



# Mark Scheme (Results)

June 2014

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

Unit 8: Media Industry in Context  
(21647E)

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Question Number	Answer	Mark
1(a)	OFCOM or Office of Communications	(1)

Question Number	Answer	Mark
1(b)	<p>1 mark for each source of income (maximum 2 marks)</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Sales</li> <li>• Competitions</li> <li>• Sponsorship</li> <li>• Grants</li> <li>• Share Flotation</li> <li>• Proprietor's investment</li> <li>• Rights sales</li> <li>• Private investment incentives</li> <li>• Phone-ins</li> <li>• Corporate events</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
2(a)	<p>1 mark for each responsibility (maximum 2 marks)</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Deliver profits</li> <li>• Identify new markets</li> <li>• Increase audience share</li> <li>• Lead technological innovation</li> <li>• Expand markets and market share</li> <li>• Eliminate competition</li> <li>• Commercial success</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
2(b)	<p>1 mark for one disadvantage (maximum 1 mark)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Reliance on popularity for future productions</li> <li>• Budgetary considerations</li> <li>• Editorial steers for commercial reasons</li> <li>• Lack of financial security</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
3	<p>1 mark for <b>one</b> benefit (maximum 1 mark)</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• Distributed to specialised areas of work</li> <li>• Wide circulation in the industry</li> <li>• Established practice for recruiters</li> <li>• Targets appropriately qualified candidates</li> <li>• Available on digital and traditional platforms</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
4	<p>1 mark for one example (maximum 1 mark)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• <i>Pro Bono</i> work</li> <li>• Volunteering</li> <li>• Work experience</li> <li>• Internships</li> <li>• College course/traineeship with work placement</li> </ul> <p><b>Accept any other appropriate answer</b></p> <p><b>Do not accept</b></p> <ul style="list-style-type: none"> <li>• Work for free</li> <li>• Do unpaid work</li> <li>• Apprenticeship</li> </ul>	(1)

Question Number	Answer	Mark
5(a)	<p>1 mark for one job role (maximum 1 mark)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Photographer</li> <li>• Lighting Technician</li> <li>• Camera Operator</li> <li>• Production Assistant</li> <li>• Video Editor</li> <li>• Make-up Artist</li> <li>• Director</li> <li>• Scriptwriter</li> <li>• Flash animator</li> <li>• Web Designer</li> <li>• 3D Modeller</li> <li>• Sound Recordist</li> </ul> <p><b>Do not accept</b></p> <ul style="list-style-type: none"> <li>• Production Secretary</li> <li>• Researcher</li> <li>• Floor Manager</li> <li>• Facilities Technician</li> <li>• Unit Manager</li> <li>• Production Manager</li> <li>• Presenter</li> <li>• Actor</li> <li>• Model</li> <li>• Dancer</li> <li>• Musician</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
5(b)	<p>1 mark for each reason why an issue should be considered (maximum of 2 marks).</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Use of bad language which may offend the audience</li> <li>• Video which may include offensive themes/imagery</li> <li>• Material which may offend particular cultural/religious groups</li> <li>• Negative representation of particular social groups</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
6(a)	<p>1 mark for one copyright body (maximum 1 mark).</p> <p>Any one from:</p> <ul style="list-style-type: none"> <li>• PRS – Performing Rights Society</li> <li>• PRS for Music - Performing Rights Society for Music (Amalgamation of PRS and MCPS)</li> <li>• MCPS – Mechanical Copyright Protection Society</li> </ul>	(1)

Question Number	Answer	Mark
6(b)	<p>A linked response that makes reference to any <b>two</b> of the following points. Up to <b>two</b> marks for <b>each</b> explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> <li>• Control over associations with copyrighted material (1) so that the holder can choose what products their work is associated with (1)</li> <li>• Ensure income from material (1) to fund future production (1)</li> <li>• Diversify sources of income (1) to fund future income (1)</li> <li>• Control over the use of copyrighted material (1) so that the holder can ensure the quality of their reproduced work (1)</li> <li>• Legal redress in the event of infringement (1) to ensure against plagiarism (1)</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(4)

Question Number	Answer	Mark
7(a)	<p>1 mark for each benefit (maximum 2 marks).</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Ability to assess practical skills of applicants</li> <li>• Ability to assess production experience of applicants</li> <li>• Discouragement of less experienced applicants</li> <li>• Ability to assess the creativity of applicants</li> <li>• Assists in short-listing</li> <li>• Helps determine possible training needs</li> <li>• Saves time at interview</li> <li>• Established practice</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
7(b)	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation (maximum 2 marks).</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Flexibility over working hours (1) being able to achieve a better work-life balance (1)</li> <li>• Choice of work (1) allowing a diverse range of production (1)</li> <li>• Credit for creative input (1) leading to the ability to build a reputation (1)</li> <li>• No notice period (1) so available immediately (1)</li> <li>• Ability to work for more than one company simultaneously (1) build wider group contacts (1)</li> <li>• Ability to work for more than one company simultaneously (1) maximise income (1)</li> <li>• Ability to work for more than one company simultaneously (1) allows efficient use of time (1)</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
8(a)	One mark for the answer "vertical integration"	(1)

Question Number	Answer	Mark
8(b)	<p>Responses may include the following:</p> <p><b>Benefits for vertically integrated media companies</b></p> <ul style="list-style-type: none"> <li>• Company can control the production process, so that they can ensure the quality of each stage and ultimately how it is viewed</li> <li>• Producer can receive favourable treatment and fees for the distribution and reproduction of their products</li> <li>• Producer can ensure favourable product placement within the distribution channels</li> <li>• Ability to influence consumer choice by deciding what products are available.</li> <li>• Greater synergies between stages of production leading to better efficiency and lower costs</li> </ul> <p><b>Drawbacks of vertically integrated media companies</b></p> <ul style="list-style-type: none"> <li>• Less competition for distribution puts less demand on the quality of the products</li> <li>• Undue influence from one company and their proprietors, ensuring that only products with particular themes and views are distributed</li> <li>• Unfair economic advantage leading to products from outside of the company not competing on an equal footing</li> <li>• More difficult for independent producers to be allowed to show their products</li> </ul> <p><b>Accept any other appropriate benefit or drawback</b></p>	(8)

<b>Level</b>	<b>Descriptor</b>
<b>0</b> 0 marks	No rewardable material
<b>1</b> 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.
<b>2</b> 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.
<b>3</b> 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.

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
9	<p>1 mark for one advantage (maximum 1 mark)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Mix personal projects with professional work</li> <li>• Regularly updated</li> <li>• Easily updated</li> <li>• Interactivity</li> <li>• Multimedia content</li> <li>• Demonstrates practical skills</li> <li>• Engaging format</li> <li>• Cost-effective way of presenting work</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
10(a)	<p>1 mark for the meaning of niche programming</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Aimed at small and specific target audiences</li> <li>• Targeted marketing campaigns</li> <li>• Narrow subject matter</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
10(b)	<p>A response that makes reference to any one of the following points. Up to 1 mark for each point (maximum 2 marks)</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Clear understanding of the channel's audience and their interests</li> <li>• Ability to target products at associated content</li> <li>• Association with expert identity of the channel giving additional prestige to the products advertised</li> <li>• Ability to target products at specific target audience</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
11	<p>A response that makes reference to any two of the following points. Up to 1 mark for <b>each</b> benefit (maximum 2 marks)</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• To stimulate public access to a diverse choice of media products</li> <li>• To stimulate media literacy</li> <li>• To stimulate sense of collective national identity</li> <li>• To stimulate training and employment opportunities</li> <li>• To stimulate UK media economy</li> <li>• To stimulate participation in media and creative arts</li> <li>• To stimulate creativity</li> <li>• To stimulate competition</li> <li>• To stimulate digital take-up</li> <li>• To stimulate information and education</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
12	<p>A linked response that makes reference to any one of the following points. Up to 2 marks for an explanation (maximum 2 marks)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• Understanding of the local community (1) allowing adverts to target local services (job adverts etc) and products (1)</li> <li>• Close relationship with the audience (1) allowing for a focus on issues and content of interest to them (1)</li> <li>• Stimulates local economy (1) giving additional jobs (1)</li> <li>• Raises awareness of local community issues (1) stimulating debate (1)</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(2)

Question Number	Answer	Mark
13	<p>A linked answer that makes reference to any two of the following points. Up to 2 marks for each explanation (maximum 4 marks)</p> <p>Any <b>two</b> from:</p> <ul style="list-style-type: none"> <li>• Collaboration between members (1) leading to a wider pool of talent and expertise (1)</li> <li>• Democratic decision-making (1) allowing for equal ownership of output (1)</li> <li>• Shared resources (1) leading to more diverse production possibilities (1)</li> <li>• Profits of cooperative work (1) leads to diversification of income sources for each organisation (1)</li> <li>• Greater stability (1) due to larger shared workforce and resources (1)</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(4)

Question Number	Answer	Mark
14(a)	<p>1 mark for any of the following defences to libel action (maximum 1 mark)</p> <p>Any <b>one</b> from:</p> <ul style="list-style-type: none"> <li>• The comments are justified or true</li> <li>• Fair comment (the comments were reasonably believed to be true or an honest opinion)</li> <li>• Public interest ('Reynolds Privilege')</li> <li>• Comments accurately cover Court or Parliamentary proceedings ('Qualified Privilege' or 'Absolute Privilege')</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
14(b)	<p>Responses may include the following:</p> <p><b>Reasons for stricter regulation of British newspapers</b></p> <ul style="list-style-type: none"> <li>• Greater assurances of privacy for individuals and less intrusion into private lives of public figures</li> <li>• Less chance of newspapers being used as propaganda to influence public opinion to be aligned to the opinions of owners</li> <li>• Better assurances against breach of data protection laws, ensuring that individual's personal information is better protected</li> <li>• Less chance of libellous material that can damage reputations in articles and editorials</li> <li>• Requirement for newspapers and their owners to uphold their moral and ethical obligations</li> <li>• Lack of rigour within current regulation allowing for widespread malpractice (such as the phone-hacking scandal)</li> <li>• Lack of objectivity within current regulation with the Press Complaints Commission being overseen by industry figures who may not be motivated to curtail the practices of the press.</li> </ul>	

	<p><b>Reasons against stricter regulations of British newspapers</b></p> <ul style="list-style-type: none"><li>• Stricter government regulation may lead to the press being regulated to the benefit of the incumbent political party.</li><li>• Press should be allowed to publish content that is within the public interest (articles regarding the moral judgement of trusted public figures, for example)</li><li>• Stricter regulation would damage the right to free speech and could lead to tightly controlled press such as those in more oppressive regimes.</li><li>• Consumers have the choice to ignore salacious personal stories although there is clearly a strong market for this kind of journalism</li><li>• Stricter regulation would curtail creativity and may lead to less satirical content</li><li>• Stricter regulation would put British newspapers at an unfair disadvantage to online sources of news that are not regulated in the same way.</li><li>• There is a tradition of strong investigative journalism in the UK: over-regulation may damage this.</li></ul> <p><b>Accept any other appropriate reasons for and against stricter regulation of British newspapers.</b></p>	<p>(8)</p>
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<b>Level</b>	<b>Descriptor</b>
<b>0</b> 0 marks	No rewardable material
<b>1</b> 1-3 marks	Basic arguments on both sides identified, or only one side considered. 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. No conclusion produced or the conclusion is a consequence of only one side of the argument being considered.
<b>2</b> 4-6 marks	Arguments for and against are described, but there will be more emphasis on one side than the other. The answer will be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration of the arguments. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.
<b>3</b> 7-8 marks	Balanced explanation of both sides for and against. A conclusion is produced which is justified clearly linked to the consideration of arguments for and against, and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.

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