

General Certificate of Education
January 2007
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Wednesday 10 January 2007 9.00 am to 10.30 am

For this paper you must have:

- 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.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

There are two texts with this question paper:

TEXT ONE: Front of promotional card for *UEFA Women's Championship*

TEXT TWO: Front cover of *Grass Roots Football Show 2005* leaflet

Complete **both** tasks.

Task 1

TEXT ONE: see opposite

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

(30 marks)

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TEXT ONE

Task 2

TEXT TWO: see opposite

Explore some of the ways in which this text attempts to overcome barriers to communication.

(30 marks)

END OF TASKS



Front cover of *Grass Roots Football Show 2005* leaflet

TEXT TWO

There are no tasks printed on this page

There are no tasks printed on this page

There are no tasks printed on this page

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Task One: Front of promotional card for *UEFA Women's Championship* © UEFA 2005

Task Two: Cover of *Grass Roots Football Show 2005* leaflet, courtesy of VCM Events

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