

Examiners' Report/  
Lead Examiner Feedback

**January 2017**

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		24		28

## **General Comments**

This series the Unit 8 exam has undergone some further changes of format to the exam paper to ensure accessibility for candidates through the inclusion of multiple choice elements. So far, these changes have proven beneficial to learners and will continue to be applied in future series.

There continues to be increased coverage of unit content within centres and learners are showing more breadth of knowledge through the questions that they attempt to answer. Learners should be aware of the need to spend less time on their responses to LV1 questions as these can be covered with single word responses, where appropriate, and tend towards direct recall from the specification. Learners should concentrate on providing more lengthy responses to the larger questions and should always strive to offer exemplification wherever possible.

Understanding of the structures and funding of media industries, especially pertaining to the UK and the unique structure of the BBC, remains an area of weakness for some candidates. These topics will always be covered within successive exam series and should be covered within centres through provision of appropriate context and exemplification. Learners have responded well to questions that relate to social media and digital technologies as there are area of the media with which they regularly engage and therefore have a more personal understanding of.

**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 C1**

This was a multiple choice, LV1 question, which proved very accessible to learners, many of whom were able to identify one benefit of working freelance in the creative media industry.

**Q02**

**Targeted Specification Area: Learning Aim A4**

This LV1 question which has been asked in many previous papers in either multiple choice or standard question format and was not as well responded as in previous series. It is important that candidate responses relate to the specificity of the audience as in the example given below.

This was a poor performing response (0 marks awarded).

2 State **one** characteristic of a niche product.

Its Cheap

(Total for Question 2 = 1 mark)

This was a high performing response (1 mark awarded).

2 State **one** characteristic of a niche product.

Targetted towards smaller and specific audience.

(Total for Question 2 = 1 mark)

**Q03**

**Targeted Specification Area: Learning Aim C3**

This question required learners to identify a benefit of using digital CVs in showcasing work. Many learners could respond correctly and identify a range of features such as creativity and showcasing one's skills. Learners that did not perform well seemed to think that a digital CV was easy to create and didn't seem to understand that these documents require a certain level of technical skill to produce. Some candidates also failed to distinguish between a digital CV and one produced in a more traditional format.

This was a poor performing response (0 marks awarded).

3 Give **one** benefit of using a digital CV to showcase your work.

You can show my qualifications

(Total for Question 3 = 1 mark)

This was a high performing response (1 mark awarded).

3 Give **one** benefit of using a digital CV to showcase your work.

You can showcase all your best work instead of showcasing the worst work so more chance of getting a job

(Total for Question 3 = 1 mark)

#### Q04

#### Targeted Specification Area: Learning Aim A1

Overall most candidates were able to identify a public service broadcaster. Responses that were accepted related to the main channel or company and not any subsidiary or additional channels. There were still a few candidates that confused public with private and these candidates offered responses such as Sky or other satellite and cable broadcasters.

This was a poor performing response (0 marks awarded).

4 The BBC is a public service broadcaster.

State **one** other public service broadcaster in the UK.

BBC 3

(Total for Question 4 = 1 mark)

This was a high performing response (1 mark awarded).

4 The BBC is a public service broadcaster.  
State **one** other public service broadcaster in the UK.

Chanel 4

(Total for Question 4 = 1 mark)

Q05

**Targeted Specification Area: Learning Aim B2**

This question dealt with the issue of illegal streaming and the impact on the industry, the requirement to give two responses meant that the question performed well at differentiating learners. As this issue, has been covered well in the past it was accessible to learners and would likely have been well taught within centres.

This was a poor performing response (1 mark awarded).

5 The illegal streaming of films is common.  
Give **two** impacts of illegal streaming on the film industry.

- 1 It will decrease the amount of money made to the film company
- 2 The film company is other companies will lose profit.

(Total for Question 5 = 2 marks)

This was a high performing response (2 marks awarded).

5 The illegal streaming of films is common.  
Give **two** impacts of illegal streaming on the film industry.

- 1 It will negatively affect the industries' income
- 2 It will negatively affect future films' quality

(Total for Question 5 = 2 marks)

Q06a

**Targeted Specification Area: Learning Aim A3**

The coverage of local, national and multinational companies is a feature of many past exam papers. This question required candidates to state two purposes of local newspaper, the requirement is for direct recall from the specification and application of that to a media company. Many candidates were able to identify at least one correct response.

This was a poor performing response (1 mark awarded).

6 (a) The Charlton Post is a newspaper that is only distributed in the local area.  
State **two** purposes of a local newspaper. (2)

1 Provide news and information about that area

2 Focuses more on the area so news that wouldn't make national press would make into local

This was a high performing response (2 marks awarded).

6 (a) The Charlton Post is a newspaper that is only distributed in the local area.  
State **two** purposes of a local newspaper. (2)

1 Gives regional news coverage about what's happening in and around the area.

2 Advertisements are local so people can get jobs/hire services/etc easier



**Q06b**

**Targeted Specification Area: Learning Aim A2**

This question provided a good number of correct responses with most candidates able to identify a means by which a local paper could be funded, which relates to privately funded companies and sources of income.

This was a poor performing response (0 marks awarded).

(b) One source of private funding for the Charlton Post is sponsorship.  
State **one** other source of funding for the Charlton Post. (1)

volunteer work

(Total for Question 6 = 3 marks)

This was a high performing response (2 marks awarded).

(b) One source of private funding for the Charlton Post is sponsorship.  
State **one** other source of funding for the Charlton Post. (1)

Advertising Revenue.

(Total for Question 6 = 3 marks)

Q07a

**Targeted Specification Area: Learning Aim A1**

Working collaboratively has also been covered well in the past, to the extent that it has been left out of the papers for a few series. This concept did seem slightly alien to some learners and many gave answers around earning lots of money rather than the shared nature of the process.

This was a poor performing response (1 mark awarded).

7 (a) Working collaboratively allows media producers to share resources.  
Give **two** other benefits of working collaboratively. (2)

1 Shared ideas

2 Positive feedback.

This was a high performing response (2 marks awarded).

7 (a) Working collaboratively allows media producers to share resources.  
Give **two** other benefits of working collaboratively. (2)

1 workers have shared ownership with each other

2 shared profits

Q07b

**Targeted Specification Area: Learning Aim A1**

This question was well responded, learners tended to engage better with the concept of independent working and gave a good range of responses, although some were slightly confused between independence and freelance working. Some learners tended to personalise their responses too much and gave reasons such as 'less distractions' and 'no one to argue with' which were too simplistic and fail to identify the professional nature of the worker.

This was a poor performing response (1 mark awarded).

(b) Give **two** advantages for a media producer of working independently. (2)

1 Allows more control over creative input.

2

(Total for Question 7 = 4 marks)

This was a high performing response (2 marks awarded).

(b) Give **two** advantages for a media producer of working independently. (2)

1 They have creative control over what they do.

2 They get the credit for creating the piece or work.

(Total for Question 7 = 4 marks)

**Q08a**

**Targeted Specification Area: Learning Aim A3**

A different approach was taken to constructing this question whereby a chart was included in order to make the structure more apparent to candidates and provide a flow to the production processes. Unfortunately, this does not seem to have worked as expected and has distracted learners into discussing the content of the chart rather than the directionality of the process.

This was a poor performing response (0 marks awarded).

(a) Give the name of this type of structure.

(1)

Mainstream production stages

This was a high performing response (1 mark awarded).

(a) Give the name of this type of structure.

(1)

• Vertically Intergrated

Q08b

**Targeted Specification Area: Learning Aim A3**

Despite the structured chart preceding this question not working as well as intended this question did discriminate well and candidate responses were suitably varied. Unfortunately, horizontal and vertical integration are not topics that candidates engage well with and unless they have been well covered and contextualised there will be a low expectation of success with this area of the specification.

This was a poor performing response (2 marks awarded).

(b) Explain **two** benefits to Snowflake Films of being structured in this way. (4)

- 1 ~~Organisation~~ Control over production - Snowflake Films control the working hours/pay etc. of everyone working for them
- 2 They have professionals in their field to do specific jobs eg. they hire professional editors to edit their films meaning it will probably be of a high quality

This was a high performing response (4 marks awarded).

(b) Explain **two** benefits to Snowflake Films of being structured in this way. (4)

- 1 Snowflake films uses this type of integration so they can generate more profit because any money spent on a project/product would come straight back into the company when they start to sell/market the product.
- 2 They also use this type of integration to use greater synergy, this means the production time would decrease therefore allowing more time for other product or making the one they work on first the best it can be.

**Q08c**

**Targeted Specification Area: Learning Aim A4**

Candidates have been tested on Mainstream products in past papers and usually perform well with the type of question, some however, did struggle to identify more than one characteristic which means that this question differentiated well between LV1 and LV2 learners.

This was a poor performing response (1 mark awarded).

(c) Snowflake Films specialises in producing mainstream film products.  
State **two** characteristics of mainstream products. (2)

1 Global Presence

2

(Total for Question 8 = 7 marks)

This was a high performing response (2 marks awarded).

(c) Snowflake Films specialises in producing mainstream film products.  
State **two** characteristics of mainstream products. (2)

1 They expand and appeal to a wide audience.

2 Bigger budgets and profits.

(Total for Question 8 = 7 marks)

Q09a

**Targeted Specification Area: Learning Aim C2**

This question required candidates to evidence their understanding of using trade publications to advertise a job vacancy. The inclusion of the online and print elements may have been confusing to some candidates, however many were able to show an understanding of the targeted and specific nature of the publication as well as the national context.

This was a poor performing response (0 marks awarded).

9 Media Jobs is a National trade press magazine used by media organisations to advertise for new staff in print and online.

(a) Give **two** advantages for media organisations of using Media Jobs to recruit staff. (2)

1 Word-for-mouth

2 One to one session to show quicker process of writing the job application

This was a high performing response (2 marks awarded)

9 Media Jobs is a National trade press magazine used by media organisations to advertise for new staff in print and online.

(a) Give **two** advantages for media organisations of using Media Jobs to recruit staff. (2)

1 It's a trade newspaper so only the people with media qualifications will read it

2 People from all over the country will see it so you'll get people that are rightly qualified + right for the job

Q09b

**Targeted Specification Area: Learning Aim C2**

This question related to the use of online and mobile apps for advertising job openings within a company. The question was opened out to the employer and employees to allow for wider discussion from candidates and to enable them to identify benefits for all parties. As learners are regular users of these types of facilities on an everyday basis they really did engage with this question and overall performance was high.

This was a poor performing response (3 marks awarded).

(8)

Using social media to find new staff is one of the best way to recruit a new employee because they're so many creative people on social media, therefore many application from a wide range of them being ~~from~~ creative to having the knowledge to work in the industry that you're recruiting for.

Another benefit to posting a <sup>hearing</sup> job ~~ad~~ advertisement on social media is, if the viewers does not want to apply for the job, your company will still get known due to the fact that they're so many people on social media.



This was a high performing response (7 marks awarded).

• people searching for a job.

(18)

By using social media to search for employees, companies will be broadening their search to include people who are already comfortable with certain jobs, since their information and past employments may be there.

As for people searching for jobs, they may be able to communicate with the company before joining, which would mean that the company would already know the person.

Additionally, the companies may use websites as a way to recruit new employees, this is because the type of people that they are looking for may be searching up these types of websites, allowing those people

to know what they are looking for.

People looking for jobs may also find companies using websites for recruitment useful, since they are easy to access and to find.

Companies may also use apps to recruit, since a large amount of people use mobile devices online commonly. This means that they will be broadcasting their search to a larger audience.

People searching for a job may also find this useful for a similar reason, as people will find interesting job opportunities more easily with apps.

**Q10a**

**Targeted Specification Area: Learning Aim A4**

This was a 2-mark Merit/Distinction question which candidates were able to engage with extremely well. This is probably due to the topic covered, learners were asked about viral marketing benefits which was something they were able to discern readily, being as it is a large part of their online interactions.

This was a poor performing response (0 marks awarded).

**10** An independent games company is releasing a new title using a viral marketing campaign.

(a) Explain **one** advantage of using viral marketing.

(2)

You could get it straight away.

This was a high performing response (2 marks awarded).

**10** An independent games company is releasing a new title using a viral marketing campaign.

(a) Explain **one** advantage of using viral marketing.

it has a wide reach ~~and~~<sup>(2)</sup>  
as it can be distributed throughout the  
internet for everyone to see.

**Q10b**

**Targeted Specification Area: Learning Aim A4**

This question discriminated well, it asked for one disadvantage of viral marketing, which is clearly a concept that learners struggled with. As learners spend much of their time interacting with digital technologies and engaging in online activities and can therefore often struggle to see a downside to online interactions of this type.

This was a poor performing response (0 marks awarded).

(b) Explain **one** disadvantage of using viral marketing. (2)

*Doesn't show everything they have in stake.*

(Total for Question 10 = 4 marks)

This was a high performing response (2 marks awarded).

(b) Explain **one** disadvantage of using viral marketing. (2)

*Possibility of customers not enjoying advert of product leading them to not share ~~the~~ with their friends*

(Total for Question 10 = 4 marks)

**Q11a**

**Targeted Specification Area: Learning Aim A4**

In this 2-mark multiple choice question there were quite a few learners that failed to respond correctly and only scored 1 mark or less, which could reflect a lack of understanding of the purposes of public service broadcasters.

Q11b

**Targeted Specification Area: Learning Aim A1**

This question relating to the BBC Trust was the first of its type to be used in a Unit 8 exam paper and proved very tricky for learners to answer without having been fully taught about the Trusts' role and function. Many learners were able to give at least one response and many candidates failed to offer a suitable explanation for their responses which restricted them to only two marks for the identification. It is important that candidates are encouraged to practice responding to these question types and how to offer explanations/exemplification.

This was a poor performing response (1 mark awarded).

(b) The BBC Trust governs the BBC.  
Explain **two** ways the BBC Trust governs the BBC. (4)

1. To broadcast programmes.
2. To make sure there is no inappropriate content.

This was a high performing response (4 marks awarded).

Explain **two** ways the BBC Trust governs the BBC. (4)

1. The BBC Trust ensure the BBC is following their own public service remit. They do this by regulating content created by the BBC and ensuring it informs, Educates or Entertains the viewer.
2. The BBC Trust take action when a product created by the BBC is not subjective or biased. This is due to the BBC's responsibility to stay unbiased or objective.

Q12a

**Targeted Specification Area: Learning Aim B1**

This question asked learners to identify legal issues relating to online content, naming a number of these in their response. Many learners were able to provide valid responses that were actually legal and not ethical issues although often the correct terms/names were not used and meaning was often implied.

This was a poor performing response (0 marks awarded).

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of their blog.

- (2)
1. One legal issue could be if they are a huge fan of some celebrity.
  2. another legal issue could be they want their viewers to know who the celeb is

This was a high performing response (2 marks awarded).

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of their blog.

- (2)
1. that they are not damaging celebrities' reputations
  2. that they do not invade the privacy of the celebrities.

12b

**Targeted Specification Area: Learning Aim B2**

This question was an 8-mark question and was designed to tackle the issues that a blogger may face when releasing content online and to elicit responses around tighter controls. This issues has been addressed in the past and been well received and discussed by learners. The mark scheme was designed to allow for coverage of advantages and disadvantages to the audience and the blogger, which allowed for wider discussions.

This was a poor performing response (3 mark awarded).

The Advantages of having tighter control over blogging and social media is that they will know what to put on their blog and what to not put ~~on~~ on it. It will also make it easier for them to type up their blog knowing what to put on it. But the disadvantages are that they are only allowed certain things on the blog making it harder for them to have a thing to put on it.

This was a high performing response (7 marks awarded).

The advantages of having tighter control over blogging and social media are to just simply control, controlling what people are saying is an advantage because they can avoid lots of problems by just controlling tighter the blogging and social media. Another advantage is to stop spreading negativity, all the untruth comments that can damage your reputation or someone else's reputation.

Disadvantages of controlling blogging and social media are that people are losing their jobs, there is a small chance for it but this is still possible, if the control would be too tight then they will not have anyone to talk/write about. Another disadvantage is if we go to control this tighter blogging and social media, people will be losing profit, because this is the way they are making money.



Another disadvantage is that celebrities could feel to safe and do whatever they want to because they will know that no one going to publish anything and then our normal people will lost a chance to get closer to our favorite celebrities and for example we wouldnt be ~~off~~ able to support them. Not only the negative comments count.

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