

General Certificate of Education
June 2007
Advanced Subsidiary Examination



COMMUNICATION STUDIES
Unit 2 Texts and Meanings in Communication

CMS2

Wednesday 6 June 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 cover: *Media, Communication, Culture – A Global Approach* by James Lull.

TEXT TWO: Page from www.theory.org.uk website.

Complete **both** tasks.

Task 1

TEXT ONE: see opposite

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

The reproduction of the Front cover: *Media, Communication, Culture - A Global Approach* by James Lull 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: 0870 410 1036

TEXT ONE

Task 2

TEXT TWO: see opposite

Show how this text uses various codes of communication.

(30 marks)

END OF TASKS



MEDIA, GENDER AND IDENTITY

AN INTRODUCTION • David Gauntlett

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Media, Gender and Identity provides a new introduction to the relationship between the media and gender identities today. [[More...](#)]

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- [New article](#) on men's magazines in Germany
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- [New article](#) about sexual assertiveness of young women's magazines



Page from www.theory.org.uk website.

TEXT TWO

There are no tasks printed on this page

There are no tasks printed on this page

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Text Two: Page from www.theory.org.uk website. *Media, Gender and Identity: An Introduction* by David Gauntlett.

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