

Mark Scheme (Results)

June 2016

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.
- 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 judgment 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	1 mark for A Licence fee	(1)

Question Number	Answer	Mark
2	1 mark for B Serve the public interest	(1)

Question Number	Answer	Mark
3	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Compulsory licence fee. • Privileged position in marketplace, unfair competition for commercial organisations. • Restricted income. • Does not represent value for money for consumer. • Increased costs for producers. • Lack of audience appreciation. • Can be expensive for some consumers. • Funding is not secure. <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4	1 mark for each correct response from the following (maximum 2 marks): <ul style="list-style-type: none"> • to set guidelines • to ensure best practice is adhered to • to regulate production content • to receive complaints • to adjudicate complaints • ensure the watershed is complied with • to serve the public interest <p>Accept any other relevant answer.</p>	(2)

Question Number	Answer	Mark
5	1 mark for A Small and specific target audience	(1)

Question Number	Answer	Mark
6	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Constraints of working to a brief. • Lack of creative control. • Lack of ownership over final product. • Time and resources constrained by client. • Client brief can change during production. <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
7 (a)	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Freelance • Permanent • Full-time • Self-employed • Fixed term/temporary • Part time • Hourly paid • Ad hoc • Zero hours contract • Work experience/internship • apprenticeship <p>Do not accept voluntary working or paid work.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>2 marks for an explanation of the following:</p> <ul style="list-style-type: none"> • Allows individuals to gain experience across a range of sectors (1) broadening their set of skills and making them more employable (1). • Allows individuals to meet media professionals (1) and learn how they work (1). • Allows individuals to make new contacts in the industry (1) that may help them find paid work (1). • Allows individuals to work on projects that build up their show reel and CV (1) helping them to find work in the future (1). <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
8	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Potential employees can mix personal projects with professional work within their portfolio. • It can be regularly and easily updated by the owner. • It can be kept and accessed online making it more visible to potential employers. • They allow potential employers interactivity through use of multimedia content. • Potential employees can more easily demonstrate their practical skills. • It is a more engaging format as it contains different types of content. <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • low cost • quick • motivated workforce • awareness of strengths and weaknesses of candidates • candidates are familiar with company and role. <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
10	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one advantage).</p> <ul style="list-style-type: none"> • Ensuring that people with protected characteristics are not discriminated against (1) to ensure equal pay and conditions (1). • To protect employee rights (1) so that they cannot be dismissed without good reason or exploited (1). • To ensure safe and fair working practices (1) and protect against exploitation of children, animals, etc. (1). • Protect against discrimination (1) so that the workforce are recruited and treated fairly (1). • Ensure the enforcement of regulations (1) to protect the company and employees in case of claims of malpractice (1). <p>Accept any other appropriate answer.</p>	(4)

Question Number	Indicative Content	Mark
11 (a)	<p>1 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 • allows for the syndication of content. <p>Accept any other appropriate answer.</p>	(1)

Question Number	Indicative Content	Mark
11 (b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • It provides local news services for the community allowing consumers to be updated about news and events relevant to them. • Newspaper knows its audience, which is defined by geographical location, allowing producers to focus on local issues and content, e.g.: <ul style="list-style-type: none"> • job adverts • local events • classified adverts • local sporting events. • Close relationship with audience. • Expansion into digital markets. • Can recruit local staff. • Can use locally generated content. • Stimulate local economy through business adverts and recruitment. <p>Accept any other appropriate answer.</p>	(8)

Level	0	No rewardable content.
1	1 - 3	A few key factors identified or one factor described in some detail. The answer is likely to be in the form of a list. Factors identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.
2	4 - 6	Some factors identified or a few key factors described. Most of the factors will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.
3	7 - 8	Range of factors described or a few factors explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.

Question Number	Answer	Mark
12 (a)	<p>1 mark for each benefit up to a maximum of 2 marks</p> <ul style="list-style-type: none"> • Strong brand identity encourages a loyal audience. • Less risky to invest in future production. • Brand loyalty crosses over to different products and services. • Allows a company to diversify its income streams. • Provides increased advertising revenues. • The brand becomes synonymous with quality. <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12 (b)	<p>1 mark for two of the following:</p> <ul style="list-style-type: none"> • BBC • ITV • Channel 4 • Channel 5 • UK TV Gold • SKY <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 2 marks for one disadvantage).</p> <p>Reduce choice and competition meaning smaller companies are unable to compete (1) leading to reduced choice for the magazine consumer (1).</p> <p>Leads to possible creation of monopolies and oligopolies where all publication is controlled by one company (1) reducing competition in pricing for the consumer (1).</p> <p>Reduces media plurality (1) allowing for the possibility of bias over balance (1).</p> <p>Control of information being published (1) meaning consumers won't have a choice in the content they access (1).</p> <p>Can lead to a reduced workforce (1) making it harder to find employment in the publishing industry (1).</p> <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
14	<p>1 mark for each example (maximum 2 marks):</p> <ul style="list-style-type: none"> • shared ownership • collaboration between members • democratic decision making • support network • shared resources/costs • profit returned to members/shared profits • wider range of ideas • could improve efficiency/speed of production <p>Do not accept increased audience or more successful products.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
15 (a)	<p>Award 1 mark for the following:</p> <ul style="list-style-type: none"> • Copyright/patent 	(1)

Question Number	Indicative Content	Mark
15 (b)	<p>Responses may include the following impacts for the industry:</p> <p>Negative implications for industry</p> <ul style="list-style-type: none"> • People no longer spend money on products causing a loss of revenue for the industry. • Over reliance on illegal alternatives, which are often of poorer quality. • Affects innovation within the industry and work no longer attracts suitable payment, lack of incentive from artists and producers. • The industry response is to take legal action against companies and individuals involved. • Greater cost to the industry, which is having to produce and distribute awareness campaigns. • The need to find or produce new and innovative anti-piracy technologies means less time and revenue spent on productions. • No control over where the product is placed or what it is associated with. <p>Positive implications for industry</p> <ul style="list-style-type: none"> • Products reach a wider audience. • Drives down the price of a product making it more accessible. • Enables the producer to connect with the consumer. • Enables user-generated content from the product, increasing exposure, e.g. mash ups. <p>Do not reward responses that refer to impacts on consumers.</p> <p>Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content.
1	1 - 3	A few key factors identified or one factor described in some detail. The answer is likely to be in the form of a list. Factors identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.
2	4 - 6	Some factors identified or a few key factors described. Most of the factors will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.
3	7 - 8	Range of factors described or a few factors explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.