

Mark Scheme (Results)

June 2019

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

Unit 8: Media Industry in Context
(21647E)

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BTEC Next Generation Mark Scheme Template

Creative Digital Media Production Unit 1 1906

Question Number	Answer	Mark
1	1 mark for A Flexible working	(1)

Question Number	Answer	Mark
2	1 mark for C Shared ideas	(1)

Question Number	Answer	Mark
3	1 mark for <ul style="list-style-type: none">• They are not expensive to produce• You can update them easily when you gain new skills and experience• You can show your creativity by dropping in examples of your work• Showcase your skills• It allows you to show your digital skills in the creation of the website• You can send links to it to potential employers making it easy to distribute• A lot of sectors within the industry use them making it suitable for a wide range of potential employees• Cheaper to distribute• Easy for employers to access Accept any other appropriate answer.	(1)

Question Number	Answer	Mark
4	Award one mark for either: <ul style="list-style-type: none">• Channel 4• S4C• Channel 5 Do not accept 'BBC'.	(1)

Question Number	Answer	Mark
5	<p>1 mark for</p> <ul style="list-style-type: none"> • Loss of income • Lack of control over quality • Lack of control over placement • Music becomes widely circulated • Enables viral promotion • Pre-releases are more common • Loss of jobs in the industry • Less opportunities for new artists • Less revenue for future production • No ability to track or analyse sales/downloads/ratings <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6a	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Published daily • National coverage and distribution • International coverage • To expand into digital markets • To increase profits • Advertise products and services nationally • To provide specialist journalists covering a range of topics • To guide public opinion • To receive opinions from their audience • To compete nationally and globally • To provide entertainment/competitions <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6b	<p>1 mark for each example</p> <ul style="list-style-type: none"> • Running competitions • Online and traditional subscriptions • Sponsorship • Share options • Income from investors • Income from investments • Income from other media organisations owned by the Guardian Group • Running events and workshops • Charitable donations <p style="text-align: center;">Accept any other appropriate answer. Do NOT accept sales or advertising.</p>	(1)

Question Number	Answer	Mark
7(a)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Financial reward • Can get different opinions • Allows them to experience different approaches • Working to a structured brief • Regular feedback • Provides creative challenges • Can work for multiple clients • Provides variety • Share resources with the client • Collaboration/teamwork <p style="text-align: center;">Accept any other appropriate answer. Do not accept broaden experience</p>	(2)

Question Number	Answer	Mark
7(b)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Having to cope with time pressures and deadlines • Could miss deadlines if your team doesn't work well together • Having to share resources with others • Have to be good at working with others • Reliant on others for completion of a project • Cannot claim sole credit for the production • Disagree about ideas <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8 (a)	<p>1 mark for</p> <ul style="list-style-type: none"> • Control over production • Wider distribution and exhibition • Greater synergies • Increased profits • Decreased costs • Influence over competition <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
8 (b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one benefit).</p> <ul style="list-style-type: none"> • Greater market share (1) leading to increased profit margins (1) • Greater influence (1) being able to set the agenda (1) • Rationalise operations (1) with institutional synergies (1) • Shared services and workforce (1) leading to greater efficiency (1) • Dominates the market (1) to reduce competition from other producers (1) • Allows for collaboration across a wider range of producers (1) producing more creative products (1) • Wider distribution networks (1) allows to reach larger audiences (1) • Allows a wider range of products to be made (1) increasing market share (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
8 (c)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Major distribution networks • Large-scale marketing campaigns • High production values and budgets • Universal appeal • Global markets • Franchises • Conventional/Generic products • Larger audiences • Attract big stars <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • specialised titles • wide circulation within the industry • print and digital format • established practice in some media sectors • focus on specific skills • likely to be sought out by media professionals <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
10	<p>Responses may include the following: It provides local information and news services for the community allowing consumers to be updated about news and events relevant to them.</p> <ul style="list-style-type: none"> • The producer knows its audience, which is defined by geographical location, allowing producers to focus on local issues and content, e.g.: <ul style="list-style-type: none"> ○ job adverts ○ local events ○ classified adverts ○ local sporting events. • It creates a close relationship with the audience and gives the community a focus. • Allows the community group to expand into digital markets. • Provides an opportunity to recruit local staff. • Makes use of locally generated content. • Stimulates the local economy through business adverts and recruitment. • Provides potential visitors with insights into the local area, which can in turn generate income for the community through tourism. <p style="text-align: center;">Accept any other appropriate answer.</p>	(8)
Level	0	No rewardable content.
1	1– 3	A few key benefits identified or one benefit described in some detail. The answer is likely to be in the form of a list. Benefits identified will be superficial/generic and will not be linked to the wider benefits of the given context. Examples are not always relevant and contribute little to the discussion.
2	4–6	Some benefits identified or a few key benefits described. Most of the benefits will be relevant to the given context but the links to both parties will not always be clear. Most of the examples will be relevant to the given context but will not always support sustained discussion.
3	7 – 8	Range of benefits described or a few benefits explained in depth. The answer will be coherent and will have broken down some of the relevant issue into intelligible and related parts. The majority of benefits will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the discussion.

Question Number	Answer	Mark
11 (a)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one advantage).</p> <ul style="list-style-type: none"> • The campaign targets a specific audience (1) increasing the chances of purchases being made (1) • Viral marketing is cheaper (1) leaving more money for other activities (1) • Viral marketing is a modern approach (1) improving the image of the product (1) • Ability to gain momentum (1) reaching wider markets/increased profits (1) • Creates a buzz generating interest and enthusiasm (1) encouraging discussion about the products amongst a wider audience (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
11 (b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one disadvantage).</p> <ul style="list-style-type: none"> • Viral marketing may not reach a wider audience (1) limiting sales of the film (1) • Viral marketing maybe confusing (1) meaning that the message might not be received (1) • Overuse of viral marketing campaigns (1) dilutes the message meaning that it can be ignored (1) • Produces excessive hype (1) the audience is disappointed by the actual product (1) • Once started there is lack of control (1) which could mean the campaign does not succeed (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12(a)	<p>1 mark for each response provided</p> <ul style="list-style-type: none"> • To educate • To entertain • To provide local and national news • To cover events of national importance • To inform audiences • Be impartial and free from bias • Offer broad and varied coverage • Serve the public interest • promote literacy • stimulate creativity • provide diverse content serving all the communities within the UK • represent minority interests • promote multiculturalism • promote awareness of different cultures and viewpoints • support technological advance <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
12(b)	<p>A linked response that makes reference to any one of the following points (maximum of 2 marks for one purpose).</p> <ul style="list-style-type: none"> To monitor how the BBC is fulfilling its public service remit (1) and abiding by it within its production output (1) Setting the strategic objectives for the BBC (1) to increase the distinctiveness and quality of output (1) To monitor the BBC's financial obligations (1) to improve the value for money provided to licence-fee payers (1) To set standards of openness and transparency (1) ensuring the public are not misled (1) Ofcom is the final point of appeal within the BBC for complaints, including editorial, fair trading and TV licensing (1) it has the ability to impose sanctions on the BBC (1) To ensure programmes do not cause offence or harm (language/violence/sex/nudity) (1) to protect audiences (1) To monitor scheduling (watershed) (1) to ensure appropriate content reaches the appropriate audiences (1) To ensure that content is diverse (1) in order to ensure that broadcasters meet the needs of their audience (1) <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
13(a)	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> Libel/Defamation/Slander (because it might damage the reputation of a celebrity) Copyright infringement/piracy (because it might use protected images, etc.) Privacy (because it might face legal action/injunctions) End user license agreements/age of users Racism (have to abide by laws on hate speech) <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
13(b)	<p>Responses may include the following:</p> <p>Reasons for:</p> <ul style="list-style-type: none"> To protect against libellous or untrue comments that prove damaging to a person's reputation To safeguard against invasion of people's privacy that could cause distress to the families and friends of the celebrities The websites should respect the celebrities' right to a private life If they do not check their facts they could be prosecuted by the celebrity If they regularly lie about people they could lose their reputation and readers, people will no longer trust what they have to say To protect from revenge posts To ensure the identity of the blogger is authentic <p>Reasons against:</p>	(8)

		<ul style="list-style-type: none"> • They should be able to write what they think will be in the public interest as long as it is true • Larger companies can begin to control information to the public about celebrities and media products • Could restrict free speech • Celebrities use blogging to promote themselves • Self-regulation is already very effective • Very difficult to enforce over international borders • Not in the interests of the social media providers to restrict creative freedom • Current publishing laws only favour people who can afford to obtain super injunctions <p style="text-align: center;">Accept any other appropriate answer.</p>	
Level	0	No rewardable material.	
1	1–3	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 considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.	
2	4–6	Some points identified, or a few key points described. Consideration of more than one viewpoint 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	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.	

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