

Please check the examination details below before entering your candidate information

Candidate surname

Other names

**Pearson BTEC
Level 1/Level 2
First Award**

Centre Number

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Learner Registration Number

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Wednesday 9 January 2019

Morning (Time: 1 hour)

Paper Reference **21526E**

Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 The content of a video streaming company is available on demand on devices such as PCs/laptops and mobile phones.

Name **two other** devices that can stream on demand video.

1

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2

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(Total for Question 1 = 2 marks)

- 2 A TV company creates a new TV soap opera.

(a) Name **one other** moving image product it could make.

(1)

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The TV company employs a costume designer to create the costumes for its products.

(b) Give **two** ways to create 'mise en scène' **other** than costume.

(2)

1

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(c) The TV programme is going to be supported by an interactive game on the TV company's website.

(1)

This is an example of:

- A Convergence
- B Synergy
- C Personalisation
- D Streaming

(d) The TV company is going to release the game as an app for mobile devices. It wants the audience to be able to access the game in a portable and convenient way.

Give **two other** benefits to users of the game being available on mobile platforms.

(2)

1

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(Total for Question 2 = 6 marks)



3 A researcher for a radio programme is asked to do some qualitative research for a new feature.

(a) Give **two** examples of qualitative research methods they could use.

(2)

1

2

(b) Explain **one** way that they could make sure their research is valid.

(2)

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(c) Explain **one** advantage of using qualitative research.

(2)

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(Total for Question 3 = 6 marks)

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4 A newspaper publisher wants to change the layout of the newspaper's front page.

(a) Give **three** examples of composition that need to be considered for the layout of the front page.

(3)

1

2

3

The following table shows the number of complaints made to the PCC (Press Complaints Commission) between 2009 and 2012 and the percentage that were resolved.

Year	Total number of complaints	Percentage resolved
2012	257	96.1
2011	588	93.5
2010	499	91.4
2009	400	86.5

(b) Which **one** of the following statements is true?

(1)

- A The number of complaints has increased each year
- B There were more complaints in 2012 than in 2009
- C The lowest number of complaints were resolved in 2011
- D The highest percentage of complaints were resolved in 2012



Following the Leveson inquiry, regulation of the press has become stricter.

(c) Discuss the advantages and disadvantages of stricter regulation of the press.

(8)

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(Total for Question 4 = 12 marks)



5 An online multiplayer game allows users to create their own maps or levels to share with the gaming community.

(a) Identify this type of content.

(1)

- A Cross-platform
- B User-generated
- C User-friendly
- D Streaming

The game producer hosts a web forum for the players of this game.

(b) Explain **one** reason why this might benefit the **players**.

(2)

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(c) Explain **one** reason why this might benefit the **producer** of the game.

(2)

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One theory about video games is that messages in the game, such as the acceptability of violence, become injected into the user's mind.

(d) Give the name of this audience theory.

(1)

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(Total for Question 5 = 6 marks)

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6 A new TV soap opera is made available on streaming services.

(a) Give the name of this stage of the production process.

(1)

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The programme mainly features conversation scenes between the characters where we hear the actors' voices.

(b) Give **three other** examples of types of sound that might be in a TV soap opera.

(3)

1

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Soap operas use a realistic location that audiences can identify with.

(c) Explain **one other** example of how soap operas can represent their audiences.

(2)

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(Total for Question 6 = 6 marks)

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7 The following poster advert has been made for a campaign to raise awareness of a support service for victims of workplace harassment.



(a) Give the name of the body that regulates the content of print advertising.

(1)



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(b) The designer has decided to make the artwork black and white for this poster.

Identify the name of this process.

(1)

- A** Layering
- B** Brightness
- C** Compositing
- D** Desaturation

(c) Explain **one other** stylistic feature used in this poster to create meaning for the audience.

(2)

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(d) The #FACEUP campaign has commissioned an audio advert to be used in radio and podcasts.

Discuss how sounds could be used and combined to generate audience interest for this campaign.

(8)

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(Total for Question 7 = 12 marks)

TOTAL FOR PAPER = 50 MARKS



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