



January 2018

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	18	25	32	39

Introduction

This is the eighth version of this paper sat by learners and it is pleasing to see consistent performance within this unit, with a stabilisation of the results. Many learners have been finding the paper accessible, therefore achievement has been consistent overall.

Introduction to the Overall Performance of the Unit

There seems to have been lower performance on the LV1 questions than in past papers. As the papers have developed we have sought to try and simplify language to make the paper more accessible. It would be beneficial to review this further to find a middle ground as some wording may have been unfamiliar and thrown learners.

In addition to this factor, the extensive work that was undertaken to make the 8-mark M/D questions more accessible has continued to prove successful, and means that there are often some more discursive responses being provided by more learners. Overall the 8-mark questions, whilst generally good discriminators (10b being more accessible), were more accessible than in the previous series, but similar to 1701.

Individual Questions

The following section considers each question on the paper, providing examples of popular learner responses and a brief commentary of why the responses gained the marks they did. This section should be considered with the live external assessment and corresponding mark scheme.

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

Q1 Identify one common feature of an international media organisation.

Targeted Specification Area: Learning Aim A3

This was a multiple choice, LV1 question, which proved very accessible to learners, many of whom were able to identify one feature of an international media organisation.

Q2 Identify one benefit of a permanent contract.

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 a permanent contract

Q3(a) Orchid Print chooses to promote a member of staff to the role of journalist.

State two benefits to Orchid Print of promoting staff internally.

Targeted Specification Area: Learning Aim C2

Learners were generally able to respond well to this question and were able to identify the benefits to the company of promoting internally. Some learners did get confused and offered responses that related to the benefits to the employee, it is important that learners read the question carefully to avoid this kind of confusion.

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

3 Orchid Print chooses to promote a member of staff to the role of journalist.
(a) State **two** benefits to Orchid Print of promoting staff internally. (2)

- 1 - no influence of outside companies/organisations
- 2 - guaranteed skill and right attitude of workforce

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

3 Orchid Print chooses to promote a member of staff to the role of journalist.
(a) State **two** benefits to Orchid Print of promoting staff internally. (2)

- 1 It does not require them to put up adverts for the job externally.
- 2 They do not have to train the ~~new~~ employee because they will already be familiar with the role.

Q3(b) Orchid Print wants new, talented people to join its team.

State two benefits to Orchid Print of advertising in the national press.

Targeted Specification Area: Learning Aim C2

Overall, most learners were able to identify at least one benefit of national advertising. There were still a few learners that confused national with international and identified worldwide audiences instead of a wider audience.

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

(2)

- 1 Word of mouth, people will converse to other people about the opportunity to work with them
- 2 The national press is accessible to everyone and anyone in the nation.

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

(b) Orchid Print wants new, talented people to join its team.
State **two** benefits to Orchid Print of advertising in the national press.

1. ~~the~~ National press ~~advertises~~ ^{are respected,} titles, meaning more people read it and so more people will see their advertisements.

2. it is an established practise, meaning people know they can look for job advertisements in the national press.

Q3(c) Orchid Print produces independent products.

State one characteristic of an independent product

Targeted Specification Area: Learning Aim A4

This question has been asked in past papers and learners are usually able to provide a valid response. There seemed to be some confusion regarding an independent product and independent working. Some learners offered a benefit to independent working instead of an independent product.

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

(1)

individual

(Total for Question 3 = 5 marks)

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

(1)

independent products are likely to be of low budget ~~to~~ budget.

(Total for Question 3 = 5 marks)

Q4 A privately funded TV production company needs to generate income.

Give two ways it could do this.

Targeted Specification Area: Learning Aim A2

This question asked learners to identify two ways a company could generate income. Many learners were able to do this, there was still, however, some confusion between public and private funding and therefore some learners still seemed to think that the TV license is a means of generating private income.

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

4 A privately funded TV production company needs to generate income.
Give **two** ways it could do this.

1 TV licence

2 advertisements

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

4 A privately funded TV production company needs to generate income.
Give **two** ways it could do this.

1 Advertisements

2 Subscriptions.

Q5 The BBC and Channel 4 are public service broadcasters.

Explain one responsibility of a public service broadcaster.

Targeted Specification Area: Learning Aim A1

The responsibilities of the BBC and public service broadcasters have been covered in past papers and therefore many learners were able to provide at least a partial answer for this question and as a result would achieve at least one mark. Learners need to offer a suitable explanation in these types of questions and not just make statements as this will prohibit them from accessing the higher marks.

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

5 The BBC and Channel 4 are public service broadcasters.

Explain one responsibility of a public service broadcaster.

One responsibility of a public service broadcaster is to provide an interest. This means ~~the~~ putting on shows that both will interest the ~~divdience~~ audience.

(Total for Question 5 = 2 marks)

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

5 The BBC and Channel 4 are public service broadcasters.

Explain one responsibility of a public service broadcaster.

To appeal to the majority and minority of the population, this is so that that whatever your race, gender, ~~religion~~ ~~religion~~ or beliefs you can always find something that suites you.

(Total for Question 5 = 2 marks)

**Q6 UK media broadcasters, such as Channel 4, are regulated by Ofcom.
Explain two responsibilities of Ofcom.**

Targeted Specification Area: Learning Aim A1

This question related to the responsibilities of Ofcom and required learners to explain two of these. This has been covered in past papers and can be answered successfully but there still seems to be some confusion amongst learners regarding what exactly Ofcom do. Many learners were stating that they pre-approve all broadcasting content, which is not feasible, with Ofcom tending to react more to complaints, than viewing all programmes broadcast on UK networks.

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

Explain two responsibilities of Ofcom.

1. Ofcom regulates TV shows making sure what is said is appropriate for the younger audiences before 9pm then after the show is allowed to sit at what they want this is called watered.
2. Ofcom also regulate adverts that are shown making sure that they don't offend or discriminate.

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

Explain two responsibilities of Ofcom.

- 1 Ofcom ensures that broadcasters are not breaking the law in anyway and supervises them so they can identify any content that is breaking the law
- 2 Ofcom ensure that broadcasters are operating in a ethical way, meaning that they are not showing harmful content, ^{and} bad language ~~but~~ without a warning or after the water shed and they are not being bias or influencing audiences' moral reasoning

Q7 A media production company is working for a client.

State two disadvantages of working for a client.

Targeted Specification Area: Learning Aim B3

This question was well responded, learners engaged well with the concept of working for a client and gave a good range of responses, although some were slightly confused between this and freelance working. Although many freelance workers will work for clients it was specifically the aspect of engaging with a client brief that learners were being asked about.

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

- 1 you have no say in what your making so you can't give your opinion
- 2 you have to do all the things you ~~are~~ have been told to do.

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

1. Set headline

2. Creativity restricted

Q8 Every year the TV industry loses money because of unlawful practices.

Give two types of unlawful practice affecting the TV industry.

Targeted Specification Area: Learning Aim B2

Many learners struggled with this question. Learners were being specifically asked to look at the TV industry and way in which they may lose money, however, some responses included other industry sectors such as print.

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

1. piracy

2. libel and slander claims

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

1. illegal download

2. pirate website that show movie for free.

Q9 State one benefit to employees of equality legislation.

Targeted Specification Area: Learning Aim B1

This 1-mark LV1 question was well answered and most were able to identify that equality legislation allows for parity of treatments amongst workers, such as equal pay.

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

money

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

they are not discriminated by other because of gender, religion and background.

Q10(a) A freelance worker relies on word of mouth networking to make new contacts.

State one benefit of word of mouth networking.

Targeted Specification Area: Learning Aim C2

Learners have been tested on word of mouth networking in past papers and most were able to offer a suitable benefit. It is important to remember that for these 1 mark LV1 questions learners only need to offer a short response in order to gain a mark.

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

You have control over what you do.

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

10 (a) A freelance worker relies on word of mouth networking to make new contacts.

State **one** benefit of word of mouth networking.

(1)

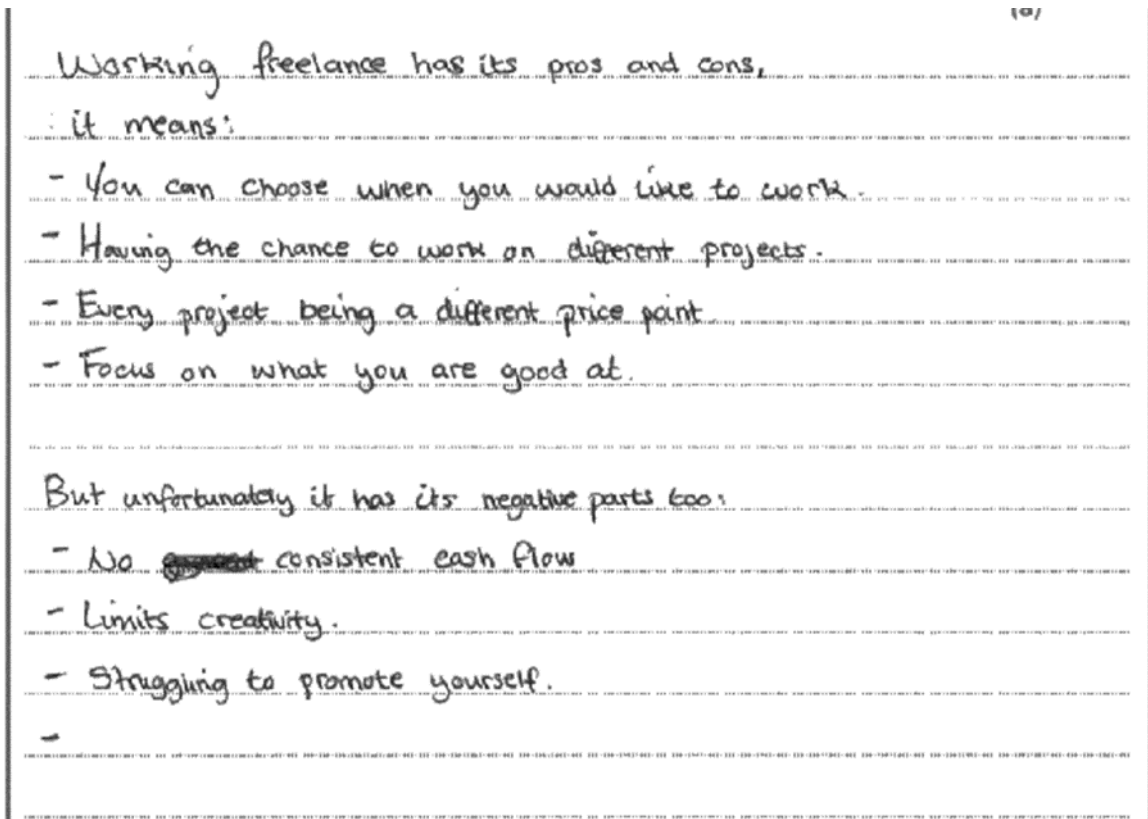
It's free

Q10(b) Discuss the advantages and disadvantages for media professionals choosing to work on a freelance basis.

Targeted Specification Area: Learning Aim C1

This question allowed learners to discuss the benefits and drawbacks of freelance working in greater detail than has been covered in the past and was found to be well answered. Overall, learners were able to identify more benefits than drawbacks and many responses lacked balance, however, working patterns seems to be well taught in centres and therefore quite successfully answered.

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



This was a high performing response (8 marks awarded)

(8)

An advantage for a medical professional choosing to work freelance is that they get much more creative control. This means they can choose how the finished product of their projects looks like. They can also work on a more flexible basis. They can choose when or whether or not they apply for jobs and even if they do they do not have to work a 9-5 or go into an office. So they can work whatever hours and wherever places they choose. Another benefit is that there is less input from other people you don't have to be controlled by borders or regulations or people you don't get on with. *guidelines*

One disadvantage is it must get quite lonely working on your own. You also don't have people to help with you so you have to do it all yourself and motivate yourself. Also if you are stuck or just choose there is nobody who can come and help or take over. You also wouldn't have as much structure to your schedule so it would get easy to get into bad sleeping and eating patterns because of a lack of routine. There could also be the fact that there is

no stable income. So you might have lots of jobs and get getting lots of money but then suddenly their can be a such ~~change~~ and then their may be no work for months. Better with everyone has regular payments Rent, bills, food and sometimes if you spend ~~some~~ lots of money while work is everywhere you may forget to save some for when work is slow and all of a sudden a few weeks ago these regular payments could be easy when their is a dry spell they could be much more difficult. Also to be a freelancer you must have alot of discipline on order to make yourself work.

(Total for Question 10 = 9 marks)

Q11 An employee in a media company is applying for a better paid job.

Give two advantages to the employee of using a digital CV to showcase their work experience.

Targeted Specification Area: Learning Aim C3

Digital showcases have been covered extensively in past papers and learners have a good understanding of how a digital CV can be beneficial to both a potential employer and employee. Learners have covered this topic well and are able to express their understanding quite competently.

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

experience.

- 1 It can be safely stored/ saved in a USB drive.
- 2 Neat and readable (Clear handwriting).

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

- experience.
- 1 Can be updated and re worked at any time
 - 2 easily include links to work that you have done

Q12(a) Wicker Owl Films is a national film production company.

Give two common features of a national media organisation

Targeted Specification Area: Learning Aim A3

Although the question asked for 'common features' as opposed to benefits or drawbacks of a national company, learners seemed to understand what was required and the adjustment to the wording from past papers did not have an effect on the learners ability to answer the question. Many learners were able to provide at least one valid response.

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

- 1 ~~The~~ The company ^{is} has in more than one different area. (2)
- 2 more than one language.

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

- 1 ~~They are great nation wide~~ They will be recognized anywhere in one given nation (2)
- 2 They have wider range of audiences

Q12(b) A multinational media conglomerate specialising in different media industries has approached Wicker Owl Films to offer a merger.

Explain two benefits to Wicker Owl Films of merging with a multinational media conglomerate.

Targeted Specification Area: Learning Aim A3

This question covered a part of the specification that seems to have been well taught and there is a good understanding of multi-media conglomerates amongst learners. Many were therefore able to access at least 2 marks by identifying 2 benefits, however, learners required more skill and knowledge to explain the impact of these and some explanations were repetitive or concentrated on the same feature.

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

1. they both have people very skilled⁽⁴⁾ in their own departments so they will earn even more money
2. they will be all over the world so they get even more customers

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

- conglomerate.
- (4)
1. A multinational media conglomerate ~~now~~ will have more resources which can be shared with Wicker Owl Films. This would increase production value and efficiency, generating more revenue in the long run as they can charge more.
 2. Wicker Owl Films could gain international exposure due to being part of this conglomerate, which would increase profit margins due to having a larger audience.

Q13 State two common features of a media cooperative.

Targeted Specification Area: Learning Aim A3

This was a 2-mark LV1 question which learners have been unable to access as well as compare to previous series. Although past papers have covered cooperatives extensively it could be that the term 'common feature' has confused learners as past papers have typically asked for benefits or drawbacks.

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

1. Online Resources

2. Working with a team

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

Q13 State two common features of a media cooperative.

1. media cooperatives work together

2. there is a shared profit

Q14 One benefit of being a privately funded media company is being able to make more money.

Give two other benefits of a media company being privately funded.

Targeted Specification Area: Learning Aim A2

Learners seemed to struggle with the benefits of private funding and concentrated instead on features such as means of generating revenue. It is important that learners are offered the opportunity to explore the nature of private funding and the opportunities offered by this type of business model, as opposed, for example, to public funding.

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

1 Have more choice over what content to create.

2 Can choose what gets shown.

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

1 More editorial freedom

2 ~~Also~~ They're able to distribute their profits where they choose.

Q15(a) One disadvantage of copyright law is that it limits creativity.

State one other disadvantage of copyright law.

Targeted Specification Area: Learning Aim B1

This question asked learners to identify the drawbacks of copyright. Many learners were able to provide some innovative responses to this question, which related clearly to the issues of enforcing copyright in a digital age.

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

you are not using your own time
and equipment to make sounds or content.

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

State one other disadvantage of copyright law. (1)
Limits the amount of content you are able to
use.

15(b) A large games production company is going to copyright a game design and game characters.

Discuss the benefits to the company of using copyright to protect its intellectual property.

Targeted Specification Area: Learning Aim B1

This question was an 8-mark question and was designed to challenge learners to discuss the benefits of copyright protection to a games company. Many learners were able to relate this to a games context and even offered some recent, relevant examples. The learners that performed less well tended to list their responses and failed to explain the overall benefits relating to the company and not the individual or end user.

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

Benefits

- You will make more money.

~~It helps the company to expand.~~

Its legal

It stops people from taking their idea and copying it.

People will know what company made it.

It protects them from people ~~for~~ who want to steal.

This was a high performing response (6 marks awarded).

By copyrighting their design and characters, the games production company is ensuring that they ~~receive~~ have control over the content that they have created. This means that they must be asked ~~permission~~ for permission by people who wish to use, copy and modify, or ~~display~~ display their content, ^{so} ~~that~~ they ~~will~~ will not lose money if people ~~start~~ steal stealing their ideas or claiming their content as their own.

Furthermore, having copyright on their content means that if ~~a~~ someone does infringe the ~~the~~ copyright, they can be fined or dealt with in other ways.

However, by copyrighting their content, one game production company is limiting other people's creativity by taking away their right to be ^{inspired} ~~inspired~~ by and build on their content and putting them in a situation where they can even be punished doing so.

Another disadvantage of the game production company copyrighting their content is that people generally ignore copyright laws so they would have wasted time and money in putting in place and enforcing a system that ~~does not~~ is not even effective.

(Total for Question 15 = 9 marks)

Summary

Based on their performance on this paper, learners should:

- Provide balanced responses to evaluative questions
- Avoid misinterpretation/misunderstanding of the demands of question
- Have a well-rounded knowledge and understanding of certain key concepts or areas of the specification
- Make consistent use of media terminology within their responses
- Be careful of poor use of grammar and vocabulary which could potentially affect the readability of their response

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