



Mark Scheme (Results)

January 2019

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

Unit 8: Media Industry in Context
(21647E)

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January 2019

Publications Code 21647E _1901_MS

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BTEC Next Generation Mark Scheme Template

Creative Digital Media Production Unit 1 1901

Question Number	Answer	Mark
1	<p>Award one mark for each privately funded media company for a maximum of two marks.</p> <ul style="list-style-type: none">• News Corporation• IPC• Virgin Media/Virgin Radio• Time Warner• ITV• Channel 5• Sky• Trinity Mirror• MTV• Channel 4• Netflix• CNN• Disney• Viacom <p>Accept any other appropriate answer. Do not accept BBC. Do not accept channels such as E4. Do not accept programmes or devices.</p>	(2)

Question Number	Answer	Mark
2	A Guaranteed income	(1)

Question Number	Answer	Mark
3	<p>Award one mark for each advantage for a maximum of two marks.</p> <p>Any two from:</p> <ul style="list-style-type: none">• No recruitment costs• Flexible notice period• Staff member is familiar with company and role• Working relationships already established• Motivated workforce• Takes less time/time management• Reliable• Efficient• Less training• Trustworthy <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4	D Job security	(1)

Question Number	Answer	Mark
5	B Flexible format	(1)

Question Number	Answer	Mark
6	<p>Award one mark for each example of a benefit of advertising, up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Digital format • Search options • Flexible pricing structures • Global exposure • Free to users • Templates or personalised formats • Quick turnaround time • Audio and visual content • External links • Covers all sectors • User engagement • Public profiles provide an insight into a candidate's character • Flexibility • Greater interaction • Cross-platform economy – one advert serving three platforms • Demographic targeting considerations: the young, professional demographic that the advert is aimed at would use the web, apps and social media. • Wider audience • Target right skillset • Easy to access • Diverse audience • Advert can be shared <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
7	<p data-bbox="491 264 1054 327">Award one mark for each benefit, up to a maximum of two marks.</p> <ul data-bbox="539 360 1150 949" style="list-style-type: none"><li data-bbox="539 360 823 394">• Consumer loyalty<li data-bbox="539 398 995 432">• Allows for audience expansion<li data-bbox="539 436 951 470">• Distinguishes your product<li data-bbox="539 474 1150 508">• Allows for increased advertising revenues<li data-bbox="539 512 927 546">• Consistent visual identity<li data-bbox="539 551 1083 584">• Embodies the company ethos/values<li data-bbox="539 589 906 622">• Can be a sign of quality<li data-bbox="539 627 1038 660">• Conveys stability to the company<li data-bbox="539 665 1134 763">• Savings, as a well-designed brand saves money – not having to rebrand on a regular basis<li data-bbox="539 768 852 801">• Makes them unique<li data-bbox="539 806 1023 840">• Differentiates from other brands<li data-bbox="539 844 943 878">• Easier to promote product<li data-bbox="539 882 692 916">• Trusted<li data-bbox="539 920 868 954">• Audience recognition <p data-bbox="491 987 1002 1021">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for identification of a characteristic 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"> • Major distribution networks (1) allow for access to global markets (1) • Large-scale marketing campaigns (1) in order to appeal to a larger market (1) • High production values (1) as a result of access to larger budgets (1) • Products have universal appeal (1) meaning a more diverse audience base (1) • Often part of franchises (1) allow access to wider revenue streams (1) • They are conventional/generic products (1) which have a wider audience appeal (1) • Mainstream films are easier to produce (1) because they follow a set format (1) • Mainstream films generate word of mouth advertising (1) increasing the audience (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
9(a)	<p>Award one mark for each ethical consideration, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Must not discriminate against protected characteristics such as age, race and gender • Employee rights must be considered • Cannot employ children or have them work over restricted hours • Must consider unsociable hours and work-life balance of staff • Consideration of flexible working patterns/shifts • Consideration of lone working • Consideration of religious beliefs/diversity • Consideration of appropriate pay for unsociable hours • Ensuring staff get breaks • Tiredness • Health and safety <p>Accept any other appropriate answer.</p>	(2)
9(b)	<p>Give one mark for any answer that includes the word:</p> <ul style="list-style-type: none"> • Copyright 	(1)
9(c)	<p>Award one mark for each identification of how output is affected for a maximum of two marks.</p> <ul style="list-style-type: none"> • Ensuring broadcast licence is in place/up to date • Material must not incite racial hatred/equality • Material must not incite violence • Material must not encourage illegal activity • Material must not be blasphemous • Material must not contain inappropriate language or be obscene/age related content • Defamation/Slander • Infringement of privacy/data protection/GDPR <p>Accept any other appropriate response.</p>	(2)

Question Number	Answer	Mark
10(a)	A Horizontal	(1)
10(b)	<p>Responses may include the following:</p> <p>Advantages of nationally owned regional/local newspapers:</p> <ul style="list-style-type: none"> • National distribution – can syndicate national news stories and so operate more efficiently • Shared delivery systems – distribution and manufacturing processes (printing and distribution) are shared leading to greater efficiency • Ability to recruit from a national talent base and deploy the workforce where required • Financial security • Shared resources <p>Disadvantages of nationally owned regional/local newspapers:</p> <ul style="list-style-type: none"> • Diminished link with local audience • Generic content that may not engage with local audience • Staffing and resource decisions being made at a distance from the region • Distant relationship between owners and audience • Limits independence • Reduces competition • Limits audience choice • Could limit creativity <p>Accept any other appropriate benefit or drawback.</p>	(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. Only one viewpoint is likely to be considered. 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. Consideration of more than one viewpoint is likely but there will be more emphasis on one of them. 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. All sides of the case are considered and the answer is well-balanced, giving weight to all 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
11(a)	Award one mark for any one of the following: <ul style="list-style-type: none"> • Advance • Pre-payment/pre-pay • Upfront payment Accept any other appropriate answer. Do not accept deposit/down payment.	(1)
11(b)	Award one mark for each reason and a further one mark for expansion, up to a maximum of two marks (four marks maximum). <ul style="list-style-type: none"> • Flexibility over working hours (1) means they can work when they want (1) • Greater choice of work (1) allows movement between projects (1) • Allows for a greater work-life balance (1) due to flexible working practice (1) • Gains credit for creative input (1) which can be used to gain more work (1) • Building a reputation within the industry (1) means more likely to be employed again (1) • Greater creative control (1) allows greater control of process (1) • Likely to work on a range of products (1) enhancing their showreel or CV (1) • Be your own boss (1) allowing you to control where (home)/when/what you work on (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
12	<p>Award one marks for each drawback, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Can be time consuming to produce and process • Are not always appropriate to all media sectors • Can be difficult for graduates and inexperienced professionals • Must have a certain skill set in order to create them • Could be costly to produce • Quickly go out of date when new work is completed • May lack information • Limited space • Requires editing • Could be faked • Can be more costly/expensive <p>Accept any other appropriate response.</p>	(2)
13	<p>Award one mark for each benefit and a further one mark for expansion, up to a maximum of two marks (four marks maximum).</p> <ul style="list-style-type: none"> • Serves the community (1) as it focuses on community campaigns and issues (1) • Increases local audience participation (1) as the public have the ability to become involved or volunteer (1) • Likely to be a not-for-profit organisation (1) therefore cheap to access (1) • Diverse content (1) enables creativity (1) • Training opportunities for members of the community (1) benefits the local economy (1) • Can be set up quickly and cheaply (1) so there is a low barrier to start-ups (1) • Is close to local events (1) can inform the audience about local issues/news (1) • Easy for the public to become involved (1) giving the audience a sense of ownership and control (1) 	(4)

	<ul style="list-style-type: none"> • Independent of big business (1) can have more creative control (1) • Because it is based in the local community (1) it is more trusted (1) • You can get better feedback (1) enabling improvement to the product (1) • Easier to set up (1) because of the small scale (1) <p>Accept any other appropriate answer.</p>	
Question Number	Answer	Mark
14 (a)	<p>Award one mark for any one of the following:</p> <ul style="list-style-type: none"> • Warnings • Advisories about content • Classification/Age ratings <p>Accept any other appropriate answer. Do not accept ratings.</p>	(1)
14 (b)	<p>Learners may discuss either impact on the industry or the impact on the consumer or both. Responses may include the following:</p> <p>Impact on industry (negative):</p> <ul style="list-style-type: none"> • Suppression of information, ideas, or artistic expression • Prevention by officials or government of the circulation of messages to the general public • Producers could 'censor' themselves for fear of failing to sell their work • Limiting the diversity that would otherwise be available in the marketplace. <p>Impact on the industry (positive):</p> <ul style="list-style-type: none"> • Gives a framework that makes it simpler for editors and producers to know what to publish • Allows producers to target certain age groups through including and removing certain content to receive particular age ratings. <p>Impact on consumer (negative):</p>	(8)

	<ul style="list-style-type: none"> • It infringes people's rights • Restricts freedom of expression. <p>Impact on consumer (positive):</p> <ul style="list-style-type: none"> • Keeps the public safe from damaging materials • Advises the audience of potentially damaging or distressing content. <p>Accept any other appropriate positive or negative impacts on the industry and the consumer.</p>	
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. Only one viewpoint is likely to be considered. Points made will be superficial/generic and not applied/directly linked to the subject in the question.	
2 4–6 marks	Some points identified, or a few key points described. Consideration of more than one viewpoint is likely but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to the subject 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. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to the subject in the question.	

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Llywodraeth Cynulliad Cymru
Welsh Assembly Government



Rewarding Learning