

General Certificate of Education  
January 2008  
Advanced Subsidiary Examination



**COMMUNICATION STUDIES**  
**Unit 2 Texts and Meanings in Communication**

**CMS2**

Wednesday 9 January 2008 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 1 (enclosed).

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 good English, to organise information clearly and to use specialist vocabulary where appropriate.

There are two texts with this question paper:

**TEXT ONE:** Front and back of greetings card *Happy 16th Birthday*  
**TEXT TWO:** Promotional postcard for *Adult Literacy support in Sandwell*

Complete **both** tasks.

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**Task 1**

TEXT ONE: see insert (Front and back of greetings card *Happy 16th Birthday*)

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

**Task 2**

TEXT TWO: see page 3 (Promotional postcard for *Adult Literacy support in Sandwell*)

There are a number of elements in an act of communication. Explore text two paying attention to the relationships between what you consider to be the significant elements. (30 marks)

**END OF TASKS**



Promotional postcard for *Adult Literacy support in Sandwell*

**TEXT TWO**

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Text One: Front and back of greetings card for *Happy 16th Birthday*.

Text Two: Promotional postcard for *Adult Literacy support in Sandwell*. Reproduced with kind permission from Sandwell Adult & Family Learning Service and Neighbourhood Renewal Fund.

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Insert

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Text One  
Insert for use with Task 1

**TEXT ONE** cannot be reproduced here due to third-party copyright constraints.



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