



Mark Scheme

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 Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	<p>One mark for one source of income to a maximum of one mark.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Taxpayers' money • Lottery funding • Government grants <p>Accept any other appropriate answer.</p> <p>Do not accept licence fee.</p>	(1)

Question Number	Answer	Mark
2(a)	<p>One mark for each privately funded media company up to a maximum of two marks.</p> <p>Examples such as:</p> <ul style="list-style-type: none"> • News Corporation • IPC • Virgin Radio • Time Warner • ITV • Channel 5 • Sky (BSKYB/Sky TV) • Trinity Mirror • MTV • Channel 4 • IGN • Sony • Pixar • Warner Brothers <p>Accept subsidiary companies within corporations and any other appropriate answer.</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • BBC • BT <p>Do not accept individual channels which are not companies in their own right, for example ITV 2 or E4.</p>	(2)

Question Number	Answer	Mark
2(b)	<p>Any two from:</p> <ul style="list-style-type: none"> • Alignment to products or brands • Increased revenue • Increased marketing • Wider international distribution • Editorial freedom • Wider/innovative revenue stream(s) • Less government/external intervention <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3	<ul style="list-style-type: none"> • BBC Trust 	(1)

Question Number	Answer	Mark
4 (a)	<p>Any one from:</p> <ul style="list-style-type: none"> • Flexible • Low cost • Quick to process • Established practice • Tailored to need • Illustrates practical experience/skills • Can use digital technology • Suitable across all media sectors • Offers a concise picture of applicant and their skills <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
4 (b)	<p>1 mark for one drawback (maximum 1 mark)</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Uninspiring/boring • Difficult to demonstrate creativity • Limited space • Difficult to stand out • Can become out of date <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
5	<p>Any two from:</p> <ul style="list-style-type: none"> • Unsocial hours • Relevant protected characteristics • Discrimination/Bias • Employee rights (dependents) • Flexible working patterns • Medical conditions • Legal considerations <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6	<p>Any one from:</p> <ul style="list-style-type: none"> • Security • Support • Promotion opportunities • Regular wage • Better resources • Employee benefits • Develop working relationships <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
7(a)	<p>Any one from:</p> <ul style="list-style-type: none"> • group dynamic/working with others • support mechanisms/helping each other • shared resources (equipment, personnel, administration support)s • specialised roles/use other people's skills • shared outcomes/collaborations • improves communication • develops own skills <p>Do not accept faster working.</p> <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
7(b)	<p>A linked response that makes reference to any two of the following points. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • Multi-skilling (1) allowing a wider range of skills to be developed (1) • An engagement with the whole production process (1) giving greater creative control over the product (1) • Ability to solve problems (1) leading to enhanced experience for productions in the future (1) • Higher levels of motivation (1) as reputation is linked to the project outcome (1) • Flexible working (1) work life balance (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
8(a)	<p>Any two from:</p> <ul style="list-style-type: none"> • No recruitment costs • Flexible notice period • Production assistant is familiar with company programme and role • Working relationships already established • Motivated workforce • Easier/quicker <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>Any one of the following linked answers.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • A limited number of applicants to choose from (1) meaning company is less likely to recruit the very best person for the job (1) • Lack of innovation (1), as the incoming person will be used to the existing ways of working (1) • Can cause resentment amongst other staff (1) creating difficult working relationships and affecting collaboration (1) • Will create another vacancy in the company (1) requiring further training for new staff members (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9(a)	<p>1 mark for one media organisation (maximum 1 mark)</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Sky • ITV • Channel 4 • Channel 5 • Classic FM • TalkSport • Guardian Media Group • Virgin <p>Accept any other appropriate answer.</p> <p>Do not accept BBC.</p>	(1)

Question Number	Answer	Mark
9(b)	<p>Responses may include the following:</p> <p>Benefits for internationally or nationally owned regional newspapers</p> <ul style="list-style-type: none"> • National distribution - can syndicate national news stories and so operate more efficiently • Shared delivery systems - distribution and manufacturing processes (printing and distribution) are shared leading to greater efficiency • Ability to recruit from a national talent base and deploy workforce where required • Financial security • Shared resources <p>Disadvantages of internationally or nationally owned regional newspapers</p> <ul style="list-style-type: none"> • Diminished link with local audience • Generic content that may not engage with local audience • Staffing and resource decisions being made at a distance from region • Distant relationship between owners and audience • Limits independence <p>Accept any other appropriate benefit or drawback.</p>	(8)
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
2 4-6 marks	Some points identified, or a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
3 7-8 marks	Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

Question Number	Answer	Mark
10	<p>1 mark for:</p> <ul style="list-style-type: none"> • Advance/pre-payment • Retainer • Signing of contract <p>Accept any other appropriate answer. Do not accept deposit.</p>	(1)

Question Number	Answer	Mark
11(a)	<p>1 mark for any media conglomerate</p> <p>Any one from:</p> <ul style="list-style-type: none"> • News Corporation • Walt Disney (Disney) • CBS / Viacom • Time Warner • NBC / Universal <p>Accept any other appropriate answer.</p> <p>Do not accept: Names of individual channels / broadcasters (e.g.</p> <ul style="list-style-type: none"> • Sky • Channel 4 • The Sun • Fox News • Virgin) 	(1)

11(b)	<p>One mark for each difference (maximum two marks).</p> <p>Any two from:</p> <ul style="list-style-type: none"> • Ability to support and promote own products • Size and scope • Range of products • Types of products (mainstream / niche) • Reach and size of audience • Size of workforce • Ownership structure <p>Accept any other appropriate answer.</p>	(2)
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Question Number	Answer	Mark
12	<p>One mark for each benefit (maximum two marks):</p> <p>Any two from:</p> <ul style="list-style-type: none"> • Serves the community • Focuses on community campaigns and issues • Increases local audience participation • Ability to become involved or volunteer • Likely to be a not-for-profit organisation therefore cheap to access • Easy to discover • Diverse content • Training opportunities for members of the community • Immediacy of information <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
13	<p>A linked response that makes reference to any one of the following points (maximum of two marks for one advantage).</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Greater market share/bigger audience (1) leading to increased profit margins/more money (1) • Greater influence (1) being able to set the agenda (1) • Rationalise operations (1) with institutional synergies (1) • Shared services and workforce (1) leading to greater efficiency (1) • Flexibility in terms of titles (1) to reflect audience demand (1). <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
14	<p>A linked answer that makes reference to any two of the following points. Up to 2 marks for each explanation (maximum 4 marks)</p> <p>Any two from:</p> <ul style="list-style-type: none"> • Major distribution networks (1) allowing for the product to reach the widest audience (1) • Large-scale marketing campaigns (1) being able to tie in with other media products and attract a larger audience (1) • High production values and budgets (1) enhancing the brand or franchise (1) • Access to exhibition (1) through associated cinema networks (1) • Benefits of generic production (1) easy access to established resources, practices and staff (1) • Attracts star names (1) leading to box office draw (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
15(a)	<p>1 mark for any of the following impacts of illegal file sharing (maximum 1 mark)</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Loss of revenue/decline in CD sales • Inability to fund new talent • Inability to control quality of the product / download • Inability to control associations with product where downloaded without permission <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
15(b)	<p>Responses may include the following:</p> <p>Reasons for stricter regulation of the internet</p> <ul style="list-style-type: none"> • Issues of privacy and data protection - the public should be protected from companies gathering information about them • Libel - less strict controls can lead to websites making defamatory comments about people with little recourse for the individual • Control of offensive material - in order to protect children and young people • Copyright - to protect the interests of copyright holders and protect investment in future production • Propaganda - tighter controls would limit the ability of websites to promote propaganda or misleading information • Terrorism - the stricter controls could help in the fight against terrorism. <p>Reasons for not having stricter regulation:</p> <ul style="list-style-type: none"> • Free speech - the controls may limit free speech as in some countries • Allows creativity - the current regulation allows for creativity and satire, this may be curtailed in an over regulated Internet • Enhances user skills/technical currency for later life • Restricts consumer choice - the consumer should be able to choose what sites on the Internet they visit • Political controls - regulation could be used as a political tool to restrict access to sites that are negative towards governments • Too difficult across national boundaries - regulation over the Internet may be impossible to enforce if sites are based outside of the legal jurisdiction where the controls are in place • Sufficient controls already in place (Parental locks etc.) - consumers are able to self regulate but many choose not to • Public interest - articles that may be banned through regulation may be within the public interest to be available • Mass harvesting of private data <p>Accept any other reasons for or against the stricter regulation of the Internet.</p>	(8)

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