morning Session

<p>In addition to this paper you will require: an 8-page answer book.</p>
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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: The Mary Stevens Hospice: “Quality Christmas Cards 2003” leaflet: reverse side of A4 flyer distributed door-to-door.

DOCUMENT TWO: *My Weekly*: “Don’t Miss *My Weekly Christmas Special 2003*” advertisement (20/12/2003), upper half of page 44.

Complete **both** tasks.

Task 1

DOCUMENT ONE

Through a detailed textual analysis, explore some of the different ways in which the idea of “Christmas” is represented through this text. *(30 marks)*

The reproduction of the leaflet for 'Quality Christmas Cards 2003' is not reproduced here due to third-party copyright constraints.

The full copy of this paper can be obtained by ordering CMS2 from AQA Publications.
Tel. 0161 953 1170.

DOCUMENT ONE

Turn over ►

Task 2

DOCUMENT TWO

Explain how this text addresses its audience.

(30 marks)

END OF QUESTIONS

Don't Miss *My Weekly Christmas Special 2003*



A MY WEEKLY SPECIAL WPS 4 £2.25
My Weekly
CHRISTMAS SPECIAL 2003
All The Joy Of The Festive Season
Here Comes **SANTA!**
FREE BOOK
Christmas Special 1 issue

FREE BOOK
Christmas Mystery Stories

Seven Festive Stories
A stocking-full of love, laughter and tears

Quizzes and Puzzles to drive you **Christmas Crackers!**

Turkey Treats for all year



Glamour 'n' Glitz Festive Fashion

Now On Sale £2.25

The “Don't Miss *My Weekly Christmas Special 2003*” advertisement

DOCUMENT TWO

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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DOCUMENT ONE: Reverse side of A4 flyer distributed door-to-door: "Quality Christmas Cards 2003" leaflet published by The Mary Stevens Hospice (Charity No. 517656), 2003.

DOCUMENT TWO: "Don't Miss *My Weekly Christmas Special 2003*" advertisement, *My Weekly* page 44, issue 4697, 20 December 2003. *My Weekly* © D. C. Thomson & Co., Ltd.

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