

General Certificate of Education
June 2005
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Wednesday 8 June 2005 Morning Session

In addition to this paper you will require:

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

The Isle of Wight leaflet can be obtained by ordering CMS2 from AQA Publications.
Tel: 0870 4101036

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: Isle of Wight Steam Railway leaflet.

DOCUMENT TWO: GNER Short Break leaflet.

Complete **both** tasks.

Task 1

DOCUMENT ONE: Isle of Wight Steam Railway leaflet.

Through a detailed textual analysis explore the ways in which the **front cover** of this leaflet communicates. (NOTE: Your analysis should be of the **front cover ONLY**.) *(30 marks)*

Task 2

DOCUMENT TWO: GNER Short Break leaflet.

Examine in detail the ways in which this text uses stereotypes in its communication. *(30 marks)*

END OF TASKS

THERE ARE NO TASKS PRINTED ON THIS PAGE

ACKNOWLEDGEMENT OF COPYRIGHT HOLDERS AND PUBLISHERS

Document One: "Welcome to the Isle of Wight Steam Railway" leaflet published by Isle of Wight Steam Railway.

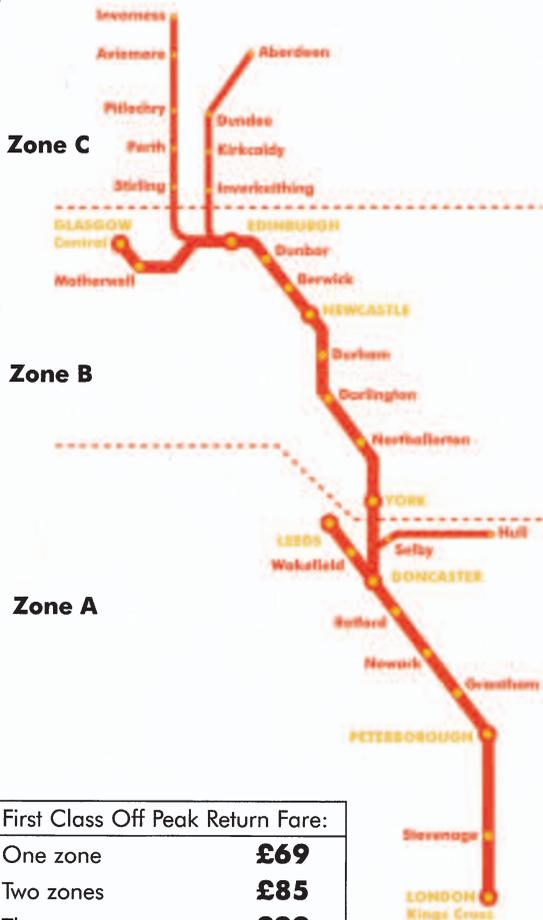
Document Two: GNER Short Break leaflet published by Great North Eastern Railway, 2001. Permission to use leaflet granted by Great North Eastern Railway.

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TERMS AND CONDITIONS

In addition to those shown in the National Rail Conditions of Carriage booklet, a number of conditions apply to this offer.

1. Tickets are available on selected GNER services only and are subject to availability. This fare is not available on services timed to arrive in London before 1100 or any services which are timed to depart Kings Cross between 1500 and 1900 inclusive Monday to Friday.
2. The ticket is only valid for the date(s), GNER train(s) and reserved seat(s) shown.
3. Tickets are valid for travel between Thursday 19 July 2001 and Friday 7 September 2001 inclusive.
4. Tickets can be purchased from Monday 16 July 2001 to Tuesday 4 September 2001 inclusive.
5. All tickets must be purchased by 1800 three days in advance of travel.
6. There are three zones of travel and travel is charged according to the number of zones travelled. See map for zones and prices.
7. Customers must spend a minimum of two nights away.
8. Changes to travel plans are allowed up to 1800 three days before travel, subject to availability and an administration fee of £5. If no seats are available as part of this offer at the time you request to change, you may retain the original journey or obtain a refund subject to condition 9 below.
9. Refunds are allowed if the ticket is surrendered before 1800 three days before travel. After this time, 50% will be refundable if you do not travel. There will be an administration charge of £5. If you use any part of the outward portion there can be no refund on the return portion.
10. No break of journey at intermediate stations is allowed except to change to/from connecting GNER trains.
11. Child discounts (under 16 years of age) are available at 50% of the adult fare. No other discounts (including Railcards) or promotions may be used in conjunction with this offer.
12. The Terms and Conditions of this promotion may be altered or the promotion cancelled at GNER's discretion.
13. Promoter: Great North Eastern Railways Ltd, Station Road, York YO1 6HT.



First Class Off Peak Return Fare:

| | |
|-------------|------------|
| One zone | £69 |
| Two zones | £85 |
| Three zones | £99 |

GNER

IF YOU FANCY A SHORT BREAK, SEND YOURSELF 1ST CLASS.



**FIRST CLASS OFF PEAK
£69, £85 OR £99 RETURN**

Dear Jane, Bob, Peter, Rachel ... (and any other GNER customer for that matter)

Just a quick note to say that we here at GNER are offering you a great First Class offer. We can send you on an amazing First Class short break for less on our off peak services. You see, we've split Britain into three great value price zones allowing you to travel on a GNER train through one, two or three zones on the GNER route for **£69**, **£85** or **£99** return. That means that you could travel First Class on an off peak train from London to Inverness, in other words from one end of Britain to the other, for just £99.

Oh, and you need to travel between **19 July and 7 September 2001** in order to enjoy both the offer and the sunshine.

Let us book you a hotel...

To make the most of your break you need to spend a minimum of two nights away. We can book you a stay in a selection of lovely hotels in most major cities on the GNER route. The GNER Hotel Booking Service offers top hotels at discounted rates. Simply call us on **01904 67 11 11**.

So go on apply for a ticket...

Simply make up your mind where and when you would like to go. Tickets can be booked by calling **08457 225 225** or alternatively by visiting your local GNER Travel Centre or selected Arriva Trains Northern and ScotRail stations.

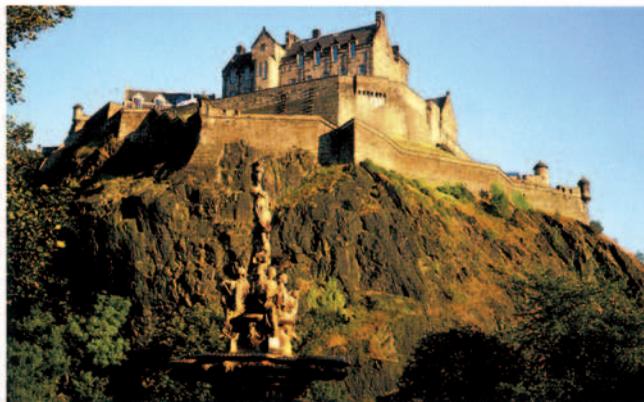
You need to book as early as possible (a minimum of 3 days in advance) because once Bob, Rachel, Jane and everyone else have read this they will all be booking too. The last date of purchase is 4 September 2001. Tickets are available on most but not all off peak trains and are subject to availability. Tickets are available for GNER services only.

Anyway must go now because the complimentary First Class tea and biscuits have just arrived. Wish you were here?

Best wishes

GNER

P.S. What's an off peak train? Sorry, almost forgot, an off peak train is one that is timed to arrive in London after 11am and departs from London before 3pm and after 7pm Monday to Friday. You can travel any time Saturday and Sunday.



THREE TRAVEL ZONES

The three zones have been divided as follows:

Zone A: London and most calling points through to Doncaster, Leeds, Bradford, Skipton and Hull.

Zone B: York and most calling points through to Newcastle, Edinburgh and Glasgow Central.

Zone C: North of Edinburgh and most calling points through to Inverness and Aberdeen.

See route map on reverse for more details. Some services do not stop at all stations – please consult our timetable.

First Class Off Peak return travel across:

| | |
|-------------------|------------|
| One zone | £69 |
| Two zones | £85 |
| Three zones | £99 |

