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

# Creative Digital Media Production

## Unit 1: Digital Media Sectors and Audiences

Tuesday 16 May 2017 – Morning <b>Time: 1 hour</b>	Paper Reference <b>21526E</b>
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<b>You do not need any other materials.</b>	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. Write your answers in the spaces provided.

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 Identify the example of technological convergence.

- A Changing lenses on a camera
- B Plugging a microphone into a camcorder
- C Streaming video on a games console
- D Watching a programme on a TV

(Total for Question 1 = 1 mark)

2 Give **two** methods for the distribution of radio programmes.

1 .....

2 .....

(Total for Question 2 = 2 marks)

3 A children's television programme is written with some jokes aimed at parents.

What type of audience are the parents?

- A Primary audience
- B Secondary audience
- C Individual audience
- D Active audience

(Total for Question 3 = 1 mark)

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4 Identify the primary research method.

- A Viewing box office sales
- B Reading an online review
- C Looking at audience figures
- D Creating an online survey

(Total for Question 4 = 1 mark)

5 A fade is an example of an editing transition.

Give **two other** examples of editing transitions.

1 .....

2 .....

(Total for Question 5 = 2 marks)

6 Identify a pre-production task for a moving image product.

- A Filming the footage
- B Adding the titles
- C Writing a screenplay
- D Colour grading the film

(Total for Question 6 = 1 mark)

7 Give **two** examples of post-production tasks for a radio product.

1 .....

2 .....

(Total for Question 7 = 2 marks)



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8 Explain **two** reasons why media producers use personalisation in video games.

1 .....

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2 .....

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(Total for Question 8 = 4 marks)

9 A travel magazine aimed at students is distributed as a mobile app.

(a) Give **two** advantages for the reader of the magazine being distributed as a mobile app.

(2)

1 .....

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2 .....

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The travel magazine wants to use readers' own travel pictures and reviews of the places they have visited.

(b) Give the name of this type of content.

(1)

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(c) Give **two** advantages for the travel magazine of including readers' own travel pictures and reviews.

(2)

1 .....

2 .....

(Total for Question 9 = 5 marks)

10 Refer to the table below when answering part (a).

OFCOM report into UK digital TV consumption		
TV	2014	2015
Proportion of UK homes with digital TV	95%	97%
Average length of time TV is watched each day	3 hours and 52 minutes	3 hours and 40 minutes

(a) Identify the correct statement.

(1)

- A** In 2015, there are fewer TVs and people watch less TV
- B** In 2015, there are more TVs and people watch less TV
- C** In 2015, there are fewer TVs and people watch more TV
- D** In 2015, there are more TVs and people watch more TV

(b) OFCOM is one regulator of media products.

Name **two other** regulators of media products.

(2)

1 .....

2 .....



(c) More viewers are accessing media products through online platforms that OFCOM does not control.

Discuss the advantages and disadvantages of OFCOM having more powers to regulate all digital platforms.

(8)

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**(Total for Question 10 = 11 marks)**

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11 A researcher for a website is asked to perform some qualitative, primary research.

(a) Give **two** qualitative research methods.

(2)

1 .....

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2 .....

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(b) Give **two** disadvantages of using qualitative research.

(2)

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2 .....

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**(Total for Question 11 = 4 marks)**

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12 Examples of products from TV genres use similar codes and conventions and narrative structures.

(a) Explain **two** typical narrative structures of a soap opera.

(4)

1 .....

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2 .....

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(b) Explain **two** typical codes and conventions of a TV sitcom.

(4)

1 .....

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2 .....

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(Total for Question 12 = 8 marks)

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13 The following poster is being used to promote a new energy drink.



Some people have complained that this poster is unsuitable.

Discuss the issues of representation linked to the use of this poster.

(8)

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**(Total for Question 13 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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