

Write your name here

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

Creative Digital Media Production

Unit 8: Media Industry in Context

Tuesday 19 May 2015 – Afternoon Time: 1 hour	Paper Reference 21647E
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You do not need any other materials.	Total Marks
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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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Answer ALL questions.

1 One type of media product is an independent production.

(a) Name **one** other type of media product.

(1)

.....
.....

(b) State **two** characteristics of independent media products.

(2)

1

2

(Total for Question 1 = 3 marks)

2 One method of recruitment within the creative media industries is networking.

(a) Give **one** other method of recruitment within the creative media industries.

(1)

.....
.....

(b) Give **two** benefits of using networking as a recruitment method within the creative media industries.

(2)

1

2

(Total for Question 2 = 3 marks)



3 There are many ways of working within the creative media industries.

(a) Give **one** benefit of working for a client in the creative media industries.

(1)

.....

.....

(b) Give **one** benefit of working independently in the creative media industries.

(1)

.....

.....

(c) Give **one** benefit of working collaboratively in the creative media industries.

(1)

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.....

(Total for Question 3 = 3 marks)

4 There are a number of different types of contract in the creative media industries.

(a) What is meant by the term 'fixed term contract'?

(1)

.....

.....

(b) Give **two** benefits to the employer of using fixed term contracts.

(2)

1

.....

2

.....

(Total for Question 4 = 3 marks)



5 To ensure the content of a film is suitable for its intended audience, an age rating classification is provided prior to distribution to cinemas or DVD release. This is a form of institutional censorship.

(a) Name **one** other form of institutional censorship.

(1)

.....

.....

(b) Explain **two** reasons why it is important to provide an age rating classification for films or DVDs.

(4)

1

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.....

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2

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.....

.....

(Total for Question 5 = 5 marks)



6 Media producers should work within professional guidelines.

Give **two** reasons why professional codes of practice exist.

1

2

(Total for Question 6 = 2 marks)

7 What is meant by the term 'data protection'?

.....

(Total for Question 7 = 1 mark)



8 The creative media industries are affected by unlawful practices such as music sharing and piracy.

(a) Give **two** ways in which the creative media industries can prevent unlawful practice.

(2)

1

.....

2

.....

(b) Explain **two** ways piracy has a negative impact on the film industry.

(4)

1

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.....

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2

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.....

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(Total for Question 8 = 6 marks)



9 Paperclip Productions is producing a music video using both studio and outside location sets.

(a) Name the health and safety procedure the production company should complete before starting production.

(1)

.....

.....

(b) Give **one** reason why it is important for creative media companies to obey health and safety legislation.

(1)

.....

.....

(Total for Question 9 = 2 marks)

10 The BBC works within a public service remit. Part of this remit is to promote education and literacy.

(a) State **one** other responsibility of a public service broadcaster.

(1)

.....

.....

(b) Explain **two** ways in which the BBC can promote education and literacy.

(4)

1

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2

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(Total for Question 10 = 5 marks)



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(Total for Question 11 = 8 marks)



(Total for Question 12 = 9 marks)

TOTAL FOR PAPER = 50 MARKS





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