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Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Certificate									

# Creative Digital Media Production

## Unit 8: Media Industry in Context

Tuesday 3 June 2014 – Afternoon <b>Time: 1 hour</b>	Paper Reference <b>21647E</b>
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**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

**Answer ALL questions.**

**1** Commercial radio broadcasters have to ensure that the content of their programmes does not offend their listeners.

(a) What is the name of the regulatory organisation that deals with listener complaints about the content of programmes on commercial radio? (1)

.....

(b) Give **two** sources of income for commercial radio broadcasters. (2)

1 .....

.....

2 .....

.....

**(Total for Question 1 = 3 marks)**

**2** (a) State **two** responsibilities of a private media broadcaster. (2)

1 .....

.....

2 .....

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(b) Give **one** disadvantage of a production relying on private funding. (1)

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**(Total for Question 2 = 3 marks)**

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3 Give **one** benefit for a media organisation of advertising in the trade press when recruiting staff.

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(Total for Question 3 = 1 mark)

4 Give **one** example of unpaid work in the media industry.

.....  
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(Total for Question 4 = 1 mark)

5 A music video producer is self-employed and works for a range of record companies.

(a) Give **one** other example of a **media production** role that is likely to be self-employed.

(1)

.....

(b) State **two** ethical issues a producer would have to consider when making music videos.

(2)

1 .....

.....

2 .....

.....

(Total for Question 5 = 3 marks)



6 A music producer ensures that their work is protected by copyright.

(a) Name **one** body that protects the rights of music copyright holders.

(1)

(b) Explain **two** benefits of copyright legislation for a music producer.

(4)

1

2

(Total for Question 6 = 5 marks)



7 A media company wants to recruit production staff to make a television show.

(a) Outline **two** benefits for the company of requesting applicants' showreels.

(2)

1 .....

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2 .....

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(b) Many of the applicants have freelance experience.

Explain **one** advantage of working freelance in the media industry.

(2)

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**(Total for Question 7 = 4 marks)**



8 PMH Productions is a large media organisation that owns film studios, distribution companies, cinemas, TV channels and an online digital platform for movies.

(a) What is the term used when a media organisation owns companies throughout the different stages of the production process?

(1)

(b) Discuss the benefits **and** drawbacks of the structure of PMH Productions for the media industry.

(8)

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**(Total for Question 8 = 9 marks)**



9 A photographer uses an online portfolio to showcase their professional work and attract interest from clients.

Give **one** advantage of using this format.

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**(Total for Question 9 = 1 mark)**

10 (a) State what is meant by niche programming.

(1)

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(b) Give **two** reasons why advertisers are attracted to niche satellite or cable TV channels.

(2)

1 .....

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2 .....

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**(Total for Question 10 = 3 marks)**

11 The BBC is an example of a publicly funded media organisation.

Give **two** reasons why the government supports public funding for media organisations.

1 .....

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2 .....

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**(Total for Question 11 = 2 marks)**



**12** A local media publisher produces a regional newspaper.

Explain **one** benefit for the reader if the publisher is local to its audience.

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**(Total for Question 12 = 2 marks)**

**13** A group of local media companies decides to form a media cooperative.

Explain **two** benefits that this may have for the companies involved.

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**(Total for Question 13 = 4 marks)**





**14** A celebrity wants to sue a newspaper for libel.

(a) Give **one** reason why the newspaper may be able to defend against libel action.

**(1)**

Following apologies for bad practice within the British press, there have been calls for newspapers to have stricter controls on what they can publish.

(b) Evaluate whether or not stricter regulation of British newspapers is required.

**(8)**

**(Total for Question 14 = 9 marks)**

**TOTAL FOR PAPER = 50 MARKS**





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