



Mark Scheme (Final)

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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Question Number	Answer	Mark
1	<p>Award one mark for each example of a national UK newspaper to a maximum of two marks.</p> <ul style="list-style-type: none"> • The Sun • The Guardian • The Mirror • The Times • Daily Express • Daily Mail • The Sun on Sunday • The Mail on Sunday • Metro (free) • The Sunday Times • Sunday Mirror • Daily Star • The Daily Telegraph • The Sunday Telegraph • Sunday Express • Sunday People • The Observer • Financial Times • The Independent • The Herald • The Scotsman • The Daily Record • Sunday Mail • Sunday Post <p>Accept any other appropriate answer including online versions.</p>	(2)

Question Number	Answer	Mark
2	D – Mutual support	(1)

Question Number	Answer	Mark
3	<p>Award one mark for each benefit.</p> <ul style="list-style-type: none"> • Choice of work • Work-life balance • Credit for creative input • Building a reputation • Creative control • Gain experience from different employers • Own boss • All profits to you <p>Do not accept 'flexible working'.</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4	A – Universal appeal	(1)

Question Number	Answer	Mark
5	C – Rigid work patterns	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each example of a feature up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Serving the needs of the community • Audience defined by a small geographical area or special interest • Volunteers within the organisation • Not-for-profit organisation • Diverse content • Gives training opportunities • Ensuring that a diverse range of views and opinions are presented through the media • Funded by the community • Online • Community can take part/feedback • Run by small group • Cheap to run <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
7	<p data-bbox="488 297 1129 353">Award one mark for each responsibility up to a maximum of two marks</p> <ul data-bbox="539 394 1129 1088" style="list-style-type: none"><li data-bbox="539 394 919 421">• Serve the public interest<li data-bbox="539 427 1007 454">• Promote education and literacy<li data-bbox="539 461 850 488">• Stimulate creativity<li data-bbox="539 495 903 521">• Provide diverse content<li data-bbox="539 528 1107 607">• Serving all the communities within the UK<li data-bbox="539 613 970 640">• Represent minority interests<li data-bbox="539 647 927 674">• Promote multiculturalism<li data-bbox="539 680 1129 759">• Promote awareness of different cultures and viewpoints<li data-bbox="539 766 1083 792">• Support technological advancements<li data-bbox="539 799 887 826">• Provide entertainment<li data-bbox="539 833 871 860">• Quality programming<li data-bbox="539 866 1015 893">• innovation and experimentation<li data-bbox="539 900 887 927">• regional programming<li data-bbox="539 934 903 960">• children's programming<li data-bbox="539 967 914 994">• news and current affairs<li data-bbox="539 1001 1086 1079">• digital media access to public service content <p data-bbox="539 1122 1107 1149">Accept any other appropriate answer.</p>	<p data-bbox="1182 1122 1230 1149">(2)</p>

Question Number	Answer	Mark
8	<p>Award one mark for each explanation of why showreels are used by media professionals, one mark for identification and a further one mark for each expansion up to a maximum of two marks per point (four marks in total).</p> <ul style="list-style-type: none"> • Using a visual medium (1) allows media professionals to demonstrate their practical skills and creativity (1) • They are easy to update (1) so new content can be added when new skills have been gained (1) • It is an established practice within the industry (1) and is an effective means of showing achievements (1) • Provides media professionals with the opportunity to stand out (1) making them more visible than others within their profession • Can include a range of audio and audio-visual content (1) demonstrating past work within the industry (1) • Showreels can gain a wider circulation (1) leading to more employers seeing your skills (1) • Showreels are distinctive (1) because they are using a different platform (1) <p>Accept any other appropriate answer. Do not accept 'showcasing'.</p>	(4)

Question Number	Answer	Mark
9 (a)	<p>Award one mark for each legal consideration up to a maximum of two marks.</p> <ul style="list-style-type: none"> • They must ensure that they don't say anything that is untrue • They cannot show images that may contain copyright without getting permission first • Cannot invade a celebrity's privacy • Must check their sources to ensure they are not damaging someone's reputation • Must represent their subjects fairly • Must ensure that celebrities' children are protected • Must obey rules around reporting court proceedings • Inappropriate images of the celebrity's • Reputational damage <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9 (b)	Give one mark for: <ul style="list-style-type: none"> • Ofcom (Office of Communications) 	(1)

Question Number	Answer	Mark
9 (c)	Award one mark for each identification of how the regulator might benefit the consumer. <ul style="list-style-type: none"> • Ensures that the UK has a wide range of quality channels to choose from • Ensures consumers are protected from harmful materials • Ensures all people are represented fairly within media productions • Ensures services are provided at a fair price • Takes complaints from the public • Enforces fines as appropriate. • Ensures that the public are not unduly influenced by broadcasters • Investigates complaints that are made <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10	D Cooperative	(1)

Question Number	Answer	Mark
11	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Strong brand identity encourages a loyal audience who trust your products and will come back again and again. • It allows for wider investment opportunities from external sources who see it as less risky to invest in future productions made by your company. • Brand loyalty crosses over to different products and services, so if a consumer already likes one of your products they are likely to buy others that you make, even if they are not similar to those you are known for. • Allows a company to diversify its income streams by attracting external advertisers to take part in for example, product placement. • Provides increased advertising revenues as often other companies will want to link their products with yours and will undertake joint advertising campaigns, e.g. McDonalds and Disney. • The brand becomes synonymous with quality, which means that people will trust you to produce high quality products that they are happy to spend their money on 	(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. 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
12(a)	<p>Award one mark for any one of the following:</p> <ul style="list-style-type: none"> • Sales • Competitions • Sponsorship • Grants • Share floatation • Proprietor's investment • Private investment • Crowdfunding • Subscriptions • Promotions <p>Accept any other appropriate answer.</p> <p>Do not accept advertising.</p>	(1)

Question Number	Answer	Mark
12(b)	<p>Award one mark for each reason and a further one mark for expansion up to a maximum of two marks (four marks maximum).</p> <ul style="list-style-type: none"> • The company can align itself to other products or brands (1) diversifying its audience (1) • Allows for increased revenue (1) as there are more potential sources of income available (1) • The company can benefit from wider marketing (1) which will allow it to increase its market share (1) • There is the potential for international distribution (1) allowing access to more potential consumers (1) • The producers have editorial freedom (1) as they are not constrained in the same way as a public service provider (1) • They can employ more staff (1) and provide a wider coverage of stories (1) <p>Accept any other appropriate answer</p>	(4)

Question Number	Answer	Mark
13 (a)	<p>Award one mark for each benefit up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Able to project manage the whole process/more control • Ability to multi-skill when working on a variety of projects • The media professional can engage with the whole production process • Able to use problem-solving skills • Can apply self-motivation • Flexible working • Own boss • Don't have to rely on other people • Creative freedom/more creative input <p>Accept any other appropriate answer</p> <p>Do not accept responses relating to financial reward.</p>	(2)

Question Number	Answer	Mark
13 (b)	<p>Award one mark for each feature up to a maximum of two marks.</p> <ul style="list-style-type: none"> • The professional could gain greater financial reward (1) which could be put into personal projects (1) • They can gain regular feedback (1) allowing them to improve their ideas (1) • They will benefit from the input of different opinions and approaches (1) gaining greater skills and experience (1) • The client provides a structured brief (1) providing structure to their output (1) • Provides greater creative challenges (1) making work more interesting and engaging (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
14 (a)	<p>Award one mark for any one of the following:</p> <ul style="list-style-type: none"> • Loss of revenue • Rise in illegal alternatives • Lack of innovation within the industry • Job losses • Poor reviews • Less money for new projects <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
14(b)	<p>Responses may include the following:</p> <p>What the industry and/or government can do:</p> <ul style="list-style-type: none"> • Find legal alternatives to streaming such as: <ul style="list-style-type: none"> ○ lower prices ○ decrease cinema to DVD release times ○ provide cheap streaming alternatives • The industry could create awareness campaigns that would: <ul style="list-style-type: none"> ○ highlight the impact on the industry ○ make consumers aware of penalties involved • Stricter monitoring could be put in place • Greater fines could be levied on abusers, both individuals and companies • Companies could invest in better anti-piracy technologies • Make cinema entry prices more affordable <p>What the individual could do:</p> <ul style="list-style-type: none"> • Refuse to utilise illegal streaming websites • Seek alternatives to streaming that are within their budget • Report illegal activity • Petition companies for cheaper alternatives 	(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. 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 discussed, or a few key points explained in depth. The majority of points made will be relevant and there will be a clear link to the situation in the question.

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