

General Certificate of Education  
June 2008  
Advanced Subsidiary Examination



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

**CMS2**

Tuesday 3 June 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)
- an insert for use when answering Task 2 (enclosed).

Time allowed: 1 hour 30 minutes

**Instructions**

- Use black ink or black 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:** 'Work' from the *IKEA<sup>®</sup> furniture catalogue 2006*

**TEXT TWO:** Promotional card for *Telewest Broadband*

Complete **both** tasks.

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### **Task 1**

TEXT ONE: see insert ('Work' from the *IKEA<sup>®</sup> furniture catalogue 2006*)

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

### **Task 2**

TEXT TWO: see insert (Promotional card for *Telewest Broadband*)

What might a purely semiotic analysis of this text reveal about the way it functions? (30 marks)

**END OF TASKS**

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Text One: 'Work' from the *IKEA*<sup>®</sup> *furniture catalogue 2006* © INTER IKEA SYSTEMS B.V.

Text Two: Promotional card for *Telewest Broadband* © Telewest Limited 2003.

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**CMS2**



## Insert

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Text One  
Insert for use with Task 1





TEXT ONE

‘Work’ from the *IKEA® furniture catalogue 2006*

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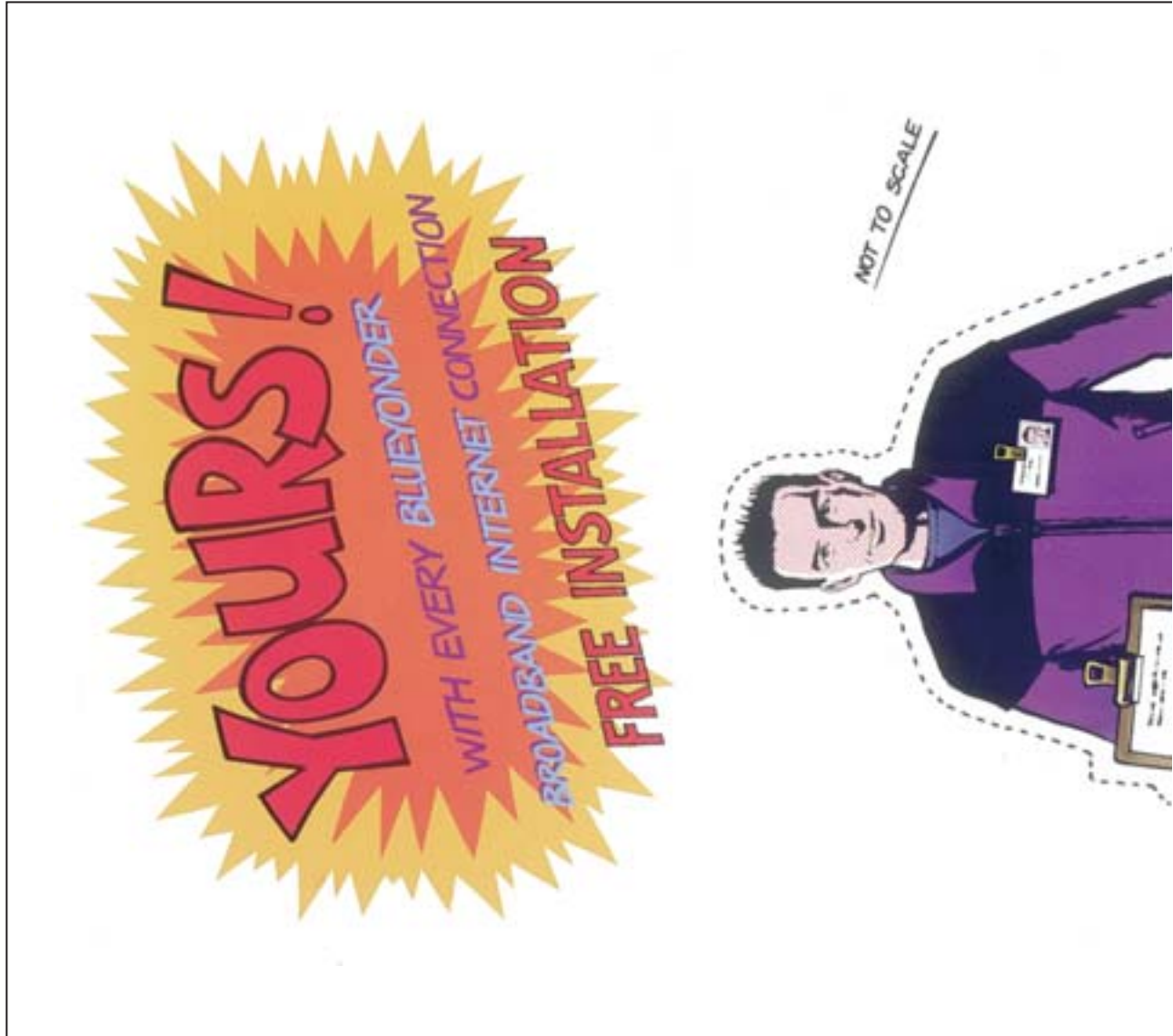
**CMS2**

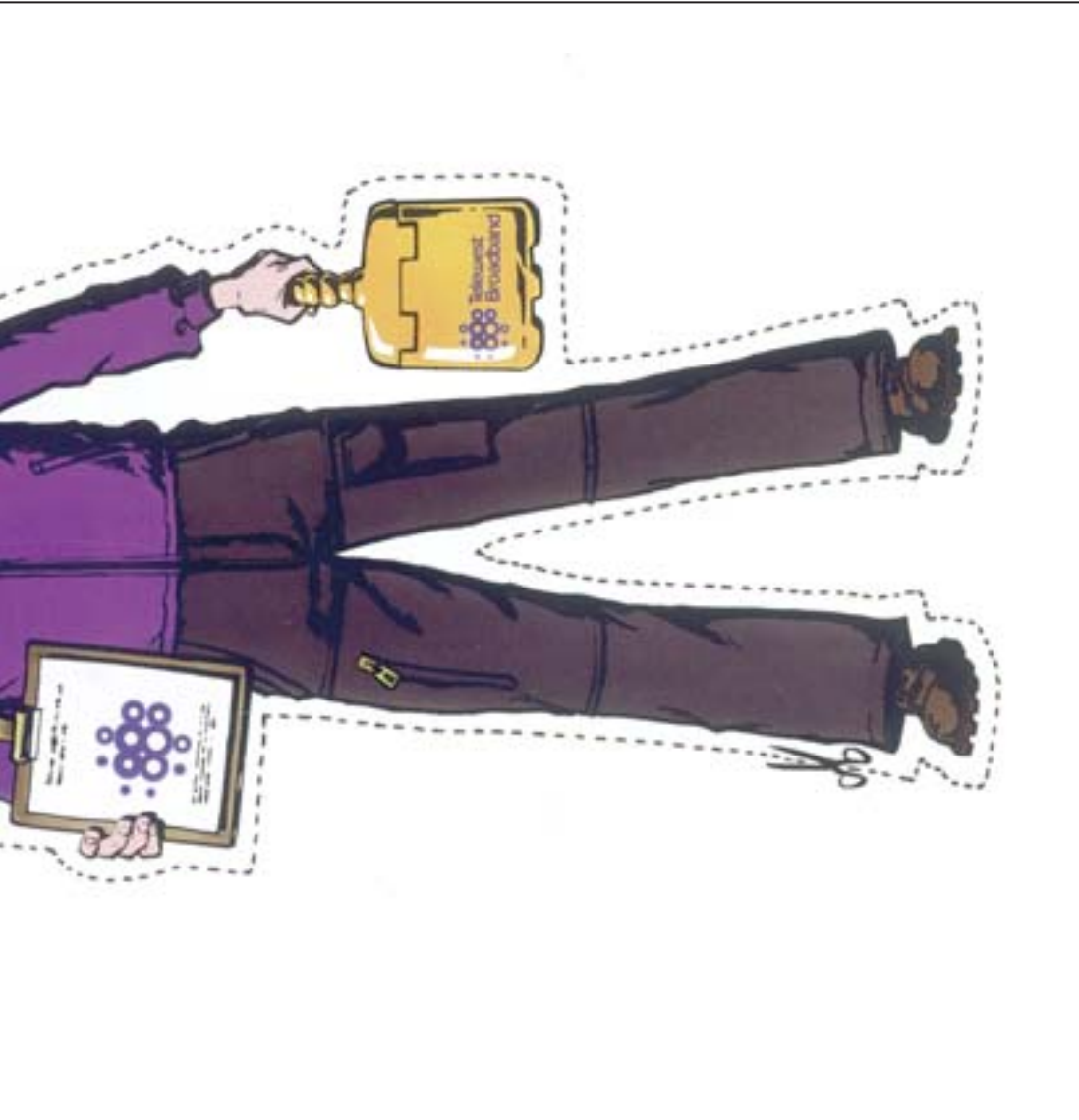


## Insert

Tuesday 3 June 2008 9.00 am to 10.30 am

Text Two  
Insert for use with Task 2





TEXT TWO

Promotional card for *Telewest Broadband*

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