

Write your name here

Surname					Other names				
Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Award									

Creative Digital Media Production

Unit 8: Media Industry in Context

Wednesday 13 January 2016 – Morning Time: 1 hour	Paper Reference 21647E
--	----------------------------------

You do not need any other materials.	Total Marks
---	-------------

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P47094A

©2016 Pearson Education Ltd.

1/1/1/1/1/1/1



PEARSON

Answer ALL questions.

There are many types of media organisation.

1 (a) Give **one** characteristic of a local media organisation.

(1)

.....
.....

(b) Give **one** characteristic of a community media organisation.

(1)

.....
.....

(c) Give **one** characteristic of a national media organisation.

(1)

.....
.....

(Total for Question 1 = 3 marks)

2 Give **two** characteristics of a media co-operative.

1

2

(Total for Question 2 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Media products can be placed into categories such as niche and mainstream.

3 (a) Give **two** characteristics of a mainstream media product. (2)

1

2

(b) State what is meant by a niche media product. (1)

.....

(Total for Question 3 = 3 marks)

4 Representing minority interests is one requirement of a public service broadcaster.
Give **two** ways a public service broadcaster can represent minority interests.

1

2

(Total for Question 4 = 2 marks)

5 Give **two** benefits of using the national press to recruit staff within the creative media industry.

1

2

(Total for Question 5 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Newspapers can be accused of libel.

6 Explain **one** way in which libel law protects individuals.

.....

.....

.....

.....

(Total for Question 6 = 2 marks)

7 (a) Name the regulator of the television broadcasting industry.

(1)

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



There are a number of different ways in which employers can use interactive media to recruit new staff.

8 (a) Name **two** interactive methods that can be used.

(2)

1

2

(b) Explain **two** benefits to the employer of using interactive media to recruit potential employees.

(4)

1

2

(Total for Question 8 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



9 A digital CV is one of the tools used by potential employees looking for jobs within the creative media industry.

(a) Explain **one** drawback of using digital CVs by inexperienced media professionals applying for jobs in the media industry.

(2)

.....

.....

.....

.....

(b) Explain **two** advantages of using a print based CV rather than a digital show reel.

(4)

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 9 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



10 (a) State **one** way of making professional contacts in the creative media industry. (1)

.....
.....

(b) Give **two** drawbacks of using professional contacts to gain employment in the media industry. (2)

1

2

(Total for Question 10 = 3 marks)

11 State one benefit of working freelance in the creative media industry.

.....
.....

(Total for Question 11 = 1 mark)

Writers may receive a payment in advance for their writing from their publisher.

12 Identify **two** benefits for writers being paid in this way.

1

2

(Total for Question 12 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with horizontal dotted lines.

(Total for Question 13 = 9 marks)

TOTAL FOR PAPER = 50 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



P 4 7 0 9 4 A 0 1 1 1 2



BLANK PAGE

