

General Certificate of Education
January 2006
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Tuesday 10 January 2006 9.00 am to 10.30 am

For this paper you must have:

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

The leaflet and insert can be obtained by ordering CMS2 from AQA Publications.
Tel: 0870 4101036

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.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- 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.

There are two texts with this question paper:

TEXT ONE: *'Every one tells a story'*, McDonald's leaflet (leaflet enclosed).

TEXT TWO: *'How Mammals Keep in Touch'*, interior of Mammal Communication (sample card) from *'Discovering Wildlife – the ultimate factfile'* (insert enclosed).

Complete **both** tasks.

Task 1

TEXT ONE: *'Every one tells a story'*, McDonald's leaflet.

Through a detailed textual analysis explore the ways in which this text communicates with its audiences. (30 marks)

Task 2

TEXT TWO: *'How Mammals Keep in Touch'*.

Barthes proposed two functions of words with regard to images: anchorage and relay. These refer to different ways in which meanings are established within texts.

Consider the ways in which words relate to images in this text. (30 marks)

END OF TASKS

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Text One: *'Every one tells a story'*, McDonald's leaflet.

Text Two: *'How Mammals Keep in Touch'*, interior of Mammal Communication (sample card) from *'Discovering Wildlife – the ultimate factfile'*. Text © International Masters Publishers BV. Fritz Polking/Still Pictures. CRA000746A – Christophe Ratier/NHPA. JAS0004Z8A – J & A Scott/NHPA. FLPA/Minden/F Lanting. François Crohier/ardea.com

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