

# Examiners' Report/ Lead Examiner Feedback

January 2015

NQF BTEC Level 1/Level 2 Firsts in  
Creative Digital Media Production

Unit 8: Media Industry in Context  
(21647E)

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## General Comments on Exam

This is the second series that the Creative Digital Media Production qualification at Level 2 has been assessed externally and it is evident that teaching of the specification content has taken a balanced approach within centres with most candidates showing an understanding of the range of topics covered by this question paper.

One matter that has come to light during this exam series is the need for learners to read through questions carefully and gain a full understanding of what they are being asked. The nature of the specification means that learners are required to gain an understanding of a range of benefits and disadvantages within the Creative Digital Media Sector and their impact on different groups and individuals such as producers, consumers, employers and employees.

Learners' understanding of a range of issues is being assessed within the examinations which will contain questions and scenarios that relate to different circumstances. It is therefore important that learners understand that, for example, a benefit for an employee may not be seen as a benefit to an employer and vice versa and they therefore need to understand what the question is asking of them and who the question relates to.

Centres may wish to note the following observations which relate to each item and which should be used as guidance in future series.

## Grade boundaries

Grade boundaries for all qualification can be found on this page: <http://qualifications.pearson.com/content/demo/en/support/support-topics/results-certification/grade-boundaries.html/>.

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	19	25	31	38



Pass example:

(b) Give **two** benefits for a media company of being funded privately.

(2)

- 1 they don't have to ~~are~~ abide by the same rules as privately funded organisations.
- 2 they can make more money.

Distinction example:

(b) Give **two** benefits for a media company of being funded privately.

(2)

- 1 ~~it~~ can make a bigger profit if the company is successful.
- 2 can have a bigger budget and expand the company nationally.

### Question 3

Again learners were either aware of this or not, however the majority of candidates had been taught about the BBC Trust.

Pass example:

3 Give the name of the governing body of the BBC.

OFCOM

Distinction example:

3 Give the name of the governing body of the BBC.

The BBC Trust

### Question 4a

There was sometimes some confusion by learners regarding the benefit to the **employee** of using a CV as opposed to that of the **employer**. This question highlights the need for learners to carefully read the question and fully comprehend what they are being asked. Overall, those learners that did offer an employee advantage showed an appropriate understanding of the subject matter.

Pass example:

4 (a) Give **one** benefit for the potential employee of using a CV when applying for a job in the media industry.

(1)

You can include what content you want as long as it is true

Distinction example:

- 4 (a) Give **one** benefit for the potential employee of using a CV when applying for a job in the media industry.

(1)

It shows what experience that person has had with jobs and also what qualifications they have had.

#### Question 4b

Most learners were able to indicate that a CV made it 'difficult to show skills/practical work compared to a show reel' and there were a number of valid responses provided. Some learner responses were limited to 'doesn't show what you have done' which showed a lack of understanding of what evidence is contained within a CV.

Pass example:

- (b) Give **one** drawback of using a CV when applying for a job in the media industry.

(1)

It's boring to read.

Distinction example:

- (b) Give **one** drawback of using a CV when applying for a job in the media industry.

(1)

it says what you can do but doesn't show you, media can be more of a practical job so showing the employer your skills on paper won't get you the job

(Total for Question 4 = 2 marks)

#### Question 5

Sometimes learners had failed to understand that the question related to ethical issues and not fact that the programme was broadcast over 24 hours and therefore offered responses like 'they would have to be fit enough to work 24 hours', indicating that they believed an employee would be working a 24 hour shift. A few learners did misinterpret the word equality and instead simply stated qualities that an employer would look for in a recruit e.g. skills, ability to do job, etc.

Those learners that did identify equality issues provided valid responses relating to a range of protected characteristics.

Pass example:

1 Gender equality

2 Race equality

Distinction example:

- 1 Religion. This may be because different religions have alternate bank holidays
- 2 Gender. If a woman was to be pregnant she would need to take time off.

(Total for Question 5 = 2 marks)

### Question 6

Most learners were able to respond correctly, however where errors were found they often related to learners believing that companies would have 'more money' as opposed to a regular, or secure income.

Pass example:

- 6 Give **one** benefit of being employed by a media organisation on a full-time permanent basis.

Steady Pay

Distinction example:

- 6 Give **one** benefit of being employed by a media organisation on a full-time permanent basis.

It is a constant pay and get sick pay and maternity leave.

(Total for Question 6 = 1 mark)

### Question 7a

Most learners were able to offer a valid response such as 'supporting each other/ getting new ideas' and the question was generally well responded throughout.

Pass example:

- 7 Working in the media industry means working either collaboratively or independently.

(a) Give **one** advantage of working collaboratively in the media industry.

(1)

Split work amount

Distinction example:

(a) Give **one** advantage of working collaboratively in the media industry.

(1)

Ideas are shared and there may be a better finished product.

### Question 7b

For this question some learners picked up a range of points across the 2 responses and were often able to offer more than 2 reasons but may have failed to offer fully developed or valid explanations.

It is important for learners to ensure that they offer an explanation when it is requested rather than just identifying a number of valid reasons as this does not effectively show the depth of their knowledge and understanding.

Pass example:

(b) Explain **two** advantages of working independently in the media industry.

(4)

- 1 They can focus all of their attention to their project.
- 2 There would be no disagreements about the ~~project~~ work that they were doing.

Distinction example:

- 1 Working independently ~~means~~ <sup>gives</sup> you flexibility. It gives you the chance to work according to your own schedule.
- 2 Working independently also means that you get full credit for your work. For example a graphic-<sup>design</sup> designer would get credit for their <sup>work</sup> if they ~~are~~ <sup>are</sup> working independently.

### Question 8a

A large number of learners repeated their response but with different wording, effectively this amounted to 'the worker knows the company and the company knows the worker'.

It is important that learners show their understanding by indicating that they know why this is a benefit and providing an extended response; switching around responses is not valid and does not reflect the learner's understanding of the question or the subject matter.

Pass example:

(a) Give **two** advantages of this decision for the company.

(2)

1 It saves time.

2 They know how ~~good~~<sup>good</sup> he/she is at their job.

Distinction example:

- 1 Saves the company money - don't have to recruit staff
- 2 The person already knows how the business is run

### Question 8b

A lot of learners gave a correct answer, but did not always follow through with an explanation or identify the impact of the initial reason given. Some learners discussed promoting a TV product within the company was a drawback and not an individual member of staff as required.

Some learners took "internal promotion" to mean "internet promotion" and thus discussed online advertising and marketing. They did not link this question to the scenario outlined at the top "to promote a production assistant".

Pass example:

(b) Explain **one** reason why relying on internal promotion might be a drawback for the television production company.

(2)

There will be no ~~money~~<sup>new ideas</sup> coming in the business

Distinction example:

(b) Explain **one** reason why relying on internal promotion might be a drawback for the television production company.

(2)

They will not get someone new meaning that they may not be willing to put forward new ideas and they may not even have a fresh approach to the job.

### Question 9(a)

Whilst there was some misunderstanding from some learners regarding the difference between UK companies and UK broadcasters/channels; this question received a large number of correct responses.

Pass example:

9 (a) The BBC is a national media organisation.

Name **one** other national media organisation in the UK.

(1)

The Sun newspaper

Distinction example:

9 (a) The BBC is a national media organisation.

Name **one** other national media organisation in the UK.

(1)

ITV

### Question 9b

Many responses recognised this scenario as horizontal integration and were able to gain marks by providing a generalised discussion, however these responses were often limited and did not offer the depth and breadth of response expected. Some learners relied on bullet pointed responses or focused solely on financial benefits or restrictions, for example, a popular response for this question related to one branch of the business going bust but the rest being able to carry on.

Some learners did understand the issue of connecting with the local audience and how this may be diminished by being owned by a national company. Lots of responses talked about the newspaper getting a wider audience as it is now distributed nationally/internationally. Similarly a number of learners appeared to interpret this as benefits of national/international papers in themselves rather than benefits of their ownership of local papers. Most responses lacked balance or clear focus.

Pass example:

International newspaper organisations only show news that they want or ~~to~~ what they think the public wants to see. The big horrific crimes etc. Where as, local newspapers still show more of a different side of news, although of course they <sup>still</sup> show local crimes etc. Most of the big newspaper organisations earn so much money that it begins to effect the smaller (local) organisations. This is the reason why there are so little of the smaller ~~business~~ <sup>organisations</sup> now days.

Distinction example:

An advantage of being owned by a larger company is that they help the smaller companies. They could help them with issues such as money or employment details. This helps the local company run smoothly.

Also, the larger organisation could spread publicity of the local newspaper, meaning more money is made to them.

A disadvantage, however is that a proportion of money made has to be shared to the larger organisation. This means the local paper make less money for themselves.

Another disadvantage is that ~~the local paper~~ ~~the local paper~~ the local paper have less control of the content and management of their own company meaning they ~~might~~ might not agree with some aspects of the larger organisations way of doing things. This could lead to further problems.

(Total for Question 9 = 9 marks)

### Question 10

Learners were able to offer a valid response of some form; many focused on the process being similar to putting a down payment on goods or services so many responses were along the lines of 'deposit' or 'pre-payment', these were given benefit of doubt as it was clear that they related to the 'advance' nature of the payment.

Pass example:

**10** Writers are paid a proportion of their fee before they produce their work.

Give the name of this type of payment.

pre-payment

Distinction example:

**10** Writers are paid a proportion of their fee before they produce their work.

Give the name of this type of payment.

Advanced Payment

### Question 11a

Channels and studios were often offered up rather than conglomerates. There was a large focus on telecommunication and social networking companies rather than 'media' companies which led some learners to submit incorrect responses.

This area is becoming increasingly blurred with content-providers emerging from distributors and sectors, previously not recognised as media producers, for that reason a reasonable amount of benefit of doubt was given, however it is important that learners are able to differentiate between media products, media sectors and media producers and distributors.

Pass example:

**11 (a)** Name **one** media conglomerate.

(1)

BBC

Distinction example:

**11 (a)** Name **one** media conglomerate.

(1)

News Corporation

### Question 11b

Most learners had a grasp of the difference between conglomerates and independents with many responses focusing on the size of the organisation. Some responses were confused and gave contradictory responses or focused on employment within the media in terms of independence and then assumed that conglomerate meant working collaboratively.

Many learners only gave one difference, but spread those across the two question parts, for example 'a conglomerate is big' and 'Independent is small', this response was rather common and only generated one mark.

Pass example:

(b) Give **two** differences between a media conglomerate and an independently owned media company.

(2)

1. one is owned by a big company.

2. The other is owned by a small company.

Distinction example:

(b) Give **two** differences between a media conglomerate and an independently owned media company.

(2)

1. A conglomerate is made up with the partnership from other companies and not just one.

2. Media conglomerates tend to have greater funding/support because of pooled assets.

### Question 12

As with the previous question most learners managed to offer a suitable response but often identified only one benefit that was then repeated in part two. Several learners did not seem to understand that a community organisation was not the same as a company selling a product or providing paid jobs.

Pass example:

**12** The wider use of the internet has led to more community media organisations being set up around the country.

Outline **two** benefits for the audience of this type of organisation being based in their community.

1. ~~Social interaction~~ Keep up-to-date with community news and events

Distinction example:

Outline **two** benefits for the audience of this type of organisation being based in their community.

1. The community people get to take part in constructing & running the organisations.
2. The people in the community have a source of easy to access information about their local community.

### Question 13

A well answered question on the whole, most responses identified some form of increase in audience and learners grasped the concept of horizontal integration. Some learners focussed on the gender bias/distribution of the titles listed such as fashion and beauty for females and cycling and fishing for males. Many learners identified an advantage, but did not follow it up with an explanation, or link the fact/advantage in their answer. 'More money' was a popular response as was 'bigger audience', overall several learners identified a number of advantages, but not all were explained.

Pass example:

**13** A publisher owns a range of magazine titles on subjects including fashion, beauty, cycling and fishing.

This type of ownership is described as 'horizontal integration'.

Explain **one** advantage for the publisher of this type of ownership.

- The publisher will gain a much greater market share having a range of audiences instead of just one.

Distinction example:

Explain **one** advantage for the publisher of this type of ownership.

It has a lot of income available to the owner because of a lot of magazines and it appeals to a lot of people because of such a varied type of magazines.

(Total for Question 13 = 2 marks)

#### Question 14

A good number of learners were able to identify a reasonable range of advantages and explain why these were beneficial to the movie release. Lots of candidates included the benefit of audience appeal due to credibility and previous output track record of a known major film company as well as the greater financial clout these companies could provide in terms of better resources, actors, SFX, advertising budgets and distribution networks.

Pass example:

**14** A major film studio begins production on a mainstream movie.

Explain **two** advantages of the movie being backed by a major film studio.

- They have the ~~the~~ extra well organized trained professionals.
- They also get to use new advanced filming technology.

Distinction example:

The movie would get more exposure when released so would earn more and get more well known/popular. The mainstream movie would also get good resources to use because the bigger company probably owns good equipment for them to use so creates a better quality film for viewers.

### Question 15a

The vast majority of learners were able to provide a valid response by identifying the impact on CD sales and loss of money for record companies/artists. Some learners simply restated the question in slightly different words, or identified the benefit to someone who is downloading works illegally, others tried to discuss copyright with varying degrees of success.

Pass example:

**15** Music producers are concerned about illegal file sharing on the internet.

(a) Give **one** impact that file sharing is having on the music industry.

music industry are loosing money (1)

Distinction example:

**15** Music producers are concerned about illegal file sharing on the internet.

(a) Give **one** impact that file sharing is having on the music industry.

It is taking away revenue from the singers and songwriter because they are not getting any money from people getting it for free. (1)

### Question 15b

Many candidates were more engaged with this question and were able to find a number of positives and negatives which they attempted to explain and rationalise. Most learners focused on child protection issues, but many found it difficult to expand their discussion to see both sides, they struggled much more with arguments against stricter regulation except to assert that, on many levels, it wasn't fair to internet users and may discourage people from surfing the net.

Most learners attempted to answer this question at length, however many responses missed a mark or two by relying on identifying opposing points rather than an extended discussion of a number of valid issues. It is noted that very few learners either referred to or adequately discussed issues such as public interest, terrorism, national boundaries or propaganda; however those that did often provided more well-rounded and considered responses.

Pass example:

(8)

For - Audience can't access illegal websites or things they shouldn't be looking at.  
• Children can't see things they shouldn't be seeing of any age, as it could be very disturbing.

Against - Audience / consumers can find new ways to get information and can make new illegal sites to watch/look at.

they can find new ways of downloading videos/pictures they shouldn't have.

Distinction example:

(b) There is public concern about some of the content available on the internet.

This has led to calls for stricter regulation.

Discuss reasons for and against stricter regulation of the internet.

(8)

One reason against stricter regulations on the internet is that it is against the rights to free speech, people should be allowed to express their opinions.

Another reason against stricter regulations is how censorship covers up truths, if companies had the power to cover up any negative feedback towards them then people will lose faith in reliable sources.

Another reason against stricter regulations is the censorship of history, again this would result in resources becoming unreliable and untrustworthy when it comes to past events.

One final reason against stricter regulations is that it would theoretically put a handicap on what people will be able to see on the internet or what they would be allowed to see/do, essentially removing all net neutrality.

A reason for lighter regulations would be the amount of offensive <sup>content</sup> that would filter out which many are exposed to. Another reason for would also be a crackdown on illegal file sharing/piracy which companies aim to stop. Another reason would be that privacy would be

preserved of both the public and the celebrities. Another would be that no defamations or libel will slip  
i4co Public view causing media stir.

(Total for Question 15 = 9 marks)

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