

Mark Scheme (Post-standardisation)

January 2017

BTEC NG Level 1 / Level 2 (21647E)
Unit 8: Media Industry in Context



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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 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	1 mark for A Flexible working	(1)

Question Number	Answer	Mark
2	1 mark for <ul style="list-style-type: none"> • Small, specific target audience • Targeted marketed campaigns • Attractive to specific advertising products • Specialist content <p>Can also accept 'specific target audience' or 'small target audience'</p> <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
3	1 mark for <ul style="list-style-type: none"> • They are not expensive to produce • You can update them easily when you gain new skills and experience • You can show your creativity by dropping in examples of your work • It allows you to show your digital technology in the creation of the website • You can send links to potential employers making it easy to distribute • A lot of sectors within the industry use them, making it suitable for a wide range of potential employees • Easy to access <p style="text-align: center;">Accept any other appropriate answer. Do Not accept "quicker/faster" without justification</p>	(1)

Question Number	Answer	Mark
4	Award one mark for either: <ul style="list-style-type: none"> • Channel 4 • S4C • ITV • STV/UTV • Channel 5 	(1)

Do not accept BBC

Question Number	Answer	Mark
5	<p>1 mark for mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Loss of income • Lack of control over quality • Lack of control over placement • Spoilers are more common • Loss of jobs in the industry • Less chance of future production • Less high quality reviews • Infringement of copyright <p style="text-align: center;">Accept any other appropriate answer. Do not Accept Copyright on its own.</p>	(2)

Question Number	Answer	Mark
6a	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • To provide local services • Maintain a close relationship with the audience • To expand into digital markets • Cover local issues and content • Advertise local products • Promote local services and events • Targets locals audience • Product is local and can provide up to date information/news <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6b	<p>1 mark for each example</p> <ul style="list-style-type: none"> • Sales of paper • Advertising revenue • Competitions • Share options • Income from investors <p style="text-align: center;">Accept any other appropriate answer. Do NOT accept sponsorship.</p>	(1)

Question Number	Answer	Mark
7(a)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Ability to rely on a group dynamic to generate ideas and complete tasks • Greater support mechanisms available if things go wrong • Shared responsibilities and outcomes • Able to have people working in specialised roles • Better communication channels amongst the workforce <p style="text-align: center;">Accept any other appropriate answer. Do not accept shared resources.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Ability to project manage and oversee production process • Allows media professionals to develop multi-skilling • Engagement with the whole production process • Can use problem-solving skills to improve production and manage project • You are your own boss • You can decide your working schedule/hours • Take creative control over the production process • Take credit for production • Don't have to share income <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

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

Question Number	Answer	Mark
8 (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"> • Snowflake Films will now own companies throughout the different stages of the production process (1) giving greater control over production, distribution and exhibition (1) • The company will have greater input into the production process (1) which will allow it more control over the content that goes into its products (1) • The structure allows for greater synergy across the company's products (1) allowing for multi-point marketing of a range of the company's products • The company is able to increase its profits (1) which can then be put back into the company for future productions (1) • Companies often have a global presence (1) allowing them to maximise profits by reaching wider markets • Access to greater resources for the production of mainstream productions (1) allows access to a wider audience share and increased profits (1) • The company will likely own its own distribution and exhibition outlets (1) allowing for greater access to the audience (1) • Vertical integration enables products to be completed quickly(1) because they own all stages of production to exhibition (1) • Vertical integration enables the company to share human resources (1) which decreases expenditure/ increase profits (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
8 c	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • major distribution networks • large-scale marketing campaigns • high production values and budgets • universal appeal • global markets • franchises 	

	<ul style="list-style-type: none"> • conventional/generic products • Targets large audiences <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)
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Question Number	Answer	Mark
9(a)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • specialised titles • wide circulation within the industry • print and digital format • established practice in some media sectors • focus on specific skills <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
9 (b)	<p>Responses may include the following:</p> <p>Benefits for companies</p> <ul style="list-style-type: none"> • Can be used and targeted for a specific purpose • A range of flexible pricing structures available to suit individual needs • Allows for global exposure of advertisement to ensure access to a wider set of potential employees • Companies can use templates or personalised formats depending on preference • A quick turnaround time means jobs can be advertised quickly and efficiently • Can contain audio and visual content to make adverts more attractive • Covers all sectors of the creative media industry • Provides greater user engagement, making potential employees feel more connected with the company • Companies can check potential employees' public profiles, which provides an insight into a candidate's character • Greater flexibility to advertise across a range of websites and to target those most appropriate to the company • Gives intelligence on and links to potential employees <p>Benefits for people searching for a job</p> <ul style="list-style-type: none"> • Uses a digital format that is free for potential employees to use and provides greater interaction • Provides search options for quick navigation by potential employees • Can provide external links to company websites so potential employees can see what they do • Potential employees can access the advertisement from anywhere in the world • Job seekers can set up profiles for text and email alerts to be sent when a suitable job becomes available 	

		<ul style="list-style-type: none"> Allows potential employees to produce profiles on job sites and social media, such as LinkedIn, so they can target their skills at potential employers Online applications can be pre-populated with CV and profile data, making the application process quicker and more easier Makes suggestions for potential employers <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content	
1	1 – 3	A few benefits identified or one benefit described in some detail. The answer is likely to be in the form of a list. Benefits 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	4- 6	Some benefits identified or a few benefits described. Most of the benefits 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	7 – 8	Range of benefits described or a few benefits 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 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
10(a)	<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"> The campaign targets a specific audience (1) increasing the chances of purchases being made (1) Viral marketing is cheaper (1) leaving more money for other activities (1) Viral marketing is a modern approach (1) improving the image of the product (1) Ability to gain momentum (1) reaching wider markets (1) Creates a buzz generating interest and enthusiasm (1) encouraging discussion amongst a wider audience about the products (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
10(b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one disadvantage).</p> <ul style="list-style-type: none"> Viral marketing may not reach a wider audience (1) limiting sales of the game (1) Viral marketing maybe confusing (1) meaning that the message might not be received (1) Overuse of viral marketing campaigns (1) dilutes the message meaning that it can be ignored (1) 	

	<ul style="list-style-type: none"> • Produces excessive hype (1) the audience is disappointed by the actual product (1) • Once started there is lack of control (1) which could mean the campaign does not succeed (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)
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Question Number	Answer	Mark
11a	1 mark for each correct response (maximum 2 marks) A To stimulate creativity D To promote education E To Serve public Interest	(2)

Question Number	Answer	Mark
11b	A linked response that makes reference to any one of the following points (maximum of 2 marks for one method). <ul style="list-style-type: none"> • To monitor how the BBC is fulfilling its public service remit (1) and abiding by it within its production output (1) • Setting the strategic objectives for the BBC (1) to increase the distinctiveness and quality of output (1) • To monitor the BBC's financial obligations (1) to improve the value for money provided to licence-fee payers (1) • To set standards of openness and transparency (1) ensuring the public are not misled (1). • The Trust is the final point of appeal within the BBC for complaints, including editorial, fair trading and TV licensing (1) they have the ability to impose sanctions on the BBC (1). <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
12(a)	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Libel/defamation because they might damage the reputation of a celebrity • Copyright infringement because they might use protected images etc. • Privacy because they might face legal action/injunctions • Breach of Data protection Act (1998) 	(2)

Accept any other appropriate answer.

Question Number	Indicative Content	Mark
12(b)	<p>Responses may include the following:</p> <p>Advantages</p> <ul style="list-style-type: none"> • To protect against libellous or untrue comments that prove damaging to a person’s reputation • To safeguard against invasion of people’s privacy, which could cause distress to the families and friends of the celebrities • The blogger should respect the celebrities' right to a private life • If they do not check their facts, they could be prosecuted by the celebrity • If they publish content that isn't true they could be subject to a super injunction, which will stop them printing information about that celebrity • If they regularly lie about people they could lose their reputation and readers, people will no longer trust what they have to say • To protect from revenge posts • To ensure the identity of the blogger is authentic <p>Disadvantages</p> <ul style="list-style-type: none"> • They should be able to write what they think will be in the public interest as long as it is true or reasonably believed to be true • Larger companies can begin to control information given to the public about celebrities and media products • Could restrict free speech • Celebrities use blogging to promote themselves • Self-regulation is very effective in its own right so tighter external controls are not needed. • Very difficult to enforce over international borders • Not in the interests of the social media providers to restrict creative freedom <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content
1	1 - 3	A few 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	Some points identified, or a few points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. Most points made will be relevant to the situation in the question, but the link will not always be clear.
3	7 - 8	Range of points described, or a few points explained in depth. There will be breadth to the answer with many aspects of the subject considered. The majority of points made will be relevant and there will be a clear link to the situation in the question.