

Mark Scheme (Post-standardisation)

January 2018

BTEC NG Level 1 / Level 2 (21647E)
Unit 8: Media Industry in Context



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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded.
- Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1	1 mark for A Global presence	(1)

Question Number	Answer	Mark
2	1 mark for C Regular wage	(1)

Question Number	Answer	Mark
3(a)	1 mark for each example (maximum 2 marks). <ul style="list-style-type: none"> • low cost • quick • candidates are familiar with the company and role • maintain a motivated workforce • awareness of strengths and weaknesses of candidates • more time to assess candidates abilities <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • respected titles • established practice • nationwide coverage • larger audience • exposure in media sections • covers all media sectors • print and digital format • flexibility on size and cost of advert • helps raise the profile of the company/brand • varied range of applicants/talents <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(c)	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • limited distribution channels • importance of word of mouth • limited marketing • viral and guerrilla marketing campaigns • low budget • lower production values • challenging • risk-taking • alternatives to generic products • experimental form and content • independent spirit / can be niche • privately / self-funded <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
4	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • sales of its TV programmes to broadcasters • running online and live competitions / paid for voting • companies paying to sponsor their programmes • selling shares in the company • private investment • grants • merchandising • advertising / marketing • donations / crowdfunding campaigns • identifying new markets / new shows • product placement <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
5	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks).</p> <ul style="list-style-type: none"> • Serve the public interest (1) by providing diverse content that serves all the communities within the UK (1) • Promote education and literacy (1) by producing educational content and programming (1) • Stimulate and support creativity and technological advancements (1) through funding and employment of talented workforce (1) • Promote awareness of different cultures and viewpoints (1) by representing minority interests and promoting multiculturalism (1). <p>Accept any other appropriate answer.</p>	

	Do not accept 'provide a public service'.	(2)
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Question Number	Answer	Mark
6	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one benefit).</p> <ul style="list-style-type: none"> • To stop invasion of privacy (1) to ensure people's private lives are protected (1) • To uphold levels of decency (1) ensuring content does not offend members of the audience (1) • Ensuring that competition can thrive (1) by providing a fair marketplace (1) • Ensuring fairness in reporting of information to the public (1) to ensure companies and individuals are not misrepresented (1) • Setting and enforcing regulatory rules (1) by investigating complaints and issuing fines • Making sure content is suitable for the intended age group (1) ensuring the protection of children and vulnerable people (1). • Investigating viewer complaints (1) and informing the public of outcomes (1) • Ofcom regulate news reporting (1) to ensure balance (1) • Ensuring that licences are regulated and controlled (1) to stop pirate or unregulated broadcasters reaching an audience (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
7	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • constrained by working to a brief • design restrictions • content defined by client • must use client's house style • often have limited budgets • takes up time and resources • can be short term • less credit for the company • time restrictions/deadlines • conflicts with client • potential for underpayment • client may go bankrupt <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • illegal downloads • file sharing • unofficial online streaming sites/torrent sites • piracy • plagiarising news content • breach of copyright • not paying TV license <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • consideration of protected characteristics • protects against discrimination • ensures employee rights • protects children and animals • covers unsociable hours • protects against positive discrimination. • improves working environment for employees <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
10(a)	<p>1 mark for</p> <ul style="list-style-type: none"> • low cost/it's free • speed/quick • less risk • applies to all sectors • allows for recommendations • rewards effort • more personal • trustworthy sources <p>Accept any other appropriate answer.</p>	(1)

Question Number	Indicative Content	Mark
10(b)	<p>Advantages may include the following:</p> <ul style="list-style-type: none"> • there can be flexibility of working hours allowing a better work/life balance • there is potential for greater income from working on multiple contracts • ability to work on a wide range of products utilising/developing a range of skills 	

- | | | |
|--|---|--|
| | <ul style="list-style-type: none">• freelancers have the ability to work from home minimising travel costs, etc.• freelancers can develop a more varied showreel, which can help them get more work• freelancers can have more creative freedom in the development of their products leading to a greater work fulfilment• freelancers have the ability to pick and choose projects that interest them• freelancers can have a wider range of contacts established in the industry as they work on multiple projects• freelancers can develop a reputation across media sectors giving them broader opportunities. | |
|--|---|--|

Disadvantages may include the following:

- there is a lack of security, which means that no work is guaranteed at any given time
- workers do not receive a regular salary so they will need to be good at saving and managing money
- there are no employee benefits, which means that they will not get paid when they are sick or on holiday. There will also be no maternity/paternity leave if they choose to have a family
- there is an uneven workflow, which means that they may be busy at some times of the year but quiet at others
- often workers will work on their own, which can lead to isolation and lack of interaction with other media professionals
- workers will need a great deal of self-motivation and self-discipline in order to find work and keep working on projects even if they are boring or uninspiring
- need to be good at time management as workers can often have many jobs on at one time and will often have deadlines to

		<p>meet</p> <ul style="list-style-type: none"> • there are no promotional opportunities as you do not work within a company so you cannot climb the ladder or promote yourself to a higher position with better pay • there is a need to be constantly updating resources and undertaking self-promotion to ensure that there is always work available and money coming in. 	(8)
Level	0	No rewardable content.	
1	1 - 3	A few key points identified or one points described in some detail. The answer is likely to be in the form of a list. Points identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.	
2	4 - 6	Some points identified or a few key points described. May be written as a list, however the list will cover more points than those in mark band one. Most of the points will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.	
3	7 - 8	Range of points described or a few points explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of points will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.	

Question Number	Answer	Mark
11	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • it is flexible and easy to change/update • low cost to produce • it reflects established practice within the industry • can be tailored to suit the job being applied for • allows applicants to illustrate practical skill • makes use of digital technology and highlights digital skills • suitable to use across all media sectors • it offers the employer a concise picture of an applicant • can embed video, animation, multimedia or images • can add links to past clients and projects <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12(a)	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • it will have national coverage and distribution • it can use shared delivery systems • provides a national focus for its products • allows it access to wider recruitment and training opportunities • ability to compete in local and international markets • may have regional offices • content targets national audience <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12(b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one example).</p> <ul style="list-style-type: none"> • Allows Wicker Owl Films a global presence in which to market its products (1) so that there is a greater potential income for the company (1) • Business will be market-led (1) providing greater access to and understanding of current market trends (1) • Company will be profit-driven meaning access to greater income from work produced (1) that can be reinvested for future productions (1) • Can make use of synergy (1) by using one company to support and promote the activities of another company (1) • The conglomerate owns a range of cross media platforms (1) meaning its films will easily be able to be promoted on a radio show, for example (1). • Merged company will have access to more resources (equipment, personnel) (1), enabling them to create better quality productions (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
13	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • shared ownership • collaboration between members/working together/teamwork • democratic decision making • support network • shared resources • profit returned to members <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
14	<p>1 mark for each example (maximum 2 marks).</p> <ul style="list-style-type: none"> • accesses to wider marketing • potential for wider international distribution • greater editorial/creative freedom as not restricted by PSB remits • enables a company to guarantee income from external sources such as advertising • allows products to be linked with other brands • retains own profits <p>Do not accept 'being able to make more money'.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
15(a)	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • complex rules • regularly ignored • outdated/not relevant to the digital age • expensive to enforce • could get sued/fined/imprisoned • consumer has to pay for products <p style="text-align: center;">Do not accept 'limits creativity'.</p> <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Indicative Content	Mark
15(b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • there is greater protection for copyright holders over the products and ideas they create • allows the company to ensure it will gain the income from its creative talent in the form of royalties if someone else uses aspects of its work • provides the company with profit that it can use for future investment within the business • provides the creator with scope and licence over: <ul style="list-style-type: none"> ○ permissions and clearances ○ releases ○ access in the public domain • allows the company control over and a say in the sharing of its work and ability to demand acknowledgments • it prevents other companies/competitors using and building on creative work without permission • the company will have the ability to take legal action against anyone that uses its work without permission and demand recompense such as: <ul style="list-style-type: none"> ○ damages ○ payment of copyright fees 	

		<ul style="list-style-type: none"> ○ acknowledgement • ensures that the company can invest in innovation without worrying that its ideas will be stolen • an overly litigious approach could stop the spread of word of mouth marketing about the game through amateur versions of characters, 'cosplay'. • copyright cases in the games industry • disadvantages can be rewarded if relevant <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content.	
1	1 - 3	<p>A few key benefits identified or one benefit described in some detail.</p> <p>The answer is likely to be in the form of a list. Benefits identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.</p>	
2	4 - 6	<p>Some benefits identified or a few key benefits described. Most of the benefits will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.</p>	
3	7 - 8	<p>Range of benefits described or a few benefits explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of benefits will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.</p>	