



Pearson



Mark Scheme (Results)

Summer 2017

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

Unit 8: Media Industry in Context
(21647E)

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Summer 2017

Publications Code 21647E_1706_MS

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Question Number	Answer	Mark
1	1 mark for B Advertising revenue	(1)

Question Number	Answer	Mark
2	1 mark for D Not-for-profit	(1)

Question Number	Answer	Mark
3	1 mark for <ul style="list-style-type: none"> • Employed for a fixed period of time • Security for period of contract/guaranteed work • Support • Regular wage/guaranteed income • Access to better resources • Employee benefits • No self-promotion required <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
4	Award one mark each for: <ul style="list-style-type: none"> • Today's Golfer • Surfing Magazine <p style="text-align: center;">Do not accept Angling Times.</p>	(2)

Question Number	Answer	Mark
5	1 mark for any of: <ul style="list-style-type: none"> • Ensures employer responsibility • Requires employers to risk assess to protect their workforce • Greater control measures in place • Ensures increased productivity from a happy and healthy workforce • Reduces stress amongst the workforce • Workers have the right to sue employers if health and safety regulations are not followed • Ensures employers understand what rules they have to follow • Illegal not to have health & safety rules/guidelines <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6	<p>1 mark for any one of:</p> <ul style="list-style-type: none"> • Classification • Warnings • Age ratings • Certificates • PEGI 18 • Advertising <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
7	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Protects children from harmful content • Allows producers to avoid fines • Avoids complaints from the public • Allows consumers to make considered choices regarding what they consume • Allows parents to know when to ensure children are not watching • Enables explicit content to be broadcast when children are asleep <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8(a)	<p>1 mark for any two of the following:</p> <ul style="list-style-type: none"> • Agreed payment (1) which means you can plan your finances (1) • Working to a structured brief/brief given to you (1) means you don't have to use time to come up with your own ideas (1) • Allows producers to broaden their experience through working on different projects (1) enabling them to get further employment in the industry (1) • Can provide creative challenges (1) so they can develop their skills over time (1) • Can gain an enhanced reputation (1) so other clients will employ them (1) • Can provide support and direction (1) to help improve the product (1) • Regular communication with client over scheduling (1) allows producer to negotiate/meet deadlines (1) • Can use positive feedback within their portfolio (1) to help gain more work/clients in the future (1) <p style="text-align: center;">Do not accept regular feedback from clients on ideas.</p> <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8(b)	<p>1 mark for any of:</p> <ul style="list-style-type: none"> • Camera operator • Director • Producer • Editor • Sound editor • Writer • Editor • Journalist • Photographer • Graphic designer • Games designer • Presenter <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
8(c)	<p>1 mark for any of:</p> <ul style="list-style-type: none"> • Lack of security • No regular salary / No guaranteed income • No employee benefits, e.g. holiday, sick pay • May have periods of inactivity • Working on your own / isolation / can be lonely • Requires more self-discipline / motivation • No promotional opportunities • They will have to invest in keeping their resources updated at their own personal expense • Constant need to promote yourself and your skills to gain work • Having to manage time effectively to meet tight deadlines <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
9 (a)	<p>1 mark for</p> <ul style="list-style-type: none"> • Horizontal integration 	(1)

Question Number	Answer	Mark
9 (b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one benefit).</p> <ul style="list-style-type: none"> • It will provide the company with increased profit margins (1) allowing it to make more products (1) • It will likely have an increased market share (1) allowing it to access a wider audience and earn more money (1) • The company will have greater influence within the industry (1) allowing it to be taken more seriously (1) • The company can rationalise operations (1) lowering costs and running more efficiently (1) • Provides the company with institutional synergies (1) across its range of companies (1) • Provides greater market share (1) reducing competitor income (1) • Having a greater workforce (1) enables products to be made more quickly (1) • Having a diverse workforce (1) enables specialisation through shared skillsets (1) • Having a range of companies (1) could enable a global reach (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
9 c	<p>1 mark for any of:</p> <ul style="list-style-type: none"> • Customer loyalty • Easily recognised by audience • Mark of quality • Potential to increase advertising revenues / more profit <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
10(a)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one purpose).</p> <ul style="list-style-type: none"> • Taking legal action against groups and individuals (1) as a warning to others (1) • Provide low cost legal alternatives to illegal downloads (1) to make it more attractive to download legally (1) • Make an awareness campaign that will inform the public of the impact of piracy and possible penalties (1) to dissuade them from illegal downloading (1) • Use anti-piracy technologies within its products and software (1) to stop others from copying its music and selling it on (1) • Take legal action against pirate sites (1) to dissuade pirate sites from setting up (1) • Building alliances with internet service providers (1) to encourage them to report illegal file sharing sites and assist in shutting them down (1) • The company advertises that the music is copyrighted (1) this will deter people illegally downloading (1) <p>Do not accept 'copyrighting materials' as this is inherent in the question.</p> <p>Do not accept responses that include the company taking the material offline altogether.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
10 (b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Loss of revenue for company would result in less money to spend: <ul style="list-style-type: none"> ◦ new talented musicians and artists ◦ music videos and CDs • Less people would be encouraged to become involved in the music industry, resulting in less innovation amongst artists • Less jobs will be available within the industry in a wider context, not just for artists but for engineers, songwriters, technicians, etc. • Customers using illegal alternatives to CDs and legal downloads means that music companies are having to spend more time and money on litigation • Music stores have closed as people no longer buy CDs or merchandise in the way they used to, causing further job losses and removing the experience of a physical purchase • Consumers will be left with less variety within the music being released, artists will be less likely to release albums, preferring more lucrative single releases instead • Live concerts decline meaning the consumer will be forced to pay increased amounts to watch their favourite artists • There is a lack of control over the quality of the download meaning that potential listeners may hear low quality versions of the music leading to a loss of reputation and affecting the brand. • The music industry has no control over the placement of illegally downloaded material meaning that the music may be used in a context that they would not want it to be used in, damaging their reputation. • consumers having access to a wide range of free music. • free access to bands consumers have not heard may make some them more likely to follow them and go to live concerts. • Downloads could contain viruses if obtained illegally. • Some artists benefit from their work being available for free to help build an audience and go viral. <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content.
1	1 - 2	A few key impacts identified or one impact described in some detail. The answer is likely to be in the form of a list. Benefits/disadvantages identified will be superficial/generic and will not be linked to the wider benefits of the given context. Examples are not always relevant and contribute little to the discussion.
2	3- 5	Some impacts identified or a few key impacts described. Most of the benefits/disadvantages will be relevant to the given context but the links to both parties will not always be clear. Most of the examples will be relevant to the given context but will not always support sustained discussion.
3	6 - 8	Range of impacts described or a few impacts explained in depth. The answer will be coherent and will have broken down some of the relevant issue into intelligible and related parts. The majority of benefits/disadvantages will be relevant and presented in a logical order,

possibly giving a balanced viewpoint for both parties. The examples will be relevant to the given context and will fully support the discussion.

Question Number	Answer	Mark
11(a)	<p>1 mark for each response provided</p> <ul style="list-style-type: none"> • Will only provide coverage in the local area • They are experiencing falling circulations so won't reach a wide audience • Some papers have a slow turnaround time, only published weekly not daily • The local press is less well known for advertising media jobs and, therefore, potential employees may not search for jobs there • The local press is less influential than the national press and may appear to make the media company look less important than a company advertising in the national press • Local papers are not usually consumed by a younger audience and therefore a potential target market is missed <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
11(b)	<p>1 mark for each response provided</p> <ul style="list-style-type: none"> • Has search options that allow potential employees to find you • Using digital technology enhances the employer's creditability • Allows for flexible pricing structures • Ensures global exposure to a wider audience • It is free for users to access • Can offer templates or personalised formats, making them easy to create • Can include audio and visual content and external links, flexibility and greater interaction • Suitable for all sectors • Allows for user engagement and public profiles, which provide an insight into a candidate's character • Could be more interesting/entertaining to potential employees • Potential employees find it easier to access online content • Online content allows for quicker access <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12a	<p>1 mark for each response provided</p> <ul style="list-style-type: none"> • Can be time-consuming to produce • Difficult to produce as certain skills are required • Not always appropriate to all media sectors • There is the possibility of failure to access the online portfolio • Potential to be hacked and tampered with (edited/copied) • Must be selective about the content so may not be able to include all your work • Digital files can be corrupted <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12b	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one purpose).</p> <ul style="list-style-type: none"> • It allows you to demonstrate practical skills/creativity (1) making you more employable (1) • It is easy to update when you have new work to add to it (1) showcasing new skills (1) • It is established practice within a range of media industries (1) so employers will recognise the format (1) • It provides an opportunity to stand out (1) giving you an edge in a competitive marketplace (1) • It is a format appropriate to the moving image sector (1) demonstrating your abilities in that sector (1) • It provides easy access (1) so employers will be more likely to look at your work (1) <p style="text-align: center;">Benefits can be to employers and/or media producers.</p> <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
13(a)	<p>1 mark for each response provided</p> <ul style="list-style-type: none"> • Stable workforce • Employee loyalty • Opportunities to promote staff internally • Regular salary bill • Can develop human resources • Encourages staff cohesion • Do not need to advertise for new staff (saves money) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
13(b)	<p>Responses may include the following:</p> <p>Ethical considerations:</p> <ul style="list-style-type: none"> • The company will have to be careful about bad language and ensure that it is used in context • It must ensure that there is a balance within the cast and content • Must ensure that it does not represent views and opinions that could be considered bias • Limit offensive material such as lewdness or nudity, which may cause offense to some members of the audience • Should attempt to provide diversity of representation • Consideration of protected characteristics when using stereotypes so as not to offend different gender or ethnicities • The content should not discriminate against any particular culture, group or individuals • There should be consideration of people's beliefs and religions so as not to degrade people's beliefs or cause offense • The company must consider scheduling, such as the watershed <p>Legal considerations:</p> <ul style="list-style-type: none"> • Health and safety law – employers will need to consider their responsibility to the workforce by carrying out risk assessments and putting control measures in place • The producers will need to ensure that there is no defamation or slander within the content that could open them up to claims for damages or complaints • They must consider equality and protected characteristics to ensure there is no discrimination within the workforce, e.g. in cast and crew • Must be ethical in their use of child actors and animals to ensure healthy and safe working environments within the legal guidelines • Staff must not be forced to work unsociable hours without due reason or recompense • Care must be taken not to breach any copyright legislation <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content
1	1 - 2	A few key considerations identified or one consideration described in some detail. The answer is likely to be in the form of a list. Considerations 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	3- 5	Some considerations identified or a few key considerations described. Most of the considerations 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	6 - 8	Range of considerations described or a few considerations explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of considerations

		will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.
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Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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