

General Certificate of Education
June 2006
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Wednesday 7 June 2006 9.00 am to 10.30 am

For this paper you must have:

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

The insert for this paper can be obtained by ordering CMS2 from AQA Publications.
Tel: 0870 410 1036

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: CD label design: *Feelin' Good* (given away with *The Mail on Sunday*).
TEXT TWO: Advertisement for T-Co Activities taken from *British Holidays* brochure.

Complete **both** tasks.

Task 1

TEXT ONE: see page three

Through a detailed textual analysis explore the ways in which the meanings of this text are constructed and communicated. *(30 marks)*

Task 2

TEXT TWO: insert enclosed

Dimbleby and Burton identify three principal kinds of barrier to communication: mechanical, psychological and semantic. Discuss the barriers that might exist between this text and its audiences. *(30 marks)*

END OF TASKS



CD label design: *Feelin' Good*

TEXT ONE

There are no tasks printed on this page

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Text One: CD label design: *Feelin' Good* (given away with *The Mail on Sunday*).

Text Two: Advertisement for T-Co Activities taken from *British Holidays* brochure. Graham Oliver – Photographer, *The Mousetrap* – Designers.

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