

General Certificate of Education
June 2003
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Wednesday 4 June 2003 Morning Session

In addition to this paper you will require:

- an 8-page answer book.

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: Video Cover: *Pocahontas*
DOCUMENT TWO: Front Book Cover: *North American Indian*

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 with its audiences.
(30 marks)

□
□
The reproduction of the video cover for Pocahontas 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□

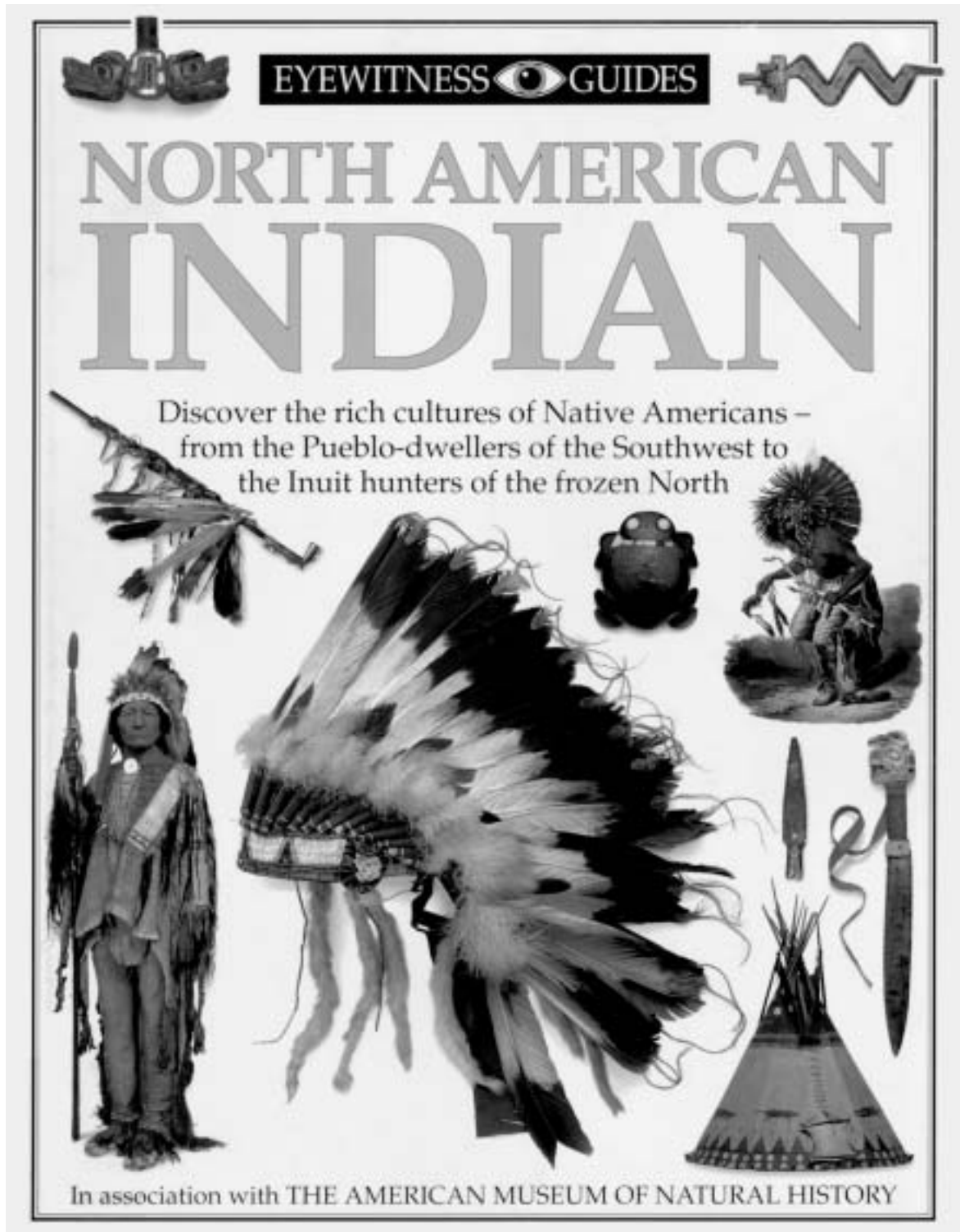
DOCUMENT ONE

Turn over ►

Task 2**DOCUMENT TWO**

Barthes suggested that signs signify (operate) on a number of levels, which he called “levels of signification” (denotation, connotation, myth and ideology). Explore in detail the levels of signification at which this text operates. *(30 marks)*

END OF QUESTIONS



DOCUMENT TWO

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

ACKNOWLEDGEMENT OF COPYRIGHT HOLDERS AND PUBLISHERS

DOCUMENT TWO: Front Book Cover: *North American Indian*. Written by DAVID MURDOCH, © Dorling Kindersley Ltd 1995.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright owners have been unsuccessful and the AQA will be happy to rectify any omissions of acknowledgements in future papers if notified.