



**June 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, at Distinction, Merit and Pass.

### Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external 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 is 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 external assessment 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 assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:  
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## Unit 8: Media Industry in Context (21647E)

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	17	24	31	38

# Introduction

- LE Report to be considered with the live external assessment and corresponding mark scheme
- Contextual introduction to the unit

The size, scope and ownership of individual companies changes regularly, which means that media industries are both complex and constantly evolving. Learners should understand how the ownership of an organisation determines what they do, why they do it and how they pay for it.

Alongside the changes in the large-scale structuring of media industries, professional working practices are also constantly progressing. Learners should have an understanding of the legal and ethical constraints within which media professionals operate, including those imposed regulatory bodies or even by a client. Although media industries have their own codes of practice, learners should have a knowledge and understanding of how the industry is responding to unlawful practices and how feasible this may be in the longer term.

Understanding of employment in the media industry is key to learners, especially as this is an area they may potential go into. They should understand the advantages of different contracts of employment and how recruitment practices are changing across all media sectors, with consideration given to terms and contracts of employment.

## Introduction to the Overall Performance of the Unit

There is a continuation of consistent performance within this unit with results meeting a consistent level at Pass and distinction and less fluctuation within the grade boundaries. Learners are continuing to find the paper accessible and therefore achievement has been consistent.

Learners have coped better this series with the LV1 questions compared to some past papers and there is an improvement in the breadth of learner knowledge although in some cases there is a lack of depth to their understanding. We have continued to endeavor to simplify the language used in order to make the paper more accessible and have reviewed questions that have not worked so well in the past in order to reword them and make them more familiar.

The extensive work that was undertaken to make the 8-mark M/D questions more accessible has continued to prove successful however, the discursive nature of the responses seen can sometime be affected by learner ability rather than the question being unclear. Overall the 8-mark questions, whilst generally good discriminators, still challenge some learners, similarly, the 4-mark questions can sometimes prove challenging with learners sometimes failing to provide explanations as required by the command word.

## Individual Questions

**Q01 Name two national UK newspapers.**

**Targeted Specification Area: Learning Aim A3**

This was a LV1 question, which proved very accessible to candidates, many of whom were able to identify at least one UK newspaper, a limited number of candidates identified a local or regional paper by mistake but the majority performed well.

2 marks

Name two national UK newspapers.

1 The Sun

2 Daily Mirror

1 mark

1 The Daily Mail

2 Bucks Herald

**Q02 What is a benefit of collaborative working?**

**Targeted Specification Area: Learning Aim B3**

This was a multiple choice, LV1 question, which proved very accessible to candidates, many of whom were able to identify the benefit of collaborative working as having access to mutual support.

**Q03 Media professionals often work freelance so they can have the benefit of flexible working hours.**

**Give two other benefits of working freelance.**

**Targeted Specification Area: Learning Aim C1**

This was a LV1 question, requiring learners to provide two responses relating to benefits of working freelance. Many learners chose work/life balance or freedom within their response in some form or another and very few failed to offer at least one valid response.

2 marks

1	Choice of work / what to work on.
2	You get experience which could lead to further employment.

1 mark

1	It allows you to have more freedom while working.
2	You can complete tasks you know are necessary.

**Q04 Which one of the following is a feature of a mainstream product?**

**Targeted Specification Area: Learning Aim A4**

This was a multiple choice, LV1 question, which again proved very accessible to candidates, many of whom were able to identify that Universal appeal is a feature of a mainstream product.

**Q05 Which one of the following is a drawback of a permanent contract?**

**Targeted Specification Area: Learning Aim C1**

This was a multiple choice, LV1 question, often learners struggle to identify a drawback as opposed to a benefit, however, most learners identified that rigid work patterns may not be favorable working conditions. It is important that learners are as readily able to recognise drawbacks and benefits.

**Q06 Echo FM is a community-based media organisation that needs people in the community to take part in its productions.**

**Give three other features of a community-based media organisation.**

**Targeted Specification Area: Learning Aim A3**

This question has a change to the format, asking as it does for learners to identify features rather than benefits or drawbacks, this however, does allow learners to identify either in order to be rewarded. Most learners identified two or three features correctly with fewer learners scoring one or zero marks which would indicate a clear understanding of the topic amongst the majority of learners.

3 marks

- 1. Specific audience
- 2. Volunteers
- 3. ~~interacts~~ Knowing the ~~comm~~ community ~~interacts~~  
interact.

1 mark

- 1. Community news
- 2.
- 3.

**Q07 Outline two responsibilities of a public service broadcaster.**

**Targeted Specification Area: Learning Aim A1**

Again, the use of the work responsibility is different to the features or benefits/drawbacks, here learners were being asked to think about responsibilities which come under the remit of a PSB. Many learners referred to this in terms of education, information and entertainment, most learners identified the provision of programming or news to the UK all of which have been accepted.

2 marks

- 1 Provide Programming within the UK
- 2 They <sup>are</sup> responsible to entertain, educate and inform rather than trying to make profit.

1 mark

- 1 They must filter inappropriate content ~~data~~ before 9pm
- 2 They must ensure that they programme a news broadcast to be shown ~~one~~ everyday



## Q08 Media professionals benefit by using show reels to showcase their work.

Explain two reasons why media professionals use show reels to showcase their work.

### Targeted Specification Area: Learning Aim C3

This was a 4 mark explain question and it is important that learners are encouraged to practice these and provide a suitable explanation for each response as seen in the example below. Should learners only offer an identification they will only be awarded one mark per response. Very few learners were able to identify that this was established practice and although many mentioned 'showing what you have done' they didn't expand into explaining that a mixture of mediums such as audio and audio visual can be used.

4 marks

1. Even if it's time-consuming to create it, it's easy to update it. It shows professionalism and ~~the~~ editing and creative skills.
2. Can show ~~your~~ work experience, projects, ~~designs~~ designs that you've made and so you can make yourself out from the majority.

2 marks

1. It offers a way to display to their potential employers
2. It allows the professionals to show off important events in their work ~~and it~~.

**Q09a A television production company has created a new celebrity gossip show.**

**Give two legal considerations that will affect the content of the programme.**

**Targeted Specification Area: Learning Aim B1**

The key term in this question was 'legal' considerations, a response relating to ethical considerations was not required which is where a number of candidates became confused and gave incorrect responses. Learners were required to show their understanding of the legal constraints placed on media producers.

2 marks

- (2)
- 1 They cannot be bias or give false information meaning they need to research alot.
  - 2 It cannot be offensive or copyright

1 mark

- 1 ~~Copyright~~ Age Copyright Copyright
- 2 ~~goings against people~~ They are gossiping about celebrities which is <sup>bad</sup> because it's rude.

**Q09b The television industry is overseen by a regulator.**

**Give the name of this regulator.**

**Targeted Specification Area: Learning Aim A1**

This was a single mark, LV1 question which could only have one response, Ofcom, as this is the only regulator mentioned in this part of the specification. Learners need not spend time on writing the name in full, simply stating Ofcom is sufficient.

1 mark

Ofcom. (1)

0 marks

BBFC

**Q09c Give two ways a regulator benefits the consumer.**

**Targeted Specification Area: Learning Aim A1**

For this question learners were required to provide benefits to the consumer and it is often clear that learners have not fully investigated Ofcom and its role and function as a regulator. As this is a significant part of the specification it is likely to feature in future papers in different formats, it would be beneficial for learners to review past questions and mark schemes relating to this topic which will help them respond more fully to this question.

2 marks

1. It gives a wide range of high quality on television programmes and radio programmes  
2. It protects viewers from witnessing any harmful or disturbing materials

1 mark

1 ~~It protects the consumers data.~~

Censorship

2 The consumer gets better quality  
and a ~~better~~ more varieties.

**Q10 Liberty Games is a media company with shared ownership that returns profits to its members.**

**What is the name of this type of organizational ownership?**

**Targeted Specification Area: Learning Aim A3**

This was a multiple choice, LV1 question, all of the possible responses were different organizational structures, however, the majority were able to identify that correct response which was cooperative.

**Q11 There is increasing pressure on media companies to compete in a global marketplace. Brand identity is an important part of this competition.**

**Discuss the importance to media producers of having a strong brand identity.**

**Targeted Specification Area: Learning Aim A4**

Brand identity has been covered in many ways in many different forms in past papers and learners tend to respond well to these questions as they understand brands and readily consume them. Learners that performed well on this question may only have offered 2-3 reasons why brand identity is important but offered sound rationales as to why this was so. Learners also need to stay on track and keep within the realms of the Media Industry within their responses rather than using examples from the fashion, sports or fast food industry for example.

6 marks

11 There is increasing pressure on media companies to compete in a global marketplace. Brand identity is an important part of this competition.

Discuss the importance to media producers of having a strong brand identity.

- logo - creativeness - familiar - slogan (8)

Brand identity is being able to familiarise a particular brand and be able to link it back to the producers or have it widely recognized.

Logos are a very important part of brand identity because it allows the audience to become familiarised with the brand and the more the logo and brand are used, known and being shared it means that they will create a big audience and can even collaborate. For example Nike has a very bold and well known logo and that is the trick by having such a well known logo their brand is undoubtedly known worldwide also they are able to collaborate with celebrities for example David Beckham and other footballers to create their own identity and then not only does the company

receive money from their own audience but they have a new audience that they are also receiving money from so the reason why brand identity is so important is because the producers need to be able to have a strong base of audiences that they know will purchase or view their content.

3 marks

The importance of having a strong brand identity you need to make sure its different to make it stand out. By making a brand stand out you need to have a good logo that has a powerful meaning because if it ~~isn't~~ <sup>doesn't</sup> have a meaning behind it, it's meaningless.

To have a strong brand identity you should have ~~a~~ <sup>think on</sup> ~~see~~ what your product is and which will give customers a understanding of what they are purchasing just by looking at the logo itself.

**Q12a A privately funded newspaper gets some of its income through advertising.**

**Give one other source of funding for this paper.**

**Targeted Specification Area: Learning Aim A1**

Types of private funding are usually easily identified by learners with the main response being sales or selling the product. There was some minor confusion from some learners who identified public sources of funding such as the license fee but these were few in number.

1 mark

Competitions / giveaways

0 marks

Public (1)

**Q12b Explain two reasons why the newspaper may benefit from being privately funded.**

**Targeted Specification Area: Learning Aim A1**

This 4-mark explain questions elicited a number of poor responses and it was clear that many learners did not understand the nature of competitive market places and means of obtaining private funding and how this could make a company more complete and able to diversify. Again, poor explanations caused many learners to lose marks and learners should be encouraged to practice providing these across a range of topics as these types of questions could cover any section of the unit content.

4 marks

- (4)
1. If the newspaper is ~~not~~ privately funded, then they ~~control~~ that company & have creative control over the content.
  2. Being privately funded means all the profit is coming back and all the money depends on the product they earn.

2 marks

- (4)
1. The first ~~reason~~ benefit of a privately funded newspaper there profits will go up from the amount newspaper sales.
  2. The second benefit of privately funded news paper is they might get more state what ture.



**Q13a A media professional works independently.**

**Give two benefits to the professional of working in this way.**

**Targeted Specification Area: Learning Aim B3**

As with freelance working, learners are able to identify benefits of independent working, however, there is sometimes some confusion between the two types of working and some features can be similar but learners must understand these are distinct ways of working and not inter related, a freelancer can often work on large scale productions with significant work forces and regularly collaborate with others so independent working is not synonymous with freelance working.

2 marks

(2)

1 they have creative freedom

2 choose when they want to work

1 mark

(2)

1 The professional will have full creative control.

2 They will also have ~~creative control~~ regular wages as well

**Q13b Whilst working independently the media professional will often work for a client.**

**Explain two reasons why a media professional would benefit from working for a client.**

**Targeted Specification Area: Learning Aim B3**

This was a generally well responded question and learners seems to have a well-rounded understanding of the process of working for a client and how both parties can benefit from this way of working. Most learners were able to identify two benefits and again it was the explanations that often let learners down.

4 marks

- 1 You get feedback from him in order to improve the product based on the review.
- 2 Greater influence in order to become more known in the industry and similar

2 marks

- 1 Because they can have guidance to their workplace from someone who knows the media this better. (4)
- 2 This can give experience.

**Q14a The film industry is being affected by the increase in the illegal streaming of films.**

**Give one way illegal streaming affects the film industry.**

**Targeted Specification Area: Learning Aim B2**

This was a well responded LV1 question, the vast majority of learners were able to identify one way illegal streaming has caused problems within the industry, most of which related to loss of revenue.

1 mark

(1)

*A lack of money being made*

0 marks

(1)

*Less advertisement issues*

**Q14b If illegal streaming and downloading continues, it will have a big effect on the film industry and consumers.**

**Discuss what can be done to help stop illegal streaming and piracy.**

**You could refer to either or both of:**

- what an individual person can do
- what the industry can do.

**Targeted Specification Area: Learning Aim B2**

The issues of illegal streaming and downloading have been well covered in past papers and this is again an issue most learners are familiar with, especially given that they consume most of their media in digital formats. Learners must be given opportunities to explore this topic in detail and be provided with a range of industry responses to the problem to study and discuss. The media industry is ever changing, and digital technologies are developing sometimes faster that they can keep up with, learners should be made aware of this and have the opportunity to discuss the impact it is having not only on the industry but also on the consumer. For the most part learners provided suitable responses to this question and were only let down by the lack of discussion or balance within their responses.

(8)

Illegal streaming and piracy happens from both the audience and the industry. This can be prevented in many ways.

One way the public can stop illegal streaming and piracy is by not recording films from the cinema and then posting them online. Another way the public can try to stop this is by not watching films from websites that have copyrighted or illegally purchased this film. That makes the public more eager to use that website instead of spending money in the cinema.

A few other ways that illegal streaming and piracy can be stopped is if the industry denies access to it. The film industry of that specific film or the film industries in general can block or remove any source of material that has shown that the video has been copyrighted or recorded illegally. The industry has been allowing too many sites to be let off.

Another way the industry could stop or try to stop illegal streaming and piracy is by allowing all movies to be available online. Once a movie comes out in the cinema, the film industry should allow the public to know when this movie will be available online ~~to~~ to download and to watch. If industries did this then they may lose a lot of cinema theater viewers but it would decrease the amount of illegal streaming and piracy.

This also helps because it means that people would not record or obtain a video of the film illegally but instead ~~they~~ they would wait patiently until it is available online.

3 marks

101  
Illegal streaming highly affects movies which are in cinemas, this is because when watched, people can tell other friends their opinion, this might change peoples minds when wanting to go see it.

Industries can change all this by performing copyright strikes against companys, That have their product without permission. Doing this will not only increase sales in cinemas, but when released on dvd, get more sales then

## Summary

This includes LE recommendations, e.g. Based on their performance on this paper, learners should:

- Use appropriate media language within the longer 4 and 8-mark responses.
- Consider the extent of the response based on the command word in the question, e.g. explain will require an expansion of a point and discuss requires looking at both possible points/arguments,
- Use the number of marks awarded as a guide to the depth of response required.
- Be clear about terminology used in the specification as these words will be repeated in the exam paper, e.g. niche, mainstream, freelance etc.
- Do not spend too much time providing lengthy responses for 'give' or 'state' command word questions, sometimes a one or two word response will suffice e.g. Ofcom, creative freedom, better support etc.

Ofqual  
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