

Write your name here

Surname

Other names

Centre Number

Learner Registration Number

Pearson BTEC  
Level 1/Level 2  
First Award

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# Creative Digital Media Production

## Unit 1: Digital Media Sectors and Audiences

Friday 8 January 2016 – Morning

**Time: 1 hour**

Paper Reference

**21526E**

**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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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Give **two** examples of pre-production tasks for a digital media product.

1 .....

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2 .....

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(Total for Question 1 = 2 marks)

2 Identify **one** example of a media product from the digital publishing sector.

- A Radio news programme
- B Film released on DVD
- C TV drama
- D E-magazine

(Total for Question 2 = 1 mark)

3 Give **two** examples of devices that can be used to access digital media.

1 .....

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2 .....

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(Total for Question 3 = 2 marks)

4 Identify **one** example of consumer-generated content.

- A A film critic's review column in a newspaper
- B A music video commissioned by a record label
- C A film director's commentary on a DVD
- D A gamer's walkthrough video posted on YouTube

(Total for Question 4 = 1 mark)

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5 Identify **one** example of personalisation.

- A Reading instructions for a new computer game
- B Making a playlist on a music streaming website
- C Listening to sports coverage on digital radio
- D Watching online news from a website

(Total for Question 5 = 1 mark)

6 Give **two** camera angles that could be used in a moving image product.

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(Total for Question 6 = 2 marks)

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7 StudyingLife is an e-magazine aimed at 14-19 year old students. The producers have made it interactive by adding video content related to the articles.

(a) Give **two** other ways the e-magazine could use interactive features to enhance its content.

(2)

1 .....

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2 .....

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(b) StudyingLife wants to attract parents as a secondary audience for the e-magazine.

Give **one** way in which the e-magazine might attract parents.

(1)

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(c) Explain **one** way in which audience-generated content would benefit StudyingLife.

(2)

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**(Total for Question 7 = 5 marks)**

8 State **two** rules from the Advertising Standards Authority (ASA) that advertisers must follow.

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2 .....

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**(Total for Question 8 = 2 marks)**

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9 Give the name of the stage in the development process when a media product is made available to the audience, after it has been created.

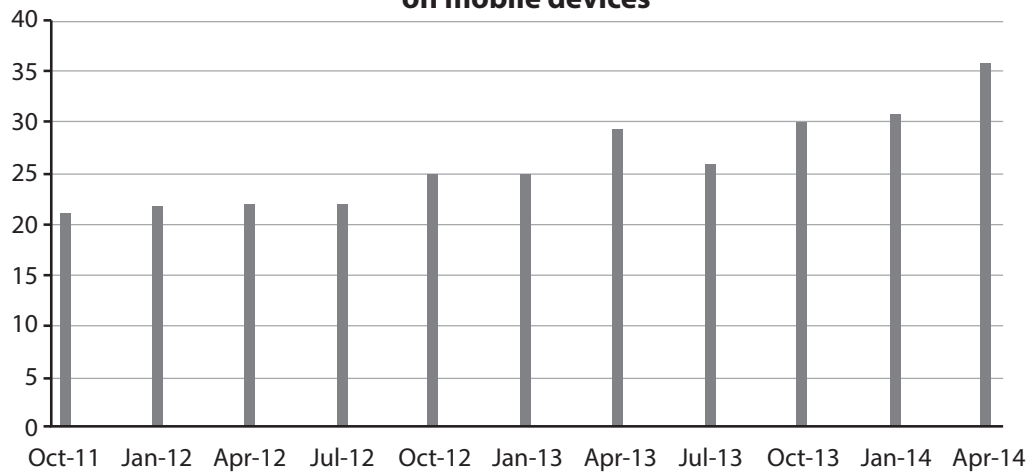
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(Total for Question 9 = 1 mark)

10 Refer to Chart 1 when answering part (a).

**Chart 1**  
**% of 15–24 year olds listening to radio on mobile devices**



Oct-11	Jan-12	Apr-12	Jul-12	Oct-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14
21%	22%	22%	22%	25%	25%	29%	26%	30%	31%	36%

(a) Identify the increase in the percentage of 15–24 year olds listening to radio on mobile devices between October 2011 and April 2014?

(1)

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(b) Discuss why young people are using mobile devices to access radio broadcasts.

(8)

Dotted lines for writing the answer.

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**(Total for Question 10 = 9 marks)**



11 A radio producer uses secondary research to develop an audience profile for a radio show.

(a) Give **one** example of a secondary research method.

(1)

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(b) Explain **two** advantages for the producer of using audience profiling when developing a radio show.

(4)

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(Total for Question 11 = 5 marks)

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12 This poster is used to advertise a mental health charity website to teenagers.



The designer of this poster has used a variety of techniques to create meaning. Explain how **two** stylistic codes used in the poster help get the message across to the intended audience.

1 .....

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(Total for Question 12 = 4 marks)



**13** Give **two** ways that digital devices, such as smartphones, enable technological convergence.

1 .....

2 .....

**(Total for Question 13 = 2 marks)**

**14** Three-point lighting is a lighting technique used to create meaning in media products.

Give **three** other lighting techniques that may be used in media products.

1 .....

2 .....

3 .....

**(Total for Question 14 = 3 marks)**

**15** Video game producers often use stereotypical characters in games.

Explain **one** reason why the producers use stereotypical characters.

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**(Total for Question 15 = 2 marks)**

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**(Total for Question 16 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**

