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

Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

Monday 9 January 2017 – Morning Time: 1 hour	Paper Reference 21526E
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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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3 Horror, comedy and drama are all film genres.

(a) Name **one** other film genre.

(1)

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(b) Name **two** conventions of the horror genre.

(2)

1

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2

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(Total for Question 3 = 3 marks)

4 Identify the benefit of individual consumption of a media product.

- A** Discussion
- B** Belonging
- C** Control
- D** Sharing

(Total for Question 4 = 1 mark)

5 Which **one** of the following could be used to distribute a new digital game?

- A** Flyer
- B** Website
- C** Radio
- D** Poster

(Total for Question 5 = 1 mark)



6 State **three** things that create *mise en scène* in TV drama.

1
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2
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3
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(Total for Question 6 = 3 marks)

7 Improved technology has led to more personalisation in media products.

(a) Give **two** ways that audiences can use personalisation to improve their use of media products.

(2)

1
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(b) Explain **two** other ways that technology in mobile devices has benefited audiences.

(4)

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(Total for Question 7 = 6 marks)

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8 Radio is used to broadcast a range of media products including drama and adverts.

Give **two** regulatory bodies for radio products.

1

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2

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(Total for Question 8 = 2 marks)

9 Mobile phones allow for technological convergence.

Give **three** other examples of devices that allow for technological convergence.

1

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2

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3

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(Total for Question 9 = 3 marks)

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10 Podcasts are becoming a more popular way of listening to audio products.

Refer to the table below showing the top ten most popular podcasts from the BBC.

	Podcast series (Station/Source)
1	The Archers (Radio 4)
2	Mark Kermode and Simon Mayo's Film Reviews (5 live)
3	Desert Island Discs with Kirsty Young (Radio 4)
4	The Infinite Monkey Cage (Radio 4)
5	Scott Mills Daily (Radio 1)
6	Woman's Hour Daily Podcast (Radio 4)
7	Test Match Special (5 live Sports Extra)
8	Comedy of the Week (Radio 4)
9	5 live Football Daily (5 live)
10	More or Less: Behind the Stats (Radio 4)

(a) Identify the BBC radio station that is the most popular source of podcasts.

(1)

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(b) Discuss why podcasts are a popular way of listening to audio products.

(8)

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(Total for Question 10 = 9 marks)



11 A researcher for a media product puts audience members into categories.

The categories are reader, gamer, surfer, listener or viewer.

(a) State the name of this process.

(1)

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(b) Audience groups can include race, economic background, occupation, geographical area, gender and age.

What would a researcher call these groups?

(1)

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(Total for Question 11 = 2 marks)

12 One theory for audience consumption is called the hypodermic model.

Explain **two** ways that this model suggests that audiences are affected by media products.

1

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(Total for Question 12 = 4 marks)

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13 A media company launches an online magazine for young people.

(a) Give **one** advantage to the audience of the content being available online.

(1)

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(b) Explain **two** ways that the producers could encourage collective enjoyment of the magazine.

(4)

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(Total for Question 13 = 5 marks)

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14 The following poster is being used to promote a travel company.



Discuss the stylistic codes that the designer has used to create meaning for the audience.

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(Total for Question 14 = 8 marks)

TOTAL FOR PAPER = 50 MARKS

