

L2 Lead Examiner Report 1906

June 2019

**L2 Qualification in Creative
Digital Media**

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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 Industries in Context (21647E)

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	17	24	31	38

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 organization 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 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

There is a continuation of consistent performance within this unit with results meeting a consistent level at Pass and distinction and less fluctuation within the grade boundaries. Learners are continuing to find the paper accessible and therefore achievement has been consistent.

Learners have coped better this series with the LV1 questions compared to some past papers and there is an improvement in the breadth of learner knowledge although in some cases there is a lack of depth to their understanding. We have continued to endeavor to simplify the language used to make the paper more accessible and have reviewed questions that have not worked so well in the past to reword them and make them more familiar.

The extensive work that was undertaken to make the 8-mark M/D questions more accessible has continued to prove successful however, the discursive nature of the responses seen can sometime be affected by learner ability rather than the question being unclear. Overall the 8-mark questions, whilst generally good discriminators, still challenge some learners, similarly, the 4-mark questions can sometimes prove challenging with learners sometimes failing to provide explanations as required by the command word.

Individual Questions

Q01 Identify one benefit of working freelance in the creative media industry.

Targeted Specification Area: Learning Aim C1

This was a multiple choice, LV1 question, which proved very accessible to candidates, many of whom could identify the benefit of working freelance as allowing for flexible working.

Q02 Identify one benefit of working collaboratively.

Targeted Specification Area: Learning Aim B3

This was a multiple choice, LV1 question, which proved very accessible to candidates, many of whom could identify the benefit of collaborative working as the ability to share ideas.

Q03 Give one benefit of using a digital CV to showcase work.

Targeted Specification Area: Learning Aim C3

This was a LV1 question and most learners could identify a valid response such as ease to send online or easily updatable. It is important for learners to remember that they do not need to give an extended response to these questions a few words are sufficient.

1 mark

3 Give one benefit of using a digital CV to showcase work.

It is more easy to send over to people and having a digital CV is it is backed up and less chance of losing it. can be ~~edited~~ easier edited

(Total for Question 3 = 1 mark)

0 marks

3 Give one benefit of using a digital CV to showcase work.

To gain more audience

Q04 The following table shows a list of different TV broadcasters

The BBC is a public service broadcaster.

Identify one other public service broadcaster from the list.

Targeted Specification Area: Learning Aim A1

This was a multiple choice, LV1 question, which proved generally accessible to most candidates, many of whom could one of the other public service broadcasters within the chart provided.

1 mark

The BBC is a public service broadcaster.

Identify **one** other public service broadcaster from the list.

channel 4

0 marks

The BBC is a public service broadcaster.

Identify **one** other public service broadcaster from the list.

~~UKTV~~ & UKTV

Q05 Some people download music illegally.

Give two impacts of illegal downloading on the music industry

Targeted Specification Area: Learning Aim B2

Learner have a good understanding of illegal downloading, possibly because many of them download music on a regular basis, most could identify at least one correct response, such as artist losing money. Better responses identified wider issues such as loss of reputation and illegal downloads not contributing towards charts.

2 marks

5 Some people download music illegally.

Give **two** impacts of illegal downloading on the music industry.

1 The artists lose money

2 They can't track how many ^{times} songs it has been downloaded.

(Total for Question 5 = 2 marks)

1 mark

5 Some people download music illegally.

Give **two** impacts of illegal downloading on the music industry.

1 ~~The artist suffers due to them getting~~
The artist ^{do not benefit} does not get ~~money~~ ^{royalties} for the illegal downloading

2 another impact is that ~~people~~ people are going to get used to it and buy over sells.

(Total for Question 5 = 2 marks)

Q06(a) The Guardian is a national newspaper that is distributed across the UK. It provides national news.

Give two purposes of a national newspaper other than providing news.

Targeted Specification Area: Learning Aim A1

Here the most common response was already given and learners were expected to evidence a wider knowledge of the sector and the purposes of national press. Again, extended responses are not required and many learners were able to identify at least one other purpose of a national newspaper.

2 marks

6 (a) The Guardian is a national newspaper that is distributed across the UK. It provides national news.

Give **two** purposes of a national newspaper other than providing news.

(2)

- 1 One purpose is For advertisement. For jobs or anything
- 2 Another one is For entertainment purposes

1 mark

6 (a) The Guardian is a national newspaper that is distributed across the UK. It provides national news.

Give **two** purposes of a national newspaper other than providing news.

(2)

- 1 It promotes/gives ^{advertises} jobs available in that area nationally.
- 2 It advertises products in that area.

Q06(b) The Guardian uses sales and advertising as a source of private funding.

State one other source of funding.

Targeted Specification Area: Learning Aim A2

Again, here the most common response has been given, however, a wide range of funding sources are provided within the specification and learners were only required to provide one. The most common issue that arose with this question was confusion between public and private investment with some learners citing taxes and government finding as a source of revenue.

1 mark

(b) The Guardian uses sales and advertising as a source of private funding. State one other source of funding.	(1)
Share flotation	
(Total for Question 6 = 3 marks)	

0 marks

(b) The Guardian uses sales and advertising as a source of private funding. State one other source of funding.	agenda (1)
Taxes	

Q07(a) Working for a client means media producers can broaden their experience.

Give two other benefits of working for a client.

Targeted Specification Area: Learning Aim B3

This question was generally well answered and most learners could provide at least one valid response such as regular feedback. Benefits are often easier for learners to identify and therefore they are often more able to show their understanding.

2 marks

7 (a) Working for a client means media producers can broaden their experience.

Give **two** other benefits of working for a client.

(2)

1 Building a reputation

2 Receiving regular feedback

1 mark

7 (a) Working for a client means media producers can broaden their experience.

Give **two** other benefits of working for a client.

(2)

1 You just have to follow instructions

Q07(b) Give two ways that working collaboratively may cause difficulty for a media producer.

Targeted Specification Area: Learning Aim B3

Many responses to this question related to disagreements or falling out with each other, which is something learners have possibly experienced within their own practical work. There were generally some sound responses to these questions as learners understand the working with others can have it challenges.

2 marks

(b) Give **two** ways that working collaboratively may cause difficulty for a media producer.

(2)

1 You may clash with different creative ideas

2 Their work ethic may be different to your work ethic

1 mark

(b) Give **two** ways that working collaboratively may cause difficulty for a media producer.

(2)

1 because one media producer will have different ideas and skills than the other one

2 Also its hard ~~to~~ because its technical
k.

Q08(a) Glass Grape Games is a vertically integrated company.

State one benefit of this type of structure.

Targeted Specification Area: Learning Aim A3

This was a single mark, LV1 question which was aimed at testing learners' knowledge and understanding of the difference between horizontal and vertical integration, the responses here were variable but many learners clearly understood this type of structure.

1 mark

8 Glass Grape Games is a vertically integrated company.

(a) State **one** benefit of this type of structure.

(1)

Control the production and distribution of products.

0 marks

8 Glass Grape Games is a vertically integrated company.

(a) State **one** benefit of this type of structure.

one benefit is that there is a clear ⁽¹⁾ ~~responsibility~~ ^{understanding} of everyone's roles

Q08(b) Glass Grape Games also wants to become horizontally integrated.

Explain two benefits to Glass Grape Games of being a horizontally integrated company.

Targeted Specification Area: Learning Aim A3

If learners had struggled with the previous question then they were likely to run into issues with this one. There were occasions where learners could show some limited understanding, without having answered the previous question correctly. However, learners that gained the most marks could follow their understanding through from the previous response.

4 marks

Glass Grape Games also wants to become horizontally integrated.

(b) Explain **two** benefits to Glass Grape Games of being a **horizontally** integrated company.

(4)

1 Synergy - The games company can use institutional synergy to advertise their products for low or no cost

2 Control - They can control multiple media outlets allowing them to be bias while discussing or advertising their products

2 marks

Glass Grape Games also wants to become horizontally integrated.

(b) Explain **two** benefits to Glass Grape Games of being a **horizontally** integrated company.

(4)

1 They have all the resources needed to create a good game e.g. money, employees and etc.

Q8(c) Glass Grape Games specialises in producing mainstream products. State two features of a mainstream product

Targeted Specification Area: Learning Aim A4

Mainstream products are commonly consumed by learners and there was a clear understanding of the features of these by most learners with most able to provide at least one valid response.

2 marks

(c) Glass Grape Games specialises in producing mainstream products.

State **two** features of a mainstream product.

(2)

- 1 They work what the Majority want to see, Mass ~~appeal~~ appeal
- 2 Wider distribution

1 mark

(c) Glass Grape Games specialises in producing mainstream products.

State **two** features of a mainstream product.

(2)

- 1 Widely available
- 2

Q9 Using the trade press is one way that media organisations can advertise to recruit staff.

State two reasons why media organisations advertise using trade magazines and papers.

Targeted Specification Area: Learning Aim C2

This question was generally poorly answered, learners did not seem to understand the more traditional methods of recruitment and many really struggled to show an understanding of why these methods may be used over more 'up to date' online methods of recruitment. The learners that did better here understood the specificity of the publication and its place within media recruitment.

2 marks

9 Using the trade press is one way that media organisations can advertise to recruit staff.

State **two** reasons why media organisations advertise using trade magazines and papers.

1 Wide circulation of the paper in the industry

2 They have a media specific section

1 mark

9 Using the trade press is one way that media organisations can advertise to recruit staff.

State **two** reasons why media organisations advertise using trade magazines and papers.

1 Specialized titles. ~~People~~ More people know about Trade press.

2 More profit to be made as there will be more people that will read the magazines.

Q10 A group of people decide to set up a community website and newsfeed focused on their local area.

Discuss the benefits of this type of community project to both the local community and people wanting to visit the area.

Targeted Specification Area: Learning Aim A3

Community groups and activities have been well covered in past papers and learners have a good understanding of how these operate within the media industry and how they can benefit the local community as well as work within the wider context. There were some very well considered response throughout and all learners could offer at least some reasonable explanations.

7 marks

10 A group of people decide to set up a community website and newsfeed focused on their local area.

Discuss the benefits of this type of community project to both the local community and people wanting to visit the area.

Handwritten annotations: main stream, easy access, jobs, discuss issues, info

Setting up a community website and newsfeed is beneficial to the local area because people can discuss issues in the community. This can help bring light to certain problems and by sharing their thoughts, community members will see that their concerns are also felt by other residents. Therefore, locals can work together to solve the problems seen in their area.

Additionally, setting up the community project will provide more jobs and volunteer positions to the locals. People will be able to come together to feel as though they have a purpose as well as find financial stability. The local community will thrive with less unemployed and more active members.

Furthermore, the website and newsfeed will provide visitors of the area with information. They will be able to access information about the possible attractions of the area as well as any potential problems the area is enduring. For example, if locals had

complained about the service at a ^{Particular} ~~local~~ supermarket or shop, visitors will be warned about what to expect and ~~may~~ decide to fully avoid the issue.

3 marks

10 A group of people decide to set up a community website and newsfeed focused on their local area.

Discuss the benefits of this type of community project to both the local community and people wanting to visit the area.

Their target audience would be much more smaller because it's focused on the people in their local community. Another benefit is that it's an independent project therefore the budget is set on how high they want it. This could inform visitors what is going on in the area before the visit.

Q11(a) An independent film company is releasing a new film using viral marketing campaigns.

Explain one advantage of using viral marketing

Targeted Specification Area: Learning Aim C3

Learners have a sound understanding of viral marketing and how it operates within the world of advertising and promotion, many of them interact with it on a regular basis. As a result, most learners could offer at least one valid response, even if they did not offer an extended explanation.

2 marks

11 An independent film company is releasing a new film using viral marketing campaigns.

(a) Explain **one** advantage of using viral marketing.

(2)

Viral Marketing is cheaper allowing companies to continue producing more films without the added pressure of marketing.

1 mark

11 An independent film company is releasing a new film using viral marketing campaigns.

(a) Explain **one** advantage of using viral marketing.

(2)

An Advantage can be a wider range of audience can view it as its viral.

Q11(b) Explain one reason why viral marketing might not work.

Targeted Specification Area: Learning Aim C3

As previously mentioned learners can sometimes struggle with providing negative responses, however, due again to learners interactions with social media many of them were able to identify at least one valid response, which were not always extended but still provided a reasonable focus.

2 marks

(b) Explain **one** reason why viral marketing might not work.

~~See~~ because the independant films' audience⁽²⁾ may think that the movie is aimed at the mainstream and may not want to see it.

1 mark

(b) Explain **one** reason why viral marketing might not work. (2)

Some people may not use social media as often as others do.

Q12(a) The BBC has a public service role and function.

Give two examples of the BBC's public service role.

Targeted Specification Area: Learning Aim A1

There was a generally excellent understanding of the role and function of the BBC, the question is probably rather more relevant in recent times due to the issues raised in the media over the changes to license fees for the elderly which has bought up wider discussions around the purpose of validity of the BBC and a PSB.

2 marks

12 The BBC has a public service role and function.

(a) Give **two** examples of the BBC's public service role.

(2)

- 1 to promote multiculturalism
- 2 to serve the public interest

1 mark

12 The BBC has a public service role and function.

(a) Give **two** examples of the BBC's public service role.

(2)

- 1 To ~~promote~~ educate people
- 2 To sustain peace within the community

Q12(b) The BBC Trust has been replaced by Ofcom as the regulatory body of the BBC.

Explain two purposes of Ofcom in relation to television broadcasting.

Targeted Specification Area: Learning Aim A1

This was a generally well responded question and learners seems to have a well-rounded understanding of Ofcom and what their role is within the Media Industry. It is important for learners to be specific about the tasks they carry out and to not identify things such as 'they watch programmes to make sure they are appropriate', this is obviously not possible in a digital age of multiple channels and networks, the role of Ofcom here is often more reactive than active.

4 marks

The BBC Trust has been replaced by Ofcom as the regulatory body of the BBC.

(b) Explain **two** purposes of Ofcom in relation to television broadcasting.

(4)

1. Complaints - Ofcom accepts and investigates complaints that the public has with specific broadcasts. This service allows all members of public to enjoy television.

2. Regulation - Ofcom regulates the content of TV broadcasts to ensure it is free of bias and offensive material. This protects members of public from harmful content.

2 marks

The BBC Trust has been replaced by Ofcom as the regulatory body of the BBC.

(b) Explain **two** purposes of Ofcom in relation to television broadcasting.

(4)

1. One purpose is that everything which is being broadcasted is appropriate for the people watching.

2. Another purpose is that ~~water~~ is ~~not~~ ~~to~~ ~~not~~ ~~not~~ ~~not~~ everything some in the broadcast.

Q13(a) A social media website has started a celebrity lifestyles section.

State two legal issues the website will have to consider when posting its content.

Targeted Specification Area: Learning Aim B2

This was a well responded LV1 question, the vast majority of learners were able to identify at least one legal consideration for the website. It is important the learners distinguish between legal and ethical considerations when responding to these types of questions and it would be beneficial for them to cite legal terms.

2 marks

13 A social media website has started a celebrity lifestyles section.

(a) State **two** legal issues the website will have to consider when posting its content.

(2)

1 Privacy

2 Defamation

1 mark

13 A social media website has started a celebrity lifestyles section.

(a) State **two** legal issues the website will have to consider when posting its content.

(2)

1 one legal issue is copyright

2 Another one is explicit content on celebrity
were explicit content should not be shown

Q13(b) Social media and websites are often heavily criticised for the way they let people abuse celebrities and their families.

Discuss whether there should be tighter controls over what can be said online.

Targeted Specification Area: Learning Aim B2

This final question was again based on a topic that learners are familiar with as they spend so much of their time online and interacting with social media and witness the many issues that arise and how it is responded to by groups and individuals. There were generally some really well thought out and reasoned responses to this question and most learners were able to gain some marks for this question.

7 marks

(b) Social media and websites are often heavily criticised for the way they let people abuse celebrities and their families.

Discuss whether there should be tighter controls over what can be said online.

(8)

The Press Regulation is often ~~criticised~~ criticised and ~~often~~ because of the way they let people abuse celebrities and their families. However, some people believe that if there are tighter controls taken into account, then it will restrict their freedom of expressions and it will allow the government to have a lot of control.

However, ~~in my opinion~~ there should be tighter controls over what can be said online because people have the right to privacy and the right to have a private life. By having tighter controls, it will stop celebrities ~~from~~ feeling depressed and sad and it will also ~~be~~ ^{they} will be

able to ~~be~~ lead a more positive life without worrying about ~~reputation~~. Also, by not having ~~strict~~ tighter controls, it will allow people to share things that might not even be true and this can ruin a person's reputation and by having ~~a~~ tighter controls taken into account, there will be no problems with ruining ~~reputations~~ reputations.

3 marks

(b) Social media and websites are often heavily criticised for the way they let people abuse celebrities and their families.

Discuss whether there should be tighter controls over what can be said online.

(8)

There should be tighter controls ~~over~~ over what is said as they are hurting the way celebrities are seen and also invading their ^{private} ~~private~~ life, also, it could do a lot of damage on these celebrities and their families. Social media as social ~~media~~ media is used a lot as a way for people to let their anger out.

Summary

This includes LE recommendations, e.g. 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 suffice eg Ofcom, creative freedom, better support etc.

Ofqual
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