

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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**Tuesday 14 May 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 A radio production company broadcasts programmes on its DAB radio station. The radio production company also produces other types of media products that encourage audience interaction.

(a) State **two other** platforms that the company could use to distribute its radio programmes.

(2)

1 .....

2 .....

(b) Give **two** post-production tasks the company will have to do for its radio programmes.

(2)

1 .....

2 .....

(c) Identify the body that regulates the programmes made by the radio production company.

(1)

- A PEGI
- B OFCOM
- C BBFC
- D IPSO

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(d) Explain **one** benefit to the audience of interacting with the company's media products.

(2)

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(e) Explain **one** benefit for the producer of audience interaction.

(2)

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**(Total for Question 1 = 9 marks)**

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2 Most modern mobile phones allow users to stream video on demand.

(a) Give **two other** examples of technological convergence.

(2)

1 .....

2 .....

(b) Explain **two ways** that audiences using technological convergence can benefit media **producers**.

(4)

1 .....

2 .....

(Total for Question 2 = 6 marks)

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3 Research is an example of a pre-production activity for moving image products.

(a) Give **three other** examples of pre-production activities for moving image products.

(3)

1 .....

2 .....

3 .....

(b) Give **two** examples of quantitative research methods that researchers can use.

(2)

1 .....

2 .....

(c) Give **two** benefits of quantitative research.

(2)

1 .....

2 .....

(d) A researcher uses an interview to help develop a moving image product.

Identify this type of research.

(1)

- A Primary
- B Quantitative
- C Invalid
- D Secondary

(Total for Question 3 = 8 marks)



4 A news organisation is redesigning its website because it wants to attract a wider audience.

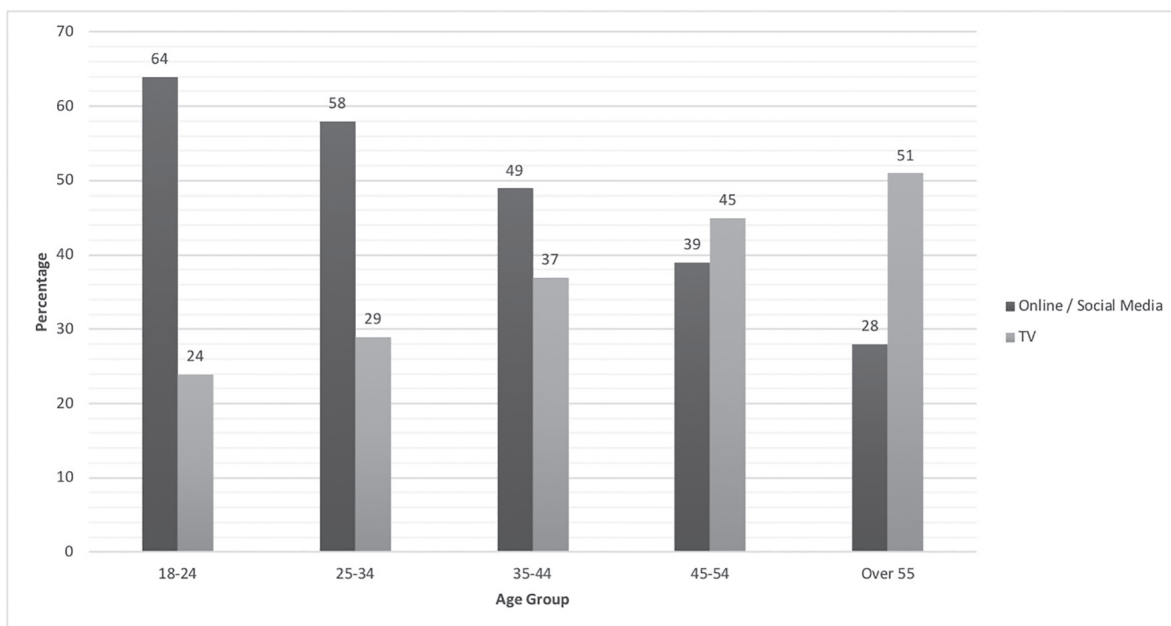
(a) Give **two** stylistic considerations about the design and layout of the website.

(2)

1

2

The following data shows people's preferences for getting news.



**Main source of news by age group**

(Source: Reuters Institute for the Study of Journalism – Digital News Report 2017)

(b) Identify which **one** of these statements is true.

(1)

- A** People aged 18–24 only get news from social media.
- B** People aged 45–54 do not use social media for news.
- C** People aged 25–34 are more likely to get news from online social media than from TV.
- D** More people under the age of 45 prefer TV over online or social media for news.



(c) Many people are concerned about the way audiences are accessing most of their news through social media.

Discuss the advantages and disadvantages of accessing news through social media.

(8)

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**(Total for Question 4 = 11 marks)**



5 A video channel attracts an audience who choose to watch because they identify with the host and feel a sense of belonging.

(a) State the audience theory this is an example of.

(1)

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The programme often uses high-key lighting setups to create bright lighting effects.

(b) Give **three other** types of lighting.

(3)

1 .....

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3 .....

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**(Total for Question 5 = 4 marks)**

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- 6 The following poster has been produced to promote a new documentary about exploitation in the fashion industry.



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(a) The poster has been made in black and white.

Explain **two other** stylistic features that have been used to create meaning for the audience.

(4)

1 .....

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2 .....

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(b) The documentary is going to be about the exploitation of young models in the fashion industry.

Discuss the issues of representation that the producers will need to consider when making this programme.

(8)

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**(Total for Question 6 = 12 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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