

Mark Scheme

June 2015

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

Unit 8: Media Industry in Context
(21647E)

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

June 2015

Publications Code BF040980

All the material in this publication is copyright

© Pearson Education Ltd 2015

Question Number	Answer	Mark
1(a)	Award one mark for one of the following. <ul style="list-style-type: none"> • Mainstream • Niche <p>Accept any other appropriate response. Do not accept 'independent'.</p>	(1)

Question Number	Answer	Mark
1 (b)	Award one mark for any of the following for a maximum two marks. <ul style="list-style-type: none"> • Limited distribution channels • Importance of word of mouth • Limited marketing • Viral and guerrilla marketing campaigns • Low budget • Lower production values • Challenging • Risk taking • Alternatives to generic products • Experimental form and content • Independent spirit <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
2(a)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • National press • Local press • Trade press • Interactive media • Personal and professional contacts • Internal promotion • Advertising <p>Accept any other appropriate response. Do not accept word of mouth or networking. Do not accept apprenticeships or other forms of employment. Do not accept flyers.</p>	(1)

Question Number	Answer	Mark
2(b)	<p>Award one mark for each correctly identified benefit up to a maximum two marks.</p> <ul style="list-style-type: none"> • Cost-effective • Quick • Easy to do • Carries less risk • Applies to all media sectors • Gain recommendations from others <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
3(a)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Financial reward/paid by the client • Regular feedback • Different opinions • Different approaches • Structured brief • Broaden experience • Creative challenges <p>Accept any other appropriate response. Do not accept reliable pay, guaranteed pay or fixed income.</p>	(1)

Question Paper	Answer	Mark
3(b)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Multi-skilling • Project management • Engagement with whole production process • Problem solving • Creative freedom <p>Accept any other appropriate response. Do not accept answers that relate to freelance practice, e.g. income related, choice of job, being your own boss.</p>	(1)

Question Paper	Answer	Mark
3(c)	Award one mark for any of the following. <ul style="list-style-type: none"> • Group dynamic • Shared resources • Support mechanisms • Specialised roles • Shared outcome or responsibility • Meeting deadlines/efficiency Accept any other appropriate response.	(1)

Question Number	Answer	Mark
4(a)	Award one mark for any of the following. <ul style="list-style-type: none"> • A contract that lasts for a specific period of time. • A contract that ends after a certain amount of time. Accept any other appropriate response.	(1)

Question Number	Answer	Mark
4(b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Allows the employer flexibility. • Allows the employer to employ different individuals for different projects. • Allows access to a range of talented individuals. • Allows employers to get the right person for the right job. • Provides some security for the term of the contract. • Budgetary controls. <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Watershed • Warnings <p>Do not accept classification or any other response.</p>	(1)

Question Number	Answer	Mark
5(b)	<p>Award one mark for identifying a reason why it is important to provide an age rating for films or DVDs and a further one mark for an explanation of each reason offered, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • To protect against offensive content (1) so that the consumer is not exposed to inappropriate materials (1). • To enable the industry to target specific audiences (1) so that content is appropriate to the viewer (1). • To provide guidance to consumers (1) in order for them to make reasoned and informed choices (1). • To ensure content does not discriminate against protected characteristics (1) and therefore is unlikely to cause offence to minority groups within society (1). • Children watch inappropriate content (1) and this results in copycat behaviour (1). <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
6	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Establishing and maintaining minimum standards • Professionalism • Personal values • Professional values • Self-regulation • To impose penalties for inappropriate conduct • To highlight the consequences of certain conduct • To ensure equality of opportunity <p>Accept any other appropriate response. Do not accept responses that relate to Health & Safety Do not award any marks for responses that relate to productions.</p>	(2)

Question Number	Answer	Mark
7	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Sensitive handling of private data. • Protecting the sharing of personal information of individuals. <p>Accept any other appropriate response. Do not accept stolen, copied or protected without reference to sharing.</p>	(1)

Question Number	Answer	Mark
8 (a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none">• Use of awareness campaigns to dissuade illegal practices.• Use of legal redress to claim damages.• Use of anti-piracy technologies to prevent illegal copies being produced.• Provide cheap and accessible legal alternatives.• Lobbying for stricter regulations. <p>Accept any other appropriate response. Do not accept any legal interventions outside of the control of media industries.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>Award one mark for identifying a way in which piracy has a negative impact on the film industry and a further one mark for an explanation of each way offered, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Loss of revenue for film companies and those associated with revenue (1) due to reduced box office receipts/DVD sales (1). • Quality of the product could be reduced (1) reflecting negatively on the film producers (1). • Reduction in potential revenue within the industry (1) resulting in lack of funds for further innovation amongst individuals and companies (1). • Lack of control of where and how work is distributed or presented (1) leading to unwanted associations (1). <p>Accept any other appropriate response.</p>	(4)

Question Number	Answer	Mark
9(a)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Risk assessment <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
9(b)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Protect the workforce • Protect the public • Ensure against injury • Increase productivity • Reduced stress for employees <p>Accept any other appropriate response. Do not accept litigation where it is the sole response.</p>	(1)

Question Number	Answer	Mark
10(a)	<p>Award one mark for one responsibility.</p> <ul style="list-style-type: none">• Serve the public interest• Stimulate creativity• Provide diverse content• To serve all communities within the UK• Represent minority interests• Promote multiculturalism• Promote awareness of different cultures and viewpoints• Support technological advances• Entertainment <p>Accept any other appropriate response. Do not accept promotes education and literacy.</p>	(1)

Question Number	Answer	Mark
10(b)	<p>Award one mark for identifying one way in which the BBC can promote education and literacy and a further one mark for an explanation of each way offered, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Requirement to be innovative and experimental (1) ensures education and literacy is entertaining and engages the audience (1). • Provision of regional programming on both TV and radio (1) provides educational content to local and national audiences. • Provision of children’s programming (1) means that children are exposed to education and literacy (1). • The ability to access public service content through digital media platforms (1) allows for greater interaction with educational content (1). <p>Accept any other appropriate response.</p>	(4)

Question Number	Indicative Content	Mark
11	<p>Advantages of censorship within the video gaming industry:</p> <ul style="list-style-type: none"> • Consumer is assured of the appropriateness of content to the gamer. • Safeguarding against inappropriate content such as violence, sexual content. • Ensures that protected characteristics are not misrepresented within the games. <p>Disadvantages of censorship within the video gaming industry:</p> <ul style="list-style-type: none"> • Potential to work against freedom of expression of game designers. • Overuse of censorship taking away consumer choice. • Restricting new and innovative content being produced. 	(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
12(a)	Award one mark for any of the following. <ul style="list-style-type: none">• ITV• Channel 4• Channel 5• Dave• Virgin <p>Accept any other appropriate response. Do not accept BBC, SKY or News Corporation.</p>	(1)

Question Number	Indicative Content	Mark
12(b)	<p>Purposes and benefits of creating a strong brand identity.</p> <p>Responses could make reference to one or a range of channels, brands, stations, studios and titles and the purpose of owning different identities, such as:</p> <ul style="list-style-type: none"> • Encourages brand loyalty from consumers due to company's reputation within a certain sector/medium. • Allows for audience expansion through brand recognition and consumer loyalty. • Allows for diversity of production output across a range of media under one strong brand identity. • The ability to generate increased advertising revenue for all production output. • Experimentation with and diversification into new programming as audience is likely to consume new products based on brand image and knowledge of producer's products. 	(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 purpose or benefit 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 purpose or benefit 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 a range of purposes and benefits. The majority of points made will be relevant and there will be a clear link to the situation in the question.	