Write your name here

Surname		Other names

Pearson BTEC Level 1/Level 2 First Award

Centre Number

Learner Registration Number

Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

Tuesday 9 January 2018 – Morning	Paper Reference
Time: 1 hour	**21526E**

You do not need any other materials.

Total Marks

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 ▶

Answer ALL questions.

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   Name **two** digital audio products.

1 ....

....

2 ....

....

(Total for Question 1 = 2 marks)

2   Which **one** of the following is an example of a distribution platform?

☒   **A**   Laptop computer

☒   **B**   DSLR camera

☒   **C**   Role-playing game

☒   **D**   DVD release

(Total for Question 2 = 1 mark)

3   Researchers use demographics to put people into social groups.

Give **two** examples of audience demographics.

1 ....

....

2 ....

....

(Total for Question 3 = 2 marks)

4 Which **one** of the following is a secondary research method?

☒ **A** Reading viewing figures

☒ **B** Conducting a survey

☒ **C** Conducting interviews

☒ **D** Holding a focus group

(Total for Question 4 = 1 mark)

5 Which **one** of the following is a post-production task for a digital publishing product?

☒ **A** Designing a template

☒ **B** Editing the copy

☒ **C** Hiring the journalist

☒ **D** Taking the photographs

(Total for Question 5 = 1 mark)

6 A hyperlink is an example of an interactive feature in an e-magazine.

Give **three other** examples of interactive features in an e-magazine.

1 ....

....

2 ....

....

3 ....

....

(Total for Question 6 = 3 marks)

7 Outline **three** examples of personalisation in media products.

1 ....

....

2 ....

....

3 ....

....

(Total for Question 7 = 3 marks)

8 *Ting* is a new magazine aimed at a teenage audience.

(a) Explain **one** way the style of the magazine could attract teenagers.

(2)

....

....

....

....

(b) Explain **one** way the content of the magazine could attract teenagers.

(2)

....

....

....

....

(Total for Question 8 = 4 marks)

9 A new action digital video game is being developed by a UK games company.

(a) Give **two** generic elements of an action digital video game.

(2)

1 ....

....

2 ....

....

A regulator will give the game an age rating before it is distributed.

(b) Give the name of this regulator.

(1)

....

....

(c) Give **one other** way this regulator advises customers.

(1)

....

....

....

....

(Total for Question 9 = 4 marks)

10 Refer to the research below into the use of on-demand services through the Virgin Media platform in 2015.

Percentage of monthly Virgin Media users choosing on demand services – 2015
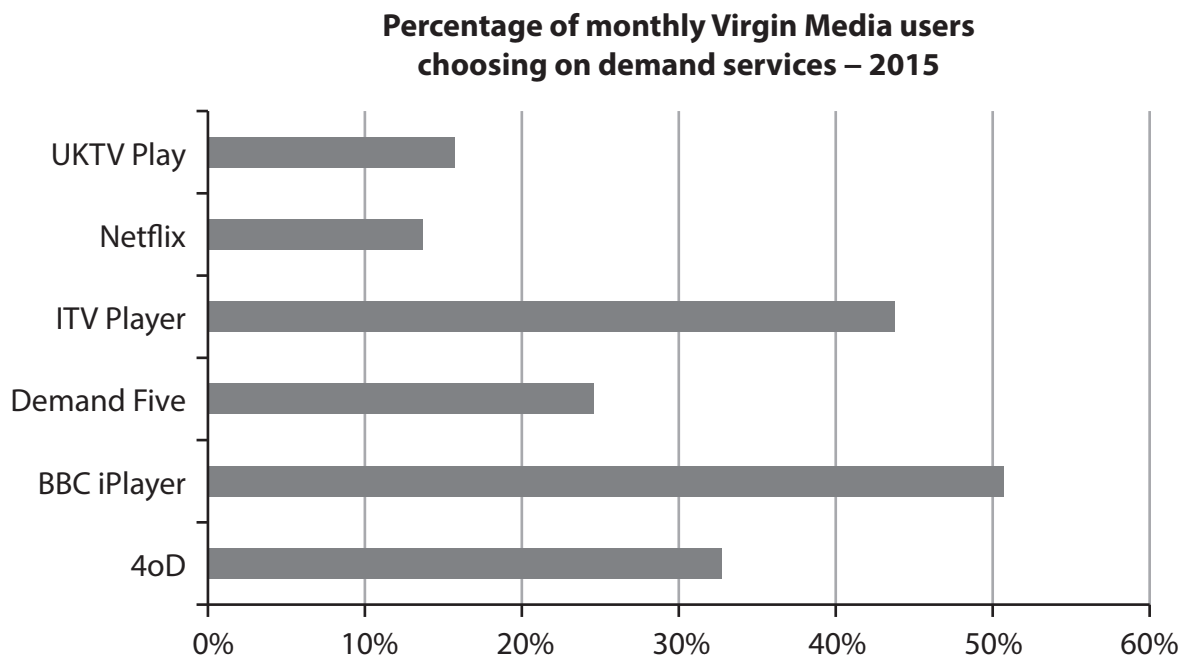
(a) Which **one** of the following statements is most accurate?

(1)

☒ **A** UKTV Play is the least popular service

☒ **B** ITV Player is more popular than BBC iPlayer

☒ **C** BBC iPlayer is the most popular service

☒ **D** 4oD is less popular than UKTV Play

(b) Increasingly, viewers are choosing on demand content rather than watching TV broadcasts.

Discuss the advantages and disadvantages of this for the moving image sector and its audience.

(8)

....

....

....

....

....

....

(Total for Question 10 = 9 marks)

11 A television programme wants to encourage the audience to become involved and contribute to the show.

(a) Identify this type of audience.

(1)

....

....

(b) Explain **two** ways the audience might benefit from interaction with the programme.

(4)

1 ....

....

....

....

2 ....

....

....

....

(Total for Question 11 = 5 marks)

12 A TV channel broadcasts a wildlife programme.

(a) Identify this stage of the production process.

(1)

....

....

(b) Give **two** types of sound that are used in wildlife programmes.

(2)

1 ....

....

2 ....

....

(Total for Question 12 = 3 marks)

13 The following poster is being used in an anti-cyberbullying campaign.
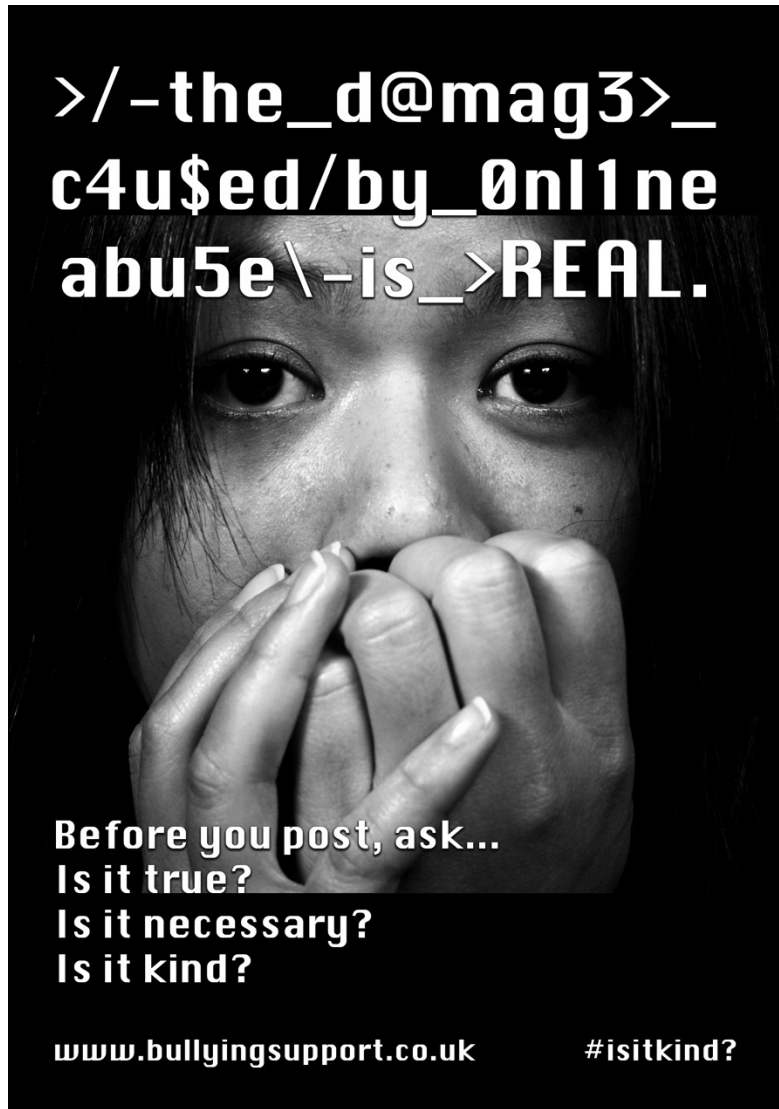
(a) Explain **two** stylistic codes that have been used in this poster to create meaning for the audience.

(4)

1 ....

....

....

....

2 ....

....

....

....

(b) The campaign wants to create a short fictional video to raise awareness of cyberbullying.

Discuss how the video could use stylistic codes to effectively create meaning for the audience.

(8)

P 5 2 9 8 5 A 0 1 2 1 6

P 5 2 9 8 5 A 0 1 3 1 6

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

(Total for Question 13 = 12 marks)

TOTAL FOR PAPER = 50 MARKS

BLANK PAGE

BLANK PAGE