



Mark Scheme (Final)

June 2018

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

Unit 1: Digital Media Sectors and
Audiences (21526E)



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Question Number	Answer	Mark
1	<p>Award one mark for each example of a distribution platform to a maximum of two marks.</p> <ul style="list-style-type: none"> • Internet / website / web page • Streaming / Any named streaming service (for 1 mark only) e.g. Netflix, youtube, amazon prime. • TV / Broadcast / Any named TV channel (for 1 mark only) e.g Sky, ITV. • Online app • Cinema release / theatrical Release • DVD • Digital download • Pay per view • Any named social media platform (for 1 mark only) e.g. Facebook, Instagram. <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
2	B Hyperlinks	(1)

Question Number	Answer	Mark
3a	<p>Award one mark for each example of an audio sector product up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Radio drama • Light entertainment • Quiz shows • Talk shows • Movie reviews • Phone ins 	(2)

	<ul style="list-style-type: none"> • Documentary • News / current affairs • Sport • Traffic • Weather <p>Do not accept</p> <ul style="list-style-type: none"> • Music • Live music performance / concert • Podcast • Adverts • Movie soundtrack <p>Accept any other appropriate answer.</p>	
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Question Number	Answer	Mark
3b	C Post-production	(1)

Question Number	Answer	Mark
3c	<p>Award one mark for each example of audio up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Atmospheric / background sound • Music / theme tune / soundtrack • Sound effects • Foley • Crowd noise • Bridges • Stings / stabs / jingle • Aural motifs • Narration 	(2)

	<ul style="list-style-type: none"> • Voice-over • Interview footage • Dialogue • Non-diegetic sound • Diegetic sound <p>Accept any other appropriate answer.</p>	
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Question Number	Answer	Mark
4a	C Primary, qualitative	(1)

Question Number	Answer	Mark
4b	<p>Award one mark for each example of a research method up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Focus groups • Review of existing productions • Using the internet • Questionnaires / surveys • Library research • Archive research • Location recces • Vox pops <p>Do not accept</p> <ul style="list-style-type: none"> • Interviews <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4c	<p>Award one mark for an explanation of the importance of objective research and a further one mark for an expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • If there is too much bias (1) the TV programme will not be accurate (1) • If the research is too one-sided (1) the audience may be misled (1) • The programme has to present issues fairly (1) in order to avoid audience complaints (1) • Objective research gives the programme more authority (1) enhancing the broadcaster's reputation (1) • Objective research is more likely to be truthful (1) and this makes the documentary more accurate (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4d	<p>Award one mark for an explanation of an aspect of the Broadcasting Code and a further one mark for an expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • The programme makers would have to respect the privacy of the public (1) through not making members of the public identifiable in semi-public places (1) • The programme makers would have to ensure that the content was fairly presented (1) to avoid misrepresenting the content of the programme (1) • The programme makers would have to ensure children are protected (1) and gain permission of a parent or guardian before asking them to contribute (1) • The programme makers should not depict anything harmful or violent (1) to protect the audience (1) • The programme makers would have to comply with scheduling guidelines (watershed) (1) to make sure that the audience is appropriately aged (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4e	<p>Award one mark for each example of a media regulator up to a maximum of two marks.</p> <ul style="list-style-type: none"> • ASA Advertising Standards Agency • BBFC British Board of Film Classification • PEGI Pan European Game Information • PCC Press Complaints Commission • IPSO Independent Press Standards Organisation • IMPRESS Independent Monitor for the Press • MCPS Mechanical Copyright Protection Society • PRS Performing Rights Society • BBC Trust <p>Do not accept</p> <ul style="list-style-type: none"> • Ofcom Office of Communication 	(2)

Question Number	Answer	Mark
5	<p>Award one mark for an example of a secondary audience.</p> <ul style="list-style-type: none"> • Including references and jokes aimed at the parents of the children • Using famous celebrities normally associated with other genres that are preferred by the secondary audience • Including advice for parents segments <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each genre appropriate example of mise-en-scène up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Scenery • Locations • Costumes • Character design • Lighting • Camera / viewer position • Atmospheric effects / weather • Colours • Props • Hair and make up • Character expression / facial expression / body language <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
7a	<p>Award one mark for each publishing product up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Leaflets • Flyers • Posters • DVD / game covers • Billboard / print advertisements • Graphic novels • Books /e-books <p>Do not accept</p> <ul style="list-style-type: none"> • Magazines / e-magazines 	(2)

	<ul style="list-style-type: none"> • Newspapers / e-newspapers <p>Accept any other appropriate answer.</p>	
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Question Number	Answer	Mark
7(b)	D Cosmopolitan	(1)

Question Number	Answer	Mark
7(c)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • More sources for news online leading to fewer sales of newspapers • Online news more convenient for the consumer • Online news more easily updatable to respond to developments • Increased competition could potentially lead to increased sensationalism, eroding trust in news providers • Newspaper brands have to retain the trust of consumers with the rise of alternative news sources • Easier for consumers to interact with news provider through comments and user-generated content • Newspaper brands turning to the online marketplace in favour of print (e.g. Daily Mail) • Some newspaper brands opting for paywall finance models online (limiting audience but retaining revenue) • Different user experience with magazines (particularly glossy) including high resolution photography and long form articles • Advertising a more important source of income than sales for magazines allowing lower cover prices 	(8)

	<ul style="list-style-type: none"> Magazines more likely to be subscribed to, giving a guaranteed audience Magazine content is often only accessible online through dedicated apps or membership 	
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
2 4-6 marks	Some points identified, or a few key points described. The answer is unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
3 7-8 marks	Range of points described, or a few key points explained in depth. The answer is well-balanced, giving weight to different viewpoints. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

Question Number	Answer	Mark
8 (a)	<p>Award one mark for an example of how the audience could interact and a further one mark for an expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> Voting in a talent show (1) to gain a feeling of control (1) Commenting in a message forum (1) to enable social interaction (1) Texting into the show (1) to control the debate (1) Phoning into the show (1) to join the discussion (1) Taking part in a competition (1) enables the audience member to win prizes or free gifts (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8 (b)	<p>Award one mark for an explanation of the audience theory and a further one mark for an expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • An audience member wishes to be informed or educated (1) so they look on an academic website (1) • Audiences like to identify with characters of the situation in the media product (1) so they watch soap operas that have characters who are of similar background and age (1) • Audiences want to be entertained (1) so they select products for this purpose (1) • Audiences use media to improve their social life (1) leading to their sharing and posting of other people's content on social media (1) • Audiences want to escape daily life (1) leading to them playing computer games that would take them into alternative worlds (1) • Audiences interact with media products (1) giving them a sense of belonging (1) • Audiences can choose what they consume (1) giving them a sense of control (1) <p>Do not accept responses related to active audience.</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
9 (a)	<p>Award one mark for</p> <ul style="list-style-type: none"> • Personalisation • Customisation • Player profiles • Avatars • Personal accounts 	(1)

	<ul style="list-style-type: none"> User generated content <p>Accept any other appropriate response.</p>	
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Question Number	Answer	Mark
9 (b)	Award one mark for Stereotypes / stereotyping / generalisation Accept any other appropriate response.	(1)

Question Number	Answer	Mark
9 (c)	Award one mark for an explanation of a consideration for the gaming company and a further one mark for an expansion up to a maximum of two marks. <ul style="list-style-type: none"> The stereotyping negatively represents groups (1) offending sections of the population (1) The gaming industry has to work to budgets (1) meaning that not all individual characters can be fully and uniquely developed (1) The game needs to convey the background of the characters quickly (1) meaning stereotypes can be useful (1) Characters need to look slightly different (1) to avoid confusing the audience (1) Types of characters used would interest the audience (1) creating more profits for the company / larger audience (1) If characters are too similar (1) people may stop playing the game (1) <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10(a)	<p>Award one mark for an identification of a stylistic code and a further one mark for an explanation up to a maximum of two marks.</p> <p>Athletic model in a running pose / the body language used (1) connotes that they are successfully leading a healthy lifestyle (1)</p> <p>Athletic clothing used by the model (1) resonates with the theme of the product (1)</p> <p>The runner is outside on a sunny day (1) creating an ideal image for the audience to aspire to (1)</p> <p>The font is modern and in italics (1) connoting movement and energy (1)</p> <p>The text has horizontal lines through it (1) suggesting speed (1)</p> <p>The hashtag and font are large (1) meaning that this catches the audience's attention (1)</p> <p>The camera angle is low and tilted (1) making the pose more impressive and increasing the drama of the shot (1)</p> <p>The photograph has been cropped (1) making the model appear to be nearly bursting out of the frame (1)</p> <p>The black and white image (1) could connote the serious nature of running (1)</p> <p>Do not accept references to content such as email or Twitter address other than the way it is presented stylistically.</p> <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10(b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Establishing shots showing nice conditions for running and aspirational locations • Upbeat music to establish the movement and kinetic nature of the product • Costume and characters featuring in the sequence being representative of the activities • Camera movements and editing used to create a fast, exciting pace to the sequence • Some edits cut to the beat of the soundtrack • A range of actors / models used to convey the universal appeal of the app • Close-up shots to show the facial expressions of the actors when they feel that they have achieved their goals • Shots of the app interface demonstrating how easy it is to use 	(8)
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	A few key points identified, or one point described in some detail. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
2 4-6 marks	Some points identified, or a few key points described. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
3 7-8 marks	Range of points described, or a few key points explained in depth. Different stylistic codes are considered giving weight to each of them. The majority of points made will be relevant and there will be a clear link to the situation in the question.	