

L2 Lead Examiner Report 1901

January 2019

**L2 Qualification in Creative
Digital Media Production**

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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:

<http://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

Unit 8: Media Industry in Context (21647E)

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	15	22	29	37

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 by 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

The performance on this paper has been slightly less consistent than in past papers, despite the coverage of topics remaining similar to past papers in terms of use of key terms and concepts. It has been noted in the past that learners are able to respond better to benefits than to drawbacks and therefore these have deliberately kept to a minimum, however, learners must have a full understanding of both benefits and drawbacks of all aspects of the specification.

The LV1 questions in this paper performed less well than in past papers and there seemed to be a lack of breadth of knowledge from some learners. There is continued use of simplified language in order to make the paper more accessible and we have revisited topics that have not worked well in the past in order to provide learners with more familiar concepts.

The 8-mark M/D questions remain accessible to learners, however, there is return to the tendency to bullet point rather than provide discursive responses which will ultimately limit learner achievement. Overall the 8-mark questions, whilst generally good discriminators, continue to challenge some learners. Similarly, the 4-mark questions can sometimes prove challenging with learners failing to provide explanations as required by the command word and instead identifying a benefit and moving on.

Individual Questions

Q01 Many organisations within the media industry are not publicly funded.

Name two privately funded media companies

Targeted Specification Area: Learning Aim A3

This was a LV1 question, which proved very accessible to learners, many of whom could identify at least one privately funded company, a limited number of learners identified a product produced by a company or named YouTube which is a platform, however, the majority of learners performed well.

2 marks

1. Disney

2. Warner Bros

1 mark

1. ITV

2.

Q02 Identify one benefit of public funding?

Targeted Specification Area: Learning Aim B3

This was a multiple choice, LV1 question, which proved very accessible to learners, many of whom could identify the benefit public funding as having a guaranteed income.

Q03 A games company decides to promote a member of staff internally.

Give two advantages of this decision for the company.

Targeted Specification Area: Learning Aim C1

This was a LV1 question, requiring learners to provide two responses relating to benefits promoting staff internally. Some learners were able to provide benefits to the company but many were confused and provided benefits to the employee. It is important that learners are encouraged to read through questions carefully so that they know what is being asked of them.

2 marks

- 1 Lower cost
- 2 ~~No training needed~~
Less training needed

1 mark

- 1 It is faster
- 2 Don't need permission from an other organisation

Q04 Identify one benefit of a permanent contract

Targeted Specification Area: Learning Aim A4

This was a multiple choice, LV1 question, which again proved very accessible to learners, many of whom could identify that job security is a benefit of a permanent contract.

Q05 Identify one benefit of using a digital CV

Targeted Specification Area: Learning Aim C1

This was a multiple choice, LV1 question most learners identified that a digital CV is a flexible format that media professionals can use.

Q06 A media company advertises for staff using websites, apps and social media.

Give three benefits to the company of advertising in this way.

Targeted Specification Area: Learning Aim A3

This asks for 3 benefits of using online advertising methods, this was chosen as it is an area that learners are more familiar with. Most learners identified two or three features correctly with fewer learners scoring one or zero marks which would indicate a clear understanding and engagement in the topic amongst the majority of learners.

3 marks

1 More coverage meaning more people will see the advertisement

2 People from ~~sk~~ many different backgrounds will see it, diversity

3 ~~Many diff~~ Mainly young adults will see it through social media & web

1 mark

1 get a wider range of recruitment

2 get to see how they handle websites.

3 ~~gain multiple~~ gain multiple ideas and values.

Q07 Give two benefits to a media company of having a brand identity.

Targeted Specification Area: Learning Aim A1

Brand identity has been covered in past paper and learners have been asked about the benefits of these. Many were able to identify at least one benefit, however, they sometimes struggled with two and often repeated themselves by saying the same thing in a different way.

2 marks

1 It will be remembered

2 Customers stay loyal to the brand.

1 mark

1 No one else can copy their name or logo.

2 Easy for people to identify them.

Q08 A multimedia conglomerate produces mainstream products for distribution to its audiences.

Explain two benefits of producing mainstream products.

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. Most learners were able to provide one extended response but struggled to find another. The majority provided two identifications only and limited or no explanations.

4 marks

1 ~~Ben being in market~~ Producing a mainstream product is beneficial because it will gain a lot of attention meaning an increase in popularity and will be hard to compete with. Mainstream products are

2 Gaining attention also means a rise in profits ~~and~~ because an increase in popularity and sales means an increase in profits to the company producing the product.

2 marks

Explain two benefits of producing mainstream products.

1 More audience will go for it whether it be merch or games, etc

2 ~~the~~ ~~the~~ the multimedia conglomerate will gain profit.

Q09a A radio station is recruiting new staff to ensure it can run 24 hours a day, 7 days a week.

Give two ethical considerations that would affect this type of employment.

Targeted Specification Area: Learning Aim B1

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

2 marks

- 1 Peoples families - Time they spend away and ⁽²⁾ work.
- 2 Tiredness - Some people may fall asleep because it's boring.

1 mark

- 1 They would ~~be~~ need to find ~~pe~~ a group in the ⁽²⁾ morning and then a group in evening for every different day (or some)
- 2 It could exist the ~~Staff~~ Staff which could impact the Radio Station.

Q09b The station's output is mostly music programmes, which are subject to legal constraints.

State the law that protects musicians from having their work broadcast without permission.

Targeted Specification Area: Learning Aim A1

This was a single mark, LV1 question which could only have one response, Copyright, as this is legal constraint protecting musicians work.

1 mark

Copyright

0 marks

~~song~~ pirating

Q09c Give two other legal considerations for the radio station's output.

Targeted Specification Area: Learning Aim A1

For this question learners were required to provide two other legal constraints as set out within the specification. Learners were not rewarded for libel as this relates to the written word and not the spoken word and this question deals with output on a radio station which is an audio medium.

2 marks

- 1 Have to ensure no bad language is used during the time the radio station is on air
- 2 Have to ensure no slander against celebrities is used whilst doing interviews ~~with~~

1 mark

- 1 Explicit content
- 2 Copyright

(2)

Q10 CandySkull Print is a media organisation that owns more than one newspaper company across the newspaper sector.

(a) Identify this type of structure.

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 horizontal.

Q10b Many regional and local newspapers in the UK are owned by a small number of national organisations.

Discuss the advantages and disadvantages of this type of ownership.

Targeted Specification Area: Learning Aim A4

Ownership has been covered in past papers and here learners were asked to discuss the effects of ownership within a local and national context. Learners that performed well on this question may only have offered 2-3 advantages or disadvantages but also explained as to why this was. As previously mentioned there has been a return to a tendency to bullet point responses which limits learner attainment.

6 marks

(6)

Through vertical and horizontal integration, many companies get eaten by large companies.

The integration has advantages and disadvantages. The national organisation directly remove the competition ~~when~~ ~~eat~~ integrating newspapers companies, lowering competition and increase the chance of monopolies. This limits the consumers choice. Along with the monopolies, the variety in newspapers and articles will ~~decrease~~ ~~lower~~ too.

If one company owns many regional and local newspapers, it can increase the chances of ^{spreading} misinformation. Due to their national networks, information travels faster than usual. Consumers ~~face~~ ~~with~~ might believe the wrong information, creating havoc.

The ~~is~~ national ~~companies~~ ~~companies~~ organisations are good too. Their large networks and established demand can make accurate newspapers to travel fast

ensuring that the population is up to date with everything that's new.

The increased profit can be invested into making more accurate newspapers faster and improve their quality.

3 marks

Advantages

- Increase in profits for newspaper company and national organisation
- More stories to cover
- More advertisements get coverage on newspaper which means increase in profits for newspaper company

~~More interviews~~

Disadvantages

- Freedom of speech is restricted
- Less stories to cover

Q11a Scriptwriters can be paid a proportion of their fee before they produce their work.

Give the name of this type of payment.

Targeted Specification Area: Learning Aim A1

This question has been asked in past papers and a range of responses were accepted. Most learners were able to identify this type of payment as an advance or similar.

1 mark

| Advance |

0 marks

Freelance.

Q11b Many media professionals are employed on a freelance basis.

Explain two reasons why they would benefit from working freelance

Targeted Specification Area: Learning Aim A1

This 4-mark explain questions produced numerous good responses and it was clear that many learners understood the nature of freelance working and how it can enable individuals to work on a range of projects and choose different things to work on. Again, lack of 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

- 1 They are self employed so they can choose whatever work they want according to their set of skills.
- 2 - They will get ~~rewards~~ reputation and rewards along the way because if the client likes their work, they might contact them and hire them again.

2 marks

- 1 You can work whenever you want to and you will be able to express your creativity.
- 2 You can work in your own time and your own pace.

Q12 Some media professionals create showreels to showcase their work to potential employers.

Give two drawbacks of producing a showreel.

Targeted Specification Area: Learning Aim B3

As with freelance working, learners were able to identify at least 2 benefits of creating a showreel, however, there was often a lack of relevant explanation of why these are used. Some learners seemed to think that potential employers would steal the media professionals work and use it as their own. There were also a number of responses whereby learners thought that showreels may not show the learners best side, however, the point of a showreel is to highlight the learners best work in order to impress the potential employer.

2 marks

- 1 Does not apply to all media sectors for example, Publishing.
- 2 It is time consuming to put together especially at the beginning.

1 mark

- 1 easily lose your work
- 2 to expensive to do

Q13 There are many more community-based media organisations being set up.

Explain two benefits of community-based media organisations

Targeted Specification Area: Learning Aim B3

This was a generally well responded question and learners seems to have a well-rounded understanding of community-based media organisations and how they are funded and structured. As with previous 4 marks questions the main thing letting learners down was the lack of explanations offered by some learners.

4 marks

1 - It is based on a community so they will trust the products the media organisation make, which means that they will succeed with the support.

2 - The workers volunteer to work for the organisation so they will have trusted employees from within the community and have the traditions and culture of the community.

(Total for Question 13 = 4 marks)

2 marks

1 They get better a feed back from their audience they can improve on their product to make it more suitable for the audience

2 ~~They~~ They are more efficient. They can produce better quality products.

Q14a The watershed is one method television broadcasters use to inform audiences of adult content in their productions.

Give one other way the audience can be advised of media content.

Targeted Specification Area: Learning Aim B2

This was a well responded LV1 question, the vast majority of learners were able to identify one way that media producers advise consumers about media content.

1 mark

..... (1)
age ratings

0 marks

.....
Censorship.

Q14b Some people feel that censorship of the media is wrong.

Discuss the positive and negative impact of media censorship.

You could refer to:

- the impact on the consumer
- and/or
- the impact on the industry.

Targeted Specification Area: Learning Aim B2

The issues of censorship have been covered in past papers and learners have a good understanding of the range of problems experienced by media producers when trying to balance content for a range of different audiences. Many learners were able to focus on the freedom of speech aspect and the need for the public to be reliably informed through a range of viewpoints and were able to provide a considered response. 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.

7 marks

• the impact on the industry.

(8)

Some feel that media censorship is important because it protects minors and other vulnerable demographics from adult or harmful content that could affect them but it helps the industry by adding another category or market for more censored content.

A positive for this idea is that this can be abused by the media to hide certain ~~stories~~ stories or content from the audience, some cases to aid biased opinions like ~~blocking~~ ^{blocking} a competitor's campaign or showing negative content of the competitor to convince the audience through the direct effects model.

Another negative is that it can create conflict and

negative views ~~views~~ towards the media as people feel they are being manipulated or needlessly sheltered by the media, as if these companies believe their audience is naive or impressionable

Yet censorship can also help to prevent ~~extremist~~ extremist views from spreading and causing moral panic as the offensive content is blocked from view of those of the public that ~~are~~ could be manipulated easily, this can help stop violence and conflict between beliefs and religious groups

3 marks

(6)

IT'S GOOD BECAUSE ~~IT~~ IT DOESN'T SHOWS YOUNGER AGES IN APPROPRIATE CONTENT.

MIGHT NOT BE GOOD TO COMPANIES BECAUSE IF A CONTENT IS RATED DIFFERENTLY FROM WHAT EXPECTED IT MIGHT REACH LESS AUDIENCE.

GOOD FOR THE CONSUMER BECAUSE IT SHOWS APPROPRIATE CONTENT AT THE RIGHT TIME IN TV.

LESS COMPANY WILL PRODUCE ADULT COMPANY THAT WOULD GET LESS PROFIT. MORE FAMILY FRIENDLY CONTENT WILL BE MADE BECAUSE OF THE MUCH PROFIT.

THERE WILL BE LESS COMPLAINTS BECAUSE OF THE CENSORSHIP.

Summary

This includes LE recommendations, eg 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, eg 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, eg 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 be sufficient eg Ofcom, creative freedom, better support etc.

Ofqual
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