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Examiners' Report/
Lead Examiner Feedback

Summer 2017

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

Unit 8: Media Industry in Context
(21647E)

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August 2017

Publications Code 21647E_1706_ER

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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 series the Unit 8 exam continues to include multiple choice questions which have proven beneficial to learners in past series', allowing them to choose from a range of responses to gain 1 or 2 marks at LV1.

It is pleasing to see an ongoing stability within the paper performance and learners are more able now to access questions across the range of the specification. There are still occasions where learners do not read the question fully and comprehensively, with the outcome being that they only provide a partially correct response or respond in a manner opposite to the one intended. It is extremely important that learners spend some time focusing on what they are actually being asked. Techniques such as underlining key words or mind mapping responses are often used in the responses achieving higher marks.

There is continued improvement on coverage of the specification content in its entirety and learners seem to have a good grasp of a range considerations and constraints within media production. Working practices and patterns continues to be well covered, although learners must understand a range of benefits and drawbacks as indicated within the specification. Learners should be continually encouraged to concentrate their efforts in the longer response questions where discussion or explanation is required; lower mark questions with command verbs such as give or state do not require lengthy responses and learners should be providing more succinct responses to these.

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, LV1 question, which was generally well answered by learners, many were able to identify that advertising revenue was a source of private funding for a media production company, the others being sources of public funding.

Q02

Targeted Specification Area: Learning Aim A3

This LV1 question was also well responded to by learners with many able to discern that the nature of a community organisation is likely to be less market led and therefore unlikely to be driven by profits.

Q03

Targeted Specification Area: Learning Aim C1

The benefits of fixed term contracts have been covered in past papers, however, the person benefitting from the contract often changes and it is this that learners were required to focus on. Here learners were asked about the benefits of a fixed term contract to an employee which many learners were able to discern, offering a suitable response.

This response gained 0 marks.

3 Give **one** benefit to the employee of a fixed term contract.

~~more~~ interesting jobs.

(more of a wide range interesting jobs.)

This response gained 1 mark.

3 Give **one** benefit to the employee of a fixed term contract.

They will always get a pay check.

Q04

Targeted Specification Area: Learning Aim A4

This was a new approach to covering niche products, an area that learners do have a good understanding of. One correct response from the grid was already provided for learners and they were asked to provide two more. Many learners were able to identify both responses, understanding that niche publications will often cover special interests and attract smaller audiences.

This response gained 1 mark.

Angling Times is a niche publication.

Identify **two** other niche publications from this list.

1 Today's golfer

2 Hello

This response gained 2 marks.

Angling Times is a niche publication.

Identify **two** other niche publications from this list.

1 "Today's golfer" for a small amount of people

2 "Surfing magazine" for a small amount of people

Q05

Targeted Specification Area: Learning Aim B1

Health and safety is an area of the specification that learners are able to engage with and many gave at least one valid response to this question, however, many responses focussed on aspects such as protection of employees and prevention of injury as well as protection for the employer from legal action. It would be beneficial to learners to have a broader understanding of range of aspects of health and safety such as reducing stress and increasing productivity amongst the workforce.

This response gained 1 mark.

5 Health and safety laws are an important legal consideration.

Give **two** reasons why health and safety laws are important.

1 because it protects employees

2 prevent injury's

This response gained 2 marks.

5 Health and safety laws are an important legal consideration.

Give **two** reasons why health and safety laws are important.

1 Employers of the company don't get injured.

2 They know what dangers there are such as equipment.

Q06

Targeted Specification Area: Learning Aim B2

This question was intended to draw learners towards thinking about content advisories such as warnings and age ratings. However, many learners saw this as a means of advertising the products content. This was agreed to be acceptable as advertisements often contain content advisories, however, a one word response such as 'age rating' or 'warning' was all that was required.

This response gained 0 marks.

6 Media companies advise audiences about the content of their products.

State **one** way they do this.

Terms & Conditions.

This response gained 1 mark.

6 Media companies advise audiences about the content of their products.

State **one** way they do this.

By the age rating or at the start of a video it
says ~~forex~~ ex includes strong language

Q07

Targeted Specification Area: Learning Aim B2

There was some confusion from learners regarding what the watershed actually is and it is important that centres cover this essential part of the broadcast code and the varying reasons that it exists. Many learners were able to provide one valid response which often related to protecting children from inappropriate content.

This response gained 1 mark.

7 Give **two** benefits of having the watershed.

- 1 NO children will be exposed to the content.
- 2 All adults will be sucked into the content and watch it.

This response gained 2 marks.

7 Give **two** benefits of having the watershed.

- 1 9pm after adults can watch films with graphical content
- 2 to ensure that ~~children~~ children don't watch these programmes as they aren't on during the day

Q08a

Targeted Specification Area: Learning Aim B3

For this two-mark, explain question, learners were provided with a benefit and asked to offer another. Some learners struggled not to reference this in their responses or to find a separate, distinct benefit such as broadening experience and gaining a reputation within the industry. Learner's responses that were unable to demonstrate this were not able to access the higher marks.

This response gained 1 mark.

8 Working for a client allows media producers to get feedback from the client on their work.

(a) Explain **one** other benefit for media producers of working for a client. (2)

Here work is being acknowledged and praised by others for their hard work

This response gained 2 marks.

8 Working for a client allows media producers to get feedback from the client on their work.

(a) Explain **one** other benefit for media producers of working for a client. (2)

There is a potential for future clients, should they produce what they want

Q08b

Targeted Specification Area: Learning Aim C1

It is possible that a number of learners did not read this question fully as all they were asked to provide was a possible freelance role such as camera operator, director etc. Instead a number of learners seemed to focus on benefits or drawbacks which have been covered in past papers, this is a clear example of how learners should be sure they clearly read and understand what the question is asking of them.

This response gained 0 marks.

Media producers are also often employed on a freelance basis.

(b) Give **one** freelance role within the creative media industry.

If your a freelance you can ~~work~~⁽¹⁾ work
felxible & hours that suit you.

This response gained 1 mark.

Media producers are also often employed on a freelance basis.

(b) Give **one** freelance role within the creative media industry.

A photographer (1)

Q08c

Targeted Specification Area: Learning Aim C1

A large number of valid responses were given to this question with many learners able to identify the transient nature of freelance work and the lack of employee benefits related to this way of working. Responses that did not gain any marks merely offered a benefit rather than a drawback.

This response gained 0 marks.

(c) Give **one** drawback of working freelance.

(1)

So you can work in your own time
with out someone say to you.

This response gained 1 mark.

(c) Give **one** drawback of working freelance.

(1)

You want always have something to work on if
people aren't employng you.

Q09a

Targeted Specification Area: Learning Aim A3

This question required learners to offer Horizontal Integration as a response and many were able to do so. Other responses were also accepted as long as 'horizontal' was identified then benefit of doubt was given to the learner. A number of learners did offer vertical integration as a response and learners should understand to discriminate between the two.

This response gained 0 marks.

9 Cascade Games owns a number of different production companies in the gaming sector.

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

(1)

of co-licensing

This response gained 1 mark.

9 Cascade Games owns a number of different production companies in the gaming sector.

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

(1)

Horizontal integration

Q09b

Targeted Specification Area: Learning Aim A3

It was pleasing to see a large number of learners being able to offer at least one or two valid responses to this question even if they had not been fully and effectively explained. It is important to ensure that learners are aware that the 4 mark questions require them to explain the benefit that they have identified otherwise they will be unable to gain the second mark for each response.

This response gained 2 marks.

(b) Explain **two** benefits for Cascade Games of being structured in this way.

(4)

1 They spend less money on the production

2 They have easy and fast access to different stages of the production

This response gained 4 marks.

(b) Explain **two** benefits for Cascade Games of being structured in this way.

(4)

1 They can grow their audience more efficiently, because of their expansion over the many production companies.

2 They can put together more ideas, and create better products for their audience by working together.

Q09c

Targeted Specification Area: Learning Aim C4

This is a one-mark LV1 question and does not require a lengthy response. The benefit to the company of a strong brand identity has been covered will in past papers and the majority of learners were able to offer a valid response. Whilst learners are not tested on their spelling and grammar, it is important that the wording of their response can be considered explicitly correct without having to imply meaning.

This response gained 0 marks.

(c) Cascade Games is the company's brand name.

State **one** benefit for Cascade Games of having a strong brand identity.

(1)

So they can stay out to people.

This response gained 1 mark.

(c) Cascade Games is the company's brand name.

State **one** benefit for Cascade Games of having a strong brand identity.

(1)

Consumers will ^{have} ~~be~~ more trust in them and want to buy their product.

Q10a

Targeted Specification Area: Learning Aim B2

This two-mark explain question asked learners to provide a means by which the industry could respond to illegal downloads. Again, learners are required to offer an identification and an explanation. This needs to be reasonable and in line with current market solutions, enforceable by the company. As such responses that related to putting copyright on the materials were not rewarded as this merely a means of identifying who the work and associated rights belong to and not a means of physically preventing downloads such as anti-piracy technology.

This response gained 1 mark.

10 Goldsby Records wants to make its artists' music available online, but the company is concerned about illegal file sharing.

(a) Explain **one** way Goldsby Records could prevent people from illegally downloading its music.

(2)

They could share it and secure it so it can't be downloaded or they can take a fee for listening to it.

This response gained 2 marks.

10 Goldsby Records wants to make its artists' music available online, but the company is concerned about illegal file sharing.

(a) Explain **one** way Goldsby Records could prevent people from illegally downloading its music.

(2)

Having a secure website that doesn't allow people to share the songs they buy

Q10b

Targeted Specification Area: Learning Aim B2

Learners have been asked to look at the impact of illegal downloads in past papers and have been able to respond well to this 8-mark question, providing a range of impacts on the industry as a whole. Responses that gained higher marks were able to offer a well-rounded response which considered the impact on both the industry and consumers and which contained a balanced consideration of the points they raised.

This response gained 3 marks.

(b) Discuss the impact of illegal downloads on the music industry and consumers.

(8)

~~illegally~~ Illegal downloading in the music industry is bad for the industry ~~because~~ because if you download music illegally then the Artist does not receive money, like they would if you downloaded it legally. This means they stop producing music because they don't have enough money. The impact on consumers is also bad because illegally downloading music is against the law and you ~~can~~ go to jail time.

This response gained 8 marks.

(b) Discuss the impact of illegal downloads on the music industry and consumers. (11)

There are many reasons on how illegal streaming can have an impact on ^{the music industry} illegal downloads. For instance many people can illegally download the product from the internet which means less people would buy it from the music industry which can have the company ^{lose} a lot of money. Secondly since the product would be available illegally online the product would be as secure which means viruses could be spread on people's phones. Thirdly since it may not be secure the person who downloads the product could be subject to hacking and people stealing his/her personal information.

Another reason why it could affect the music industry is that they would have to work extra harder ^{to stop illegal file sharing which} could delay in future projects. Illegal file sharing can also affect consumers in a way that they may get ~~prosecuted~~ ^{prosecuted} since they illegally downloaded the files. Illegal downloads could give a bad reputation for the ~~media~~ ^{music} industry because of illegal downloading. The music companies could shut down due to the lack of income and consumer and as well as that illegal downloading could affect the media industry as they ~~would~~ ^{would} be able to keep track of how many people looked at or downloaded the product file.

Q11a

Targeted Specification Area: Learning Aim C2

Many learners were able to offer at least one valid response, with two responses seeming to stretch some learners' abilities. The smaller circulation of these types of publication was the main focus, however, learners could have focussed on scope of influence and consumer age-ranges as well as the slower turnaround of such publications within their responses. There did, on occasion, seem to be a lack of understanding of the local press overall.

This response gained 1 mark.

11 A local media company needs to advertise for new staff.

(a) State **two** disadvantages of using the local press to advertise for new staff.

(2)

- 1 You'll only be reaching out to people in a small area.
- 2 The viewer ship isn't that large.

This response gained 2 marks.

11 A local media company needs to advertise for new staff.

(a) State **two** disadvantages of using the local press to advertise for new staff.

(2)

- 1 Doesn't spread as fast or as widely so less chance of new staff.
- 2 You don't know if any are actually interested in the job.

Q11b

Targeted Specification Area: Learning Aim C2

Learners do manage to engage better with questions that relate to the use of modern technology and platforms as these are areas they are more familiar with, as a result this question was very well responded.

This response gained 1 mark.

(b) Give **two** benefits of using interactive media as a means of advertising for new staff.

(2)

- 1 So people can look on there phone to see if there is jobs.
- 2 So people can listen to radio to hear if there is job.

This response gained 2 marks.

(b) Give **two** benefits of using interactive media as a means of advertising for new staff.

(2)

- 1 easily accessible - easy access so more people are likely to see it
- 2 Better chance of finding the worker you want because more people will see it

Q12a

Targeted Specification Area: Learning Aim C3

Again the online nature of the portfolio meant that learners were able to engage with the question and provide at least one accurate response, although for this question they were asked to look at disadvantages which they often do struggle with to a certain extent.

This response gained 1 mark.

12 Media professionals can showcase their work by creating online portfolios.

(a) Give **two** disadvantages of using online portfolios to showcase work.

(2)

- 1 Time consuming.
- 2 It's not alot impressing.

This response gained 2 marks.

12 Media professionals can showcase their work by creating online portfolios.

(a) Give **two** disadvantages of using online portfolios to showcase work.

(2)

- 1 They may not show the artists full work
and may only show their best work.
- 2 It can take a long time to make and
create.

Q12b

Targeted Specification Area: Learning Aim C3

Showreels do not seem to be as familiar to learners as online portfolios, however, they are a valid recruitment tool used within the industry and learners are required to be familiar with them. Overall, learners were able to offer one valid explanation of a benefit, however many struggled to find two and again there was a tendency to offer two identifications rather than full explanations.

This response gained 2 marks.

(b) Another way of showcasing work is to make a showreel.

Explain **two** benefits of using showreels to showcase work.

(4)

1 The employer will think the employee is really skillful and might have a better chance of getting the job.

This response gained 4 marks.

Explain **two** benefits of using showreels to showcase work.

(4)

1 It shows the producer the type of work in the format it would be viewed in so it give a more accurate example of work.

2 You can make it fast and easy to show as you can add all of your past projects, but show them efficiently in a small time.

Q13a

Targeted Specification Area: Learning Aim C1

This question was responded to well and learners were able to identify benefits such as employee loyalty and knowledge of the employee's abilities and skills. Some learners were also able to identify the benefit of a set wage bill and their being less need for constant recruitment of new staff.

This response gained 1 mark.

13 Picture Frame TV employs many permanent staff.

(a) State **two** benefits to the company of employing permanent staff.

(2)

1 More loyal to the company

2 works more hours making the company earn more ^{profit} money.

This response gained 2 marks.

13 Picture Frame TV employs many permanent staff.

(a) State **two** benefits to the company of employing permanent staff.

(2)

1 They get used to the company and well known by other staff.

2 They can get promoted which means a low cost for the company.

Q13b

Targeted Specification Area: Learning Aim B1

This question was an 8-mark question and was designed to tackle the legal and ethical issues that a production company may face when producing a new sitcom. This genre was chosen as it requires use of stereotypes and comedy all of which could be potentially offensive. Many learners were able to identify the need to consider protected characteristics and to ensure that content was not offensive and age appropriate, all of which are ethical considerations. Some learners did start to look into legal considerations, however, these were often limited and lacked full and detailed discussion.

This response gained 3 marks.

(b) Picture Frame TV wants to commission a new situation comedy (sitcom) for its television channel.

Discuss the legal and ethical issues Picture Frame TV will have to consider in terms of the content of the sitcom.

(8)

- make sure its suitable for all ages
- make sure they do not offend ~~minority~~ groups even if its a joke
- place no overly violent scenes
- make sure its not explicit - bad language sexual content
- dont use any copyright music if they do not have permission

This response gained 8 marks.

(b) Picture Frame TV wants to commission a new situation comedy (sitcom) for its television channel.

Discuss the legal and ethical issues Picture Frame TV will have to consider in terms of the content of the sitcom.

(8)

Firstly they will have to consider the signs and ~~signs~~ symbols they put in the show so no religion is offended or targeted because if so they could be in trouble or sued for their actions because it could be seen as a hate crime.

Secondly they will have to consider the language they use because if it is too offensive then it might not be allowed on tv or it will be have to be after the watershed because it could possibly offend children.

Thirdly they have to not promote violence or crimes because kids could copy these actions and if there promoting something illegal then they could be sued or shut down by the police because it is illegal.

Finally they have to not add any racial undertones in because this could offend minorities and there would be alot of complaints from people of a certain race also it is ethically wrong to target a certain race and there could be legal battles if there are racial ~~words~~ undertones.

Summary

Based on their performance on this paper, learners should:

- Use appropriate technical language throughout your responses.
- Pay attention to the command word in the question, eg. explain will require an expansion of a point, discuss requires looking at both possible points/arguments.
- Use the number of marks available as a guide to the depth of response required eg. a one-mark question will not require a detailed response, time can be better used elsewhere.
- Be familiar with the requirements of the specification, such as, in relation to benefits and drawbacks, and the wider context of each aspect of the learning aims.

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