

Examiners' Report/ Lead Examiner Feedback

June 2016

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

Unit 8: Media Industry in Context
(21647E)

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Grade Boundaries

What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade (Distinction, Merit, Pass and Level 1 fallback).

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark should be for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each test we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each test, because then it wouldn't take into account that a test might be slightly easier or more difficult than any other.

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

Unit 8: Media Industry in Context (21647E)

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

General Comments

This is the fifth series of the unit 8 exam and there have been some changes made to the format of the exam paper to ensure greater accessibility for learners and to bring it in line with the format used in Unit 1, for example, through the introduction of multiple choice questions. There have been some pleasing outcomes as a result of these changes and they will be developed further for future series.

There has been better coverage of the unit content by learners within their responses, with more learners attempting all questions and showing a breadth of knowledge. It does, however, remain imperative that centres continue to teach the unit content in its entirety as any aspect can be tested at any time.

It is important that learners understand the structures and funding of media industries, especially pertaining to the UK and the unique structure of the BBC. Learners should be able to investigate these companies and structures, providing them with a greater depth of understanding than just the content of the specification. All aspects of the specification should be clearly and effectively contextualised in order for learners to respond effectively, even to the lower demand questions.

It is beneficial for centres to note the following observations which relate to each item and should be used as guidance in future series.

Q01

Targeted Specification Area: Learning Aim A2

This was a multiple choice question that required learners to demonstrate their understanding of public funding and was generally well answered by most learners as this aspect of the specification is familiar to them and has been well covered in past papers.

1 Identify **one** source of public funding for broadcasters.

- A** Licence fee
- B** Merchandising
- C** Sponsorship
- D** Product placement

Q02

Targeted Specification Area: Learning Aim A1

This was a multiple choice question that required learners to demonstrate their understanding of the responsibilities of public service broadcasters and was again, generally well answered by most learners.

2 Identify **one** responsibility of a public service broadcaster.

- A** Make a profit
- B** Serve the public interest
- C** Commercial success
- D** Remove competition

Q03

Targeted Specification Area: Learning Aim A2

Drawbacks of public funding have been asked in previous papers and feedback provided in past LE reports. Learners struggled with drawbacks, possibly because it is a negative response that is required, learners were often able to provide one drawback but struggled to offer two. Learners should be able to focus on both positive and negative aspects of funding and coverage of this aspect of the specification was rather weak.

This response gained 1 mark

3 State **two** drawbacks of public funding of the BBC.

1 They only get money from the tax payer so
Not a major budget (But still big).

2

This response gained 2 marks

3 State **two** drawbacks of public funding of the BBC.

1 It is unfair to other broadcasters who
do not have the same pace of income.

2 Audience Shares are not as important
to them as the BBC know they are getting money
regardless.

(Total for Question 3 = 2 marks)

Q04

Targeted Specification Area: Learning Aim A1

Some learners were confused by what constitutes a responsibility. Many could offer handling complaints, watershed and regulate TV and Radio but some learners seemed to think that Ofcom reviewed all content beforehand and decided if it could be aired or gave age ratings to programmes and films. Some learners also confused Ofcom with the ASA and discussed the regulation of adverts rather than TV and Radio programmes.

This response gained 1 mark

4 State **two** responsibilities of Ofcom.

- 1 To regulate TV, Radio and etc. content from harmful or offensive language.
- 2 Shut advertisements, or take out from air, if they are being unfair, and states false facts about the product.

(Total for Question 4 = 2 marks)

This response gained 2 marks

4 State **two** responsibilities of Ofcom.

- 1 listen to concerns and issues from the public
- 2 ~~control~~ serve the public by protecting them from inappropriate content

Q05

Targeted Specification Area: Learning Aim A4

This was the final multiple choice question of the paper which required learners to demonstrate their understanding of niche products. This aspect of the specification has been well covered in past papers and a large number of learners were able to provide a correct response.

5 Identify **one** characteristic of a niche product.

- A** Small and specific target audience
- B** Large-scale marketing campaigns
- C** Prime time scheduling
- D** Universal audience appeal

Q06

Targeted Specification Area: Learning Aim B3

As with question 3, this question asked learners to identify drawbacks as opposed to benefits. This did not prove too challenging to the majority of learners and many were able to identify the restrictions that working for a client may place on a media producer. Some learners did get slightly confused and offered drawbacks of freelance working rather than working for a client. It is important that they are able to differentiate these as it is the interaction with the client that they are being asked to comment on here.

This response gained 0 marks

6 Give **two** drawbacks of working for a client in the creative media industry.

1 you would have to pay tax

2 not enough recognition

This response gained 2 marks

6 Give **two** drawbacks of working for a client in the creative media industry.

1 LESS CREATIVE CONTROL OVER THE PROJECT

2 WORKING FOR A SCHEDULE / DUE DATE WHICH CAN PUT PRESSURE ON THE PERSON WORKING.

Q07a

Targeted Specification Area: Learning Aim C1

This question provided a good number of correct responses with most learners able to identify two different employment contracts, some benefit of doubt was given for some responses, however, the majority were in line with the requirements of the specification and the mark scheme.

This response gained 0 mark

7 (a) Working voluntarily is one type of employment within the creative media industry.

Give **two** other types of employment within the creative media industry.

(2)

1 Director.

2 Camera operator.

This response gained 2 marks

7 (a) Working voluntarily is one type of employment within the creative media industry.

Give **two** other types of employment within the creative media industry.

(2)

1 Perminant employment

2 Freelance

Q07b

Targeted Specification Area: Learning Aim C1

Many learners understood what working on a voluntary basis entailed and were able to provide at least one viable explanation as to why this would be done. Many learners were able to provide two reasons but those that were able to provide two distinct benefits were the ones that performed best in relation to this question. Some learners were limited to offering one reason and one explanation.

This response gained 2 marks

(b) Explain **two** reasons why someone may want to work on a voluntary basis in the creative media industry.

(4)

1 They may want to gain experience from the job in order to get a good job

2 Get paid on a weekly basis

This response gained 4 marks

(b) Explain **two** reasons why someone may want to work on a voluntary basis in the creative media industry.

(4)

1 They might want to gain experience and make friends within the sector so networking

2 attempting to get a full time role there by showing off your skills while your there

Q08

Targeted Specification Area: Learning Aim C3

Online portfolios are something that learners are quite familiar with and able to engage with. Whilst some learners did relate their responses to social media (e.g. getting likes) most were able to offer valid benefits. This question allowed learners to engage with online platforms which is something they are more familiar with and able to understand. Those learners that performed well were able to move away from their understanding of 'online' as being used in a social media context and a way of gathering 'followers' and 'likes' to a place in which potential employers would be able to gain access to materials that showcased your skills and past projects within the creative media industry.

This response gained 1 mark

8 Give **two** benefits for a potential employee of using online portfolios to showcase their work to other people.

1. It will show more skill in your work

2. makes it more professional

This response gained 2 marks

8 Give **two** benefits for a potential employee of using online portfolios to showcase their work to other people.

1. Showcase a lot more online visual aspects of work

2. Shows good online skills and creativity

Q09

Targeted Specification Area: Learning Aim C2

This question was generally well responded to. Many valid answers relating to employee loyalty and motivating factors were provided. Whilst this question related to employment and promotion within the workplace, a number of learners were able to comprehend that promotion is often a reward for good performance and reliability and that the company benefits from the loyalty and skills and knowledge of an experienced member of staff that they have invested in. Some learners were confused by what was being asked and offered benefits to the employee.

This response gained 0 marks

9 Permanent employees can often be promoted within a company.

Give **one** benefit to the company of promoting staff internally.

An increase in salary.

This response gained 1 mark

9 Permanent employees can often be promoted within a company.

Give **one** benefit to the company of promoting staff internally.

They already have the experience and reputation within the company.

Q10

Targeted Specification Area: Learning Aim B1

There were a number of good responses but they did not always relate to equality within the workplace. Some responses related more to what would be expected by a regulator, such as the responsibilities of Ofcom. Learners do have some knowledge of equality legislation but have struggled to apply it to a work context and differentiate it from production constraints. Learners often struggled to offer two reasonable explanations.

This response gained 1 mark

Explain **two** reasons why equality legislation is important within the creative media industry.

1. Because they have to make sure everything is run fairly and in a high standard.

2. Because if things are run unfair the business can easily get shut down.

This response gained 4 marks

10 The creative media industry must work within a number of legal constraints.

Explain **two** reasons why equality legislation is important within the creative media industry.

1. It prevents pregnant women from not getting the job as the employer is not allowed to discriminate against her pregnancy even if it means maternity leave.

2. The pay rate for all genders must be equal whereas in the past, men had the higher pay rate.

Q11a

Targeted Specification Area: Learning Aim A3

Learners may have struggled with the term characteristic as opposed to feature which has been used in past papers, as a result many did not offer a valid response, despite this content being tested in past papers.

This response gained 0 marks

11 There are many different sizes and structures of organisation within the creative media sector.

(a) State **one** characteristic of a national media organisation.

(1)

universal access

This response gained 1 mark

11 There are many different sizes and structures of organisation within the creative media sector.

(a) State **one** characteristic of a national media organisation.

(1)

To provide service nationally

Q11b

Targeted Specification Area: Learning Aim A3

There were a number of valid and lengthy responses to this question and learners did understand the benefits to the community. However, there was a large amount of repetition within responses which may have restricted marks for some learners. The topic of community organisations has been well responded to in the past and learners had shown a good understanding of their features and benefits. Learners became a little repetitive in their responses and didn't always make as much of their points as they could have done, lacking explanation or some form of exemplification.

This response gained 3 marks

A community group decides to set up a newspaper in the local area.

(b) Discuss the benefits to the community of this type of local newspaper.

(4)

The benefits of having a local newspaper is that the whole of the community will know about it so if the whole community knows about then the more people will turn out to ~~events~~ local events with those families so the more people that turn out the more money the community get to spend on other things

It also gives the community a better idea off what is going on locally so what different changes have happed or weather or not road works are going to be happening

This response gained 6 marks

A community group decides to set up a newspaper in the local area.

(b) Discuss the benefits to the community of this type of local newspaper.

(8)

THIS NEWSPAPER COULD BE GOOD FOR THE COMMUNITY BECAUSE IT WOULD OFFER CONTENT THAT WOULD FULFIL ~~THE~~ THEIR NEEDS.

IT WOULD INFORM THE COMMUNITY ON THE LOCAL NEWS, INFORM ABOUT THE UPCOMING EVENTS IN THE AREA, ~~THE~~ THE JOB OPPORTUNITIES IN THE AREA.

IT WOULD EDUCATE THE COMMUNITY WITH LOCAL HISTORY, ENTERTAIN WITH ANECDOTES AND ARTICLES ON EVENTS ~~OR~~ ON LOCAL INTERESTS.

THE NEWSPAPER WOULD ~~BE~~ BE MADE FOR THE COMMUNITY WHICH MEANS THAT THE AUDIENCE WOULD APPRECIATE AND LOVE IT, GIVING THE ^{COMMUNITY} ~~COMMUNITY~~ EVERYTHING ~~THEY~~ THAT WOULD BE ~~THE~~ WANTED OR ENJOYED BY THEM.

OVERALL, IT WOULD POSSIBLY INFORM THE ~~COMMUNITY~~ ^{COMMUNITY} AND ENTERTAIN THE ~~COMMUNITY~~ ^{COMMUNITY}, SHOWING THE AUDIENCE ON THEIR NEEDS.

Q12a

Targeted Specification Area: Learning Aim A4

Learners are very aware of brands and brand identities, often being brand consumers themselves. Many responses related to consumer identification, brand loyalty and standing out from competitors. This question differentiated particularly well as, although learners often understood that a strong brand identity made a company 'stand out' or more recognisable, many made some less valid observations such as 'know worldwide'. This is not necessarily the case as, whilst it is said that Coke Cola T shirts have been found being worn by indigenous Amazonian tribes the same cannot be said of ITV which is a well-known UK company with a strong brand name and brand identity. Learners that were able to understand this offered more reasoned and valid responses.

This response gained 0 marks

12 Brand identity is important for a media company.

(a) Give **two** benefits of having a strong brand identity.

(2)

1 makes people not copy your footage

2 Shows people what channel they are watching

This response gained 2 marks

12 Brand identity is important for a media company.

(a) Give **two** benefits of having a strong brand identity.

(2)

1 It creates a strong image in peoples mind to remember the company.

2 More people would choose a company with a strong brand than a company with a weak ~~ident~~ identity.

Q12b

Targeted Specification Area: Learning Aim A4

The majority of learners were able to identify two valid UK media organisations such as BBC and ITV. There were very few incorrect responses but these offered responses that were not media organisation such as Nike or Cadburys, or else they provided the names of regulators such as Ofcom.

This response gained 0 marks

(b) Name **two** national UK media organisations that have a strong brand identity.

(2)

1 ~~BBC~~ TV

2 ~~EE~~ Radio

This response gained 2 marks

(b) Name **two** national UK media organisations that have a strong brand identity.

(2)

1 BBC

2 SKY

Q13

Targeted Specification Area: Learning Aim A3

Past papers and responses given to 8 mark questions on the topic reveal that learners do understand horizontal integration, however the drawbacks to the consumer seems to have been demanding for learners. The concepts that the learners were required to apply to the question were either not within their sphere of knowledge or too complex for them to clearly interpret, as a result many were unable to apply their knowledge of this type of structure to the wider context of consumer affects.

This response gained 0 marks

13 A media publisher produces a range of magazine titles across a number of different subjects. This is an example of horizontal integration.

Explain **two** drawbacks to the consumer of horizontal integration.

1 one drawback of horizontal integration is that you can't rely on other companies to sell your products and gain profits.

2 Another drawback of horizontal integration is that you will give your products to other companies ~~they~~ they may not try to copy your idea and use it for themselves

This response gained 3 marks

13 A media publisher produces a range of magazine titles across a number of different subjects. This is an example of horizontal integration.

Explain **two** drawbacks to the consumer of horizontal integration.

1. The consumers may be misinformed on the subjects that magazines or newspapers publish. ~~drawbacks~~
~~the publishers~~
2. They would be drawn in by creative titles, only to be let down by the content after purchasing the content.

Q14

Targeted Specification Area: Learning Aim A3

Media cooperatives have been covered a number of times in past papers and the benefits of these have often been well understood. This question was not too challenging for learners. However, it is important that they understand that it is the 'shared' nature of resources and ideas that is being looked for, the means of collaborating in order to produce a product.

This response gained 0 marks

14 Two media companies decide to form a cooperative.

Give **two** benefits to the companies of this type of organisational structure.

1. Bring in more money for these companies
2. Become more popular.

This response gained 2 marks

14 Two media companies decide to form a cooperative.

Give **two** benefits to the companies of this type of organisational structure.

1. The two companies would be able to combine their ideas together, which would be collaborative team work.
2. Share the costs between both companies

Q15a

Targeted Specification Area: Learning Aim B1

There was only one valid response to this question which was copyright, the question was intended to test learners' understanding of the legal term given to protection of intellectual property and the response is directly from the specification.

This response gained 0 marks

15 (a) Name the legal term given to the protection of intellectual property.

(1)

Reliable to the public

This response gained 1 mark

15 (a) Name the legal term given to the protection of intellectual property.

(1)

Copyright

Q15b

Targeted Specification Area: Learning Aim B1

This 8 mark question was well responded to by the majority of learners and many were able to offer a suitable explanation of the impacts of illegal file sharing on media producers. The question was deliberately left open so that learners could refer to different sectors of the media. This allowed for a variety of responses from the music, film and gaming sectors. Learners are generally very knowledgeable regarding illegal file sharing and its consequences, possible due to the fact that many will regularly engage with streaming services and digital downloads. Learners that performed particularly well were able to offer a well-rounded response that reflected on the impact to the industry in a wider context and ultimately how this would affect the consumer.

This response gained 3 marks

(b) A recent survey shows that a large number of internet users download files illegally.

Discuss the impact that illegal file sharing has on media producers.

(8)

Every time someone downloads a film and doesn't pay for it the company that makes the film loses money. It has become easier to illegally download media products and it can affect the company massively. The program Hannibal was very popular but got cancelled after ~~the~~ three seasons due to a large percent of ~~its~~ its audience watching it illegally. They lost so much money it got cancelled and fans ~~won't~~ won't see a fourth season. So ~~do~~ the impact of not paying for media products can ruin the show and the company.

This response gained 7 marks

Discuss the impact that illegal file sharing has on media producers.

(8)

Downloading files illegally tends to result in media producers losing out on revenue that's meant to be made on the ~~the~~ product that's been created. If it were only a small amount of users downloading files illegally, then it would be such an issue. However, due to ~~it~~ it being ~~large~~ a large amount, media producers have either lost large amounts of money and won't be able to support their company any longer; ~~or~~ or they either sign over to a much reliable source of a distribution place, where it cannot be downloaded, or copied illegally. For example, ~~the~~ Youtube use to be a place where you could listen to loads of music especially, rap and latest hits. Now, ~~the~~ media producers have decided to stop publishing music there because of their music being downloaded illegally.

As a result, media producers have decided to post their products and music on ~~an~~ Apple music because it cannot be copied without ~~ruin~~ ruining the quality of the songs which makes it no point of listening to it. In addition, this then creates a higher demand ~~the~~ ~~the~~ which results in people ~~buying~~ ^{buying} / subscribing to Apple music for great quality music.

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