



Mark Scheme (Results)

January 2016

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

January 2016

Publications Code xxxxxxxx*

All the material in this publication is copyright

© Pearson Education Ltd 2016

Question Number	Answer	Mark
1 (a)	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • provide local services • audiences defined by geographical location • focus on local issues and content • close relationship with audience • falling circulations • expansion into digital markets <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
1 (b)	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • serving the needs of a community or particular groups • wide community participation • audience defined by a small geographical area or special interest • key role of volunteers within the organisation • not-for-profit organisation • diverse content • provides training opportunities • leads to increased media plurality (ensuring that a diverse range of views and opinions are presented through the media) • funded by the community <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
1 (c)	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • national coverage and distribution • use shared delivery systems • national focus of products • wider recruitment and training • compete with local and international markets <p>Accept any other appropriate response.</p> <p>Do not accept examples, e.g. names of companies.</p>	(1)

Question Number	Answer	Mark
2	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • shared ownership • collaboration between members • democratic decision making • support network • shared resources • profit returned to members • profits are shared <p>Accept any other appropriate response.</p> <p>Do not accept 'increased profits'.</p>	(2)

Question Number	Answer	Mark
3 (a)	Award one mark for any of the following: <ul style="list-style-type: none"> ● large-scale marketing campaigns ● high production values and budgets ● universal appeal/popular ● reaches global markets ● leads to franchises ● conventional generic products ● access to wider resources/better quality equipment ● increased profit/profit-driven Accept any other appropriate response.	(2)

Question Number	Answer	Mark
3 (b)	Give one mark for any one of the following: <ul style="list-style-type: none"> ● products that are aimed at a small and specific target audiences ● products that appeal to a limited audience Accept any other appropriate response.	(1)

Question Number	Answer	Mark
4	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • employ actors of diverse ethnicity in fictional products • produce programmes that promote different cultures • employ presenters from different ethnicities • produce niche programmes to represent minority interest <p>Accept any other appropriate response. You can accept responses that represent minority interests as well as minority groups.</p> <p>Do not accept 'diverse programmes' without further explanation.</p>	(2)

Question Number	Answer	Mark
5	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • respected titles/trusted, reliable • established practice • nationwide coverage • exposure in media sectors • covers all media sectors • print and digital format • flexibility on size and cost of advert <p>Accept any other appropriate response.</p> <p>Do not accept 'targeted advertising'.</p>	(2)

Question Number	Answer	Mark
6	<p>Award one mark for identification and one additional mark for appropriate expansion.</p> <ul style="list-style-type: none"> protected against false comments (1) that may be damaging to a person's reputation (1) protects against untrue statements (1) adversely affecting the income of individuals (1) allows courts to award damages (1) to recompense the wronged party (1) ensures fair comment (1) to protect the public interests (1) <p>Accept any other appropriate response.</p> <p>Do not accept any answers that refer to issues of privacy.</p>	(2)

Question Number	Indicative content	Mark
7 (a)	<p>Award one mark for:</p> <p>Ofcom</p>	(1)

Question Number	Answer	Mark
7 (b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> ensures appropriateness of content so that consumers are not exposed to content that is unsuitable or offensive allows consumers to complain against unfair/inappropriate content such as misrepresentation of information/individuals/groups allows complainants to claim damages if they have been effected by the content of a media product ensures fair comment is made by media producers and protects against bias so that consumers have access 	

to a wider range of thoughts and opinions

- protects the public interests by ensuring information is relevant and truthful and protects individuals/families rights privacy
- establishes professional standards and codes of conduct for broadcasters to work to

Model answer

There are lots of reasons why it is important that Ofcom regulates the television broadcasting industry. Producers have to stick to a code of practice for television broadcast that makes sure that they do not use material that is likely to be offensive to particular groups, harmful to children or vulnerable people, is likely to cause bad behaviour (by copying criminal practices etc.) or unfair (making false allegations or tricking people into saying things on TV). The regulator also makes sure that television producers do not invade people's privacy (filming without permission, or filming where there are children without parents/guardians' consent).

Ofcom gives people an opportunity to complain about things that they found offensive or that deals with them unfairly and can punish broadcasters if they find against them (e.g. if a programme says something about a company that makes people think they are dishonest and this is not represented accurately).

Ofcom also give rules for broadcast standards to make sure that programmes made can be enjoyed by a wide range of people watching on lots of different television.

Some people think that the rules are too strict and that this may stop programmes being creative. An argument against this is that the UK TV industry is perhaps the most innovative in the world and the Broadcasting Code has not harmed this creativity in the past. Overall, it has helped

	the UK industry to have a strong code of practice that has made the UK TV industry one of the best in the world.	
	Accept any other valid response.	(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	Indicative content	Mark
8 (a)	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • websites/job sites • apps • social networking • e-magazines/e-newspapers • emailing <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
8 (b)	<p>Award one mark for identification and one additional mark for appropriate expansion.</p> <ul style="list-style-type: none"> • Easier/quicker for the employer to access an applicant's profile (1) enabling a faster recruitment process (1) • Can demonstrate the practical skills of the applicant (1) enabling the employer to select the most skilled applicant (1) • Provides the employer with the opportunity to target specific applicants (1) reduces the time taken short listing applicants (1) • Provides the opportunity to select applicants from a wider geographical area (1) enables the employer to select from a wider pool of applicants. (1) • Provides the employer with the opportunity to assess the applicant's digital skills. (1) Enables the employer to recruit the best applicant in terms of digital skills (1) <p>Accept any other valid response.</p>	(4)

Question Number	Answer	Mark
9 (a)	<p>Award one mark for identification and one additional mark for appropriate expansion.</p> <ul style="list-style-type: none"> • lack of available work to demonstrate skills (1) potential employers do not short list for interview (1) • practical Skills are not fully developed (1) employers select more experienced professional's evidence of previous work (1) • inexperienced professionals have a limited ability to produce good show reels or digital CVs in the appropriate format (1) Employers select potential employee CVs that are more polished and in a recognisable format (1) • inexperienced professionals do not get past the application stage (1) they cannot demonstrate their personal skills at a face to face at interview (1) • employers select applicants with more experience (1) inexperienced professionals cannot gain experience so struggle to develop their skills (1) <p>Accept any other relevant phrasing/wording</p>	(2)

Question Number	Answer	Mark
9 (b)	<p>Award one mark for the identification and one additional mark for the appropriate expansion to a maximum of four marks.</p> <ul style="list-style-type: none"> • many media employers still use paper based application forms (1) which enables the applicant to send in their CV using a conventional method that employers are comfortable with and gain a potential interview (1) • enables the applicant to demonstrate their written communication skills (1) enables the potential employer to assess the applicants written English communication skills and obtain an interview where they can demonstrate their practical skills using a show reel (1) • enables the potential applicant to explain their personal qualities in more detail (1) enables the potential employer to get a better sense for the applicant's personal qualities rather than just their practical skills (1) • enables the potential applicant to demonstrate their individuality and 'stand out' from other applicants (1) enables the potential employer to compare 'like for like' applications presented in this format and short list the candidate for interview (1) • it may be easier for some potential employers to access and store a written CV (1) the employer can keep the written CV on file for any future employment possibilities rather than having to store large electronic files (1) • it may be easier for the employee to produce a print-based CV (1) it enables them to show a wider range of their skills, knowledge, qualifications (1) • paper-based CV can be quicker to produce (1) because digital CVs 	

	contain different file formats and require more technical skills (1)	
	Accept any other valid response.	(4)

Question Number	Answer	Mark
10 (a)	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • volunteering in the media industry • networking • word of mouth • connecting through social media such as LinkedIn • building a reputation through previous jobs <p>Accept any other appropriate response.</p> <p>Responses must relate to professional and not personal contacts.</p>	(1)

Question Number	Answer	Mark
10 (b)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • limited range of potential contacts • can lack focus on specific media sectors • time consuming building up contacts • difficult to target specific jobs • no short term impact on finding employment • can be unreliable • the contact could have undue power/influence over you <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
11	<p>Give one mark for any one of the following:</p> <ul style="list-style-type: none"> • flexibility • choice of work • work life balance • credit for creative input • building a reputation • more creative control • work when they want <p>Accept any other appropriate response.</p>	(1)

Question Number	Answer	Mark
12	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • writers have the money up front to fund their writing ensuring financial security • payment is secure even if the publisher goes out of business • the writer knows they have the confidence of the publisher for producing the work • writer is bound by the publisher and knows they won't be dropped • it has a motivating effect <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
13 (a)	<p>Award one mark for identification.</p> <ul style="list-style-type: none"> • wider markets/brand recognition • greater profits • greater security as the company can spread its risk • wider access to employees/more people wanting to work for them • economies of scale • international influence <p>Accept any other relevant phrasing/wording.</p>	(1)

Question Number	Answer	Mark
13 (b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • greater control over production process to control cost and ensure financial security • greater input into the process to ensure quality and brand identity • control over distribution and exhibition which ensures the products reach the consumer and minimise the risk of products not reaching their audience • company to maximise profits through economies of scale • greater synergies to utilise talent, physical resources and share risks • multi-point marketing of a range of the company's products to maximise exposure and provide synergy • increased profits through merchandising across products • profits can be put back into company for future productions ensuring high budget products • global presence ensuring distribution and exhibition is international to gain wider audiences and profits • Minimise costs by owning the means of distribution and exhibition ensuring greater profits 	

	Accept any other valid response.	(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. 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. 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. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

