

Examiners' Report/ Lead Examiner Feedback

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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June 2014

Publications Code BF038195

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General Comments on Exam

This is the first series that the Digital Creative Media Production qualification at Level 2 has been assessed externally and it is evident that a broad range of specification content is being taught within centres and most candidates had an understanding of the range of topics covered by the question paper.

The overall range of responses offered by candidates was encouraging, with many able to offer considered explanations and relevant exemplification where required by the question. Single mark questions were similarly well responded to by most candidates, allowing for attainment across the unit content.

Overall coverage of learning aims A and B was strongest throughout the range of responses, with learning aim C being less well covered by candidates. It is important that all learning aims are equally covered by centres; delivery should focus on integrated teaching of the specification content to ensure full and rounded coverage of all learning aims which will allow candidates to offer a more balanced range of responses.

Centres may wish to note the following observations which relate to each item and which should be used as guidance in future series.

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	17	24	31	38

Question 1(a)

Questions 1(a) & 1(b). There was generally an appropriate range of responses to these questions, most candidates knew that OFCOM was the regulator and were able to identify at least one source of income for commercial radio broadcasters. One word responses were consistently offered for question 1(b), at times there was slight confusion with candidates providing taxes as a source of funding.

One mark example:

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) 1 Q01a

OFCOM

Question 1(b)

One mark example:

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

(2) 1 Q01b
1 Q01b

1 Sponsorship

2 Tax

Two mark example:

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

(2) 1 Q01b
1 Q01b

1 Advertisements

2 Sponsorships

Question 2(a)

Question 2 (a) & 2 (b) required a linked response. Generally there was an adequate range of responses, few candidates were able to offer two valid responsibilities, however many were able to provide a disadvantage.

One mark example:

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

(2)

1 to make a profit

2 to provide entertainment to its viewers.

Two mark example:

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

(2) 1 Q02a
1 Q02a

1 Generate income/profit

2 Eliminate competition

Question 2(b)

One mark example:

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

(1) 1 Q02b

The fund money isn't a guaranteed source of money

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

Question 3

There was, at times, some confusion over the difference between the trade press as distinct to any other publication in which a media organisation might advertise; responses were not always specific to the question and tended to be somewhat generalised.

One mark example:

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

1 Q03

They will only receive applications from people who have experience in the industry.

1

Question 4

Many candidates provided accurate responses and were able to differentiate between paid and unpaid employment within the industry. There was some confusion over community radio stations, which was offered as a response without candidates defining that the role was voluntary.

One mark example:

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

many people do voluntary work to gain experience within the media industry

Question 5 (a)

Most candidates were able to identify self-employed production roles. There was some confusion over roles and contracts with some candidates offering 'freelance' as a response; some candidates provided non production roles.

0 mark example:

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.

Photographer Director Actor (1)

One mark example:

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.

Photographer (

Question 5(b)

The majority of candidates understood the difference between legal and ethical issues and were able to identify at least one ethical consideration; some candidates were able to offer more rounded responses and explanations, reflecting a good knowledge of the topic.

One mark example:

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

(2)

1 Make sure it isn't racist

2 Make sure it is of all ethical.

(Total for Question 5 = 3 marks)

Two mark example:

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

(2)

1 That it's not racist towards anyone

2 Does not offend any type of religion.

Question 6(a)

There was much confusion over the question, some candidates were unaware that there was a body that protects the rights of music copyright holders; some candidates offered 'YouTube' or file sharing websites as a response, there were very few correct responses provided.

0 mark example:

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)

copyright protection Agency

One mark example:

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)

PRS

Question 6(b)

Responses, in general, reflected an understanding of Copyright protection, borderline responses offered 2 reasons and at least one explanation.

Two mark example:

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

(4)

1 People aren't able to use the music without the permission of the producer (for television, or radio).

2 Others aren't able to copy/steal the music, and claim it as their own.

Four mark example:

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

(4)

1 People will have to buy your music to listen to it, instead of a free download this means that he will get more profit.

2 People won't be able to copy parts of his music, and so his music will be unique and only one, also increasing profit.

Question 7(a)

There were a number of confused responses to this question, many candidates thought that showreels are only produced by actors; some candidates were able to consider and provide explanations of the benefits to the company.

One mark example:

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 The company can see very clear of the applicants in action.

2

Two mark example:

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.

1 Q07a1

(2) 1 Q07a2

1 It shows them what the ~~staff~~ applicants are ~~able~~ capable of in a short period of time.

2 Montage from showreels can save a lot of time and allow you to make quick decisions on who you want to employ.

Question 7(b)

Candidates were able to identify at least one advantage and may have offered an explanation as to why it is an advantage. The use of language and media terminology was generally limited in many responses, which were often generalised.

One mark example:

(b) Many of the applicants have freelance experience.

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

(2)

You have flexible hours so you can work what ever time you want it is your choice.

Two mark example:

(b) Many of the applicants have freelance experience.

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

(2) Q07b

It can be seen as a laidback approach to work, you decide what you want to do and how you want to work as you are in control of everything. You basically on your own working at your own accord.

(Total for Question 7 = 4 marks)

4

Question 8(a)

Candidates either offered vertical or horizontal integration as a response; the majority were able to identify the correct term.

One mark example:

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) Q08a

Vertical integration

Question 8(b)

Generally some candidates were able to offer accurate summations and explanations of the benefits and drawbacks of vertical integration reflecting good coverage of the specification. Some candidates were able to offer a balanced and well-rounded response which clearly considered a range of possible benefits and drawbacks.

Three mark example:

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

(8)

The benefits are that the industry has more control over the production and the final product will be higher quality. Also it doesn't have to pay money to other industries for help.

~~more~~
The drawbacks are that it takes more time to produce a product.

Six mark example:

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

(8) 6 Q081

The benefit of the structure of PMH productions structure is that it covers a range of different media ^{platforms} which can cause PMH productions to be the most dominant company in the media industry of film. They probably wouldn't have to deal with much competition. PMH productions also sounds like a good example of a conglomerate that owns smaller companies to like I said become more dominant in the industry. Everything PMH own tie into each other - film studios to produce films, distribution companies to allow the film to be distributed on different platforms such as cinemas, TV channels and online digital platforms. Drawback of all this would be that they are not giving the consumer a choice of different platforms owned by other organisations as PMH own them all. The consumer would be lacking variety of platforms owned by other companies.

Question 9

Again there seemed to be some confusion over the nature of the question, very few candidates offered appropriate responses that specifically made reference to the benefits of an 'online' portfolio as opposed to other formats.

0 mark example:

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

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

You can show work you have done,

One mark example:

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

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

There's enough space online to store all their work for everyone to access and see easily.

Question 10(a)

Questions 10 (a) & (b) required a linked response. Candidates were generally able to identify what was meant by niche programming. At least one accurate reason was often provided; however use of language was basic as was the use of media terminology, which affected the readability of the response.

0 mark example:

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

(1)

Niche programming is a programme which suits and appeals every target audience.

One mark example:

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

(1) Q10a

The programme is extremely individual and is distinctly not mainstream and will focus on a ^{very} specific audience.

Question 10(b)

One mark example:

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

(2)

- 1 Because everyone has them channels.
- 2 advertisement for a specific audience. Selling a fishing pole on a fishing channel.

Question 11

Candidates were often unable to differentiate between the government and the BBC, believing them to be somewhat interlinked. Little reference was made to the core values of public broadcasting and the benefits to the consumer; some candidates believed that the question related to government manipulation and control of content and revenue. Higher end responses showed an understanding of the structure and remit of the BBC and its core values.

One mark example:

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 They want the BBC to show the correct content to the audience.

2 They have a variety of info information e.g. entertain, educate.

Two mark example:

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

1 Q11-1

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

1 Q11-2

1 To promote education and literacy. As well as multiculturalism.

2 To give a public service in the form of entertainment.

Question 12

Often some limited responses were offered using basic language; some candidates offered a reason but a confused/limited explanation; many responses lacked an explanation of the benefits.

One mark example:

12 A local media publisher produces a regional newspaper.

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

It benefits the local audience so people know what's going on in the community.

Two mark example:

12 A local media publisher produces a regional newspaper.

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

So all the information will be about the regional area and this is good because it can help local jobs get advertisement.

Question 13

The question was generally well responded, there was a good understanding by most candidates of the benefits to media companies of forming a cooperative; some candidates offered thoughtful and considered explanations.

Two mark example:

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

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

The companies will have a wider range of skill and so they will be able to do more than two smaller companies.

Four mark example:

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

4 Q13

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

The overall work rate between the companies would increase dramatically which should in the long run result in increased profit.

A group of companies combined would have much more dominance ~~over~~ and influence over the industry than just one company.

Question 14(a)

Most candidates were able to provide a reason as to why a newspaper may be able to defend against libel action, which were reasonably well defined.

0 mark example:

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)

The article in question may not have meant to
Published ~~the~~ ~~article~~ to begin with.

One mark example:

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)

They could argue that it was from
a reliable source - e.g. a family member.

Question 14(b)

Candidates did have an understanding of current issues surrounding regulation of the press, some responses lacked a balance with either a strong argument being offered for OR against. Some candidates were able to offer well rounded and considered responses that discussed and analysed the arguments for and against and provided relevant exemplification.

Three mark example:

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)

I think that currently the press isn't strict enough, the recent stories that have ~~been~~ information from ways such as phone hacking, have still been printed. ~~So that's why~~ they ~~the~~ PCC should be checking where the information has come from. ~~that's why~~ Stories that may cause stress to the public - also shouldn't be published, as it could lead to stress related illness.

Seven mark example:

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

(8) 7 Q14b

If stricter regulations are applied then information will be less likely to offend people and may become more accurate, this may increase the amount of trust that people have for newspapers which may increase sales and how much people are aware of what's going on around them. Stricter regulations will give more control over what's published which will make information more factual based which will increase the intelligence of viewers but by applying stricter regulations it may reduce public interest since entertainment based stories may be reduced. This also means that newspapers that rely on gritty or scandalous stories may be banned which will not only affect the economy but it may also conflict with the rights to freedom of speech and cause public outrage due to a sense of freedom being taken away.

(Total for Question 14 = 9 marks) 8

TOTAL FOR PAPER = 50 MARKS

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