Mark Scheme (Final)

January 2020

BTEC NG Level 1 / Level 2 (21526E)
Unit 1: Digital Media Sectors and
Audiences

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.

- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.

- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.

- All marks on the mark scheme should be used appropriately.

- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.

- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.

- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.

- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Acceptable answers	Mark
1(a)	Award **one mark** for each appropriate example of a device to a maximum of **two marks.**	• iPads / tablets • PC / laptop • Games console • Smart TV/TV • Digital set top box (PVR) • iPod / MP4 player **Do not accept** Mobile phone, or platforms such as YouTube, Netflix, etc. Accept Company names for devices eg iPad, Xbox to maximum of 1 mark per type of device. Accept any other appropriate response.	**(2)**

Question Number	Answer	Acceptable answers	Mark
1(b)	Award **one mark** for each appropriate example of a post-production activity to a maximum of **two marks.**	• Editing • Titles / graphics • Colour correction / grading • Visual effects / Vfx • Adding Voice-over • Audio mixing • Animation • Exporting / mix down Accept any other appropriate response.	**(2)**

Question Number	Answer	Acceptable answers	Mark
1(c)	C – Ofcom		**(1)**

Question Number	Answer	Acceptable answers	Mark
1(d)	Award **one** mark for an explanation of a benefit to the audience and a further **one** mark for an expansion up to a maximum of **two** marks.	• On demand platforms are available through the internet (1) meaning that they can be accessed in a more convenient way for the audience (1) • On demand services have user accounts (1) meaning the audience can pick up watching on a different device where they left off (1) • On demand platforms allow for content to be released	**(2)**

		more often or in one go (1) allowing the user to watch when they want (or binge) (1)	
		• On demand platforms are more flexible (1) so the audience can watch when they want (1)	
		• Web-based platforms allow for users to interact (1) giving them a sense of belonging (1)	
		• On demand video is often hosted by websites that collect user data (1) meaning that video recommendations are targeted to the audience (1)	
		Accept any other appropriate response.	

Question Number	Answer	Acceptable answers	Mark
1(e)	Award **one** mark for an explanation of benefit to audience video company and a further **one** mark for an expansion up to a maximum of **two** marks.	• On demand platforms are growing in scale compared to traditional broadcasters (1) leading to higher budgets (1) • On demand platforms collect information from their users (1) allowing products to be targeted more effectively to them in the future (1) • On demand platforms are not restricted by broadcasting scheduling (1) allowing the company more freedom over the release of its content (1) • Viewers are more able to share their thoughts about the content online (1) potentially leading to an increased audience for the products (1) • On demand platforms allow producers to take more risks with their content (1) because they are not constrained by traditional broadcasters regulations (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Acceptable answers	Mark

| 2(a) | Award **one mark** for each appropriate example of data to a maximum of **two** marks**.** | • Survey results/Questionnaire results/Polling
• Website hits
• Demographics (accept one demographic type only)
• Psychographic profiling
• Sales*

Accept any other appropriate response. Do not accept circulation figures.

*Sales data can include information that differs from circulation such as cover price and revenue. | **(2)** |

Question Number	Answer	Acceptable answers	Mark
2(b)	Award **one** mark for an explanation of an advantage of using data and a further **one** mark for an expansion up to a maximum of **two** marks.	• Data can be presented to represent a wider scope of research (1) making the findings more meaningful (1) • Data is factual and not based on opinions (1) leading to less potential for bias (1) • Data can be presented in charts (1) so it is easier to explain findings (1) • Data can be collected in the same way for an extended length of time (1) leading to it being able to present trends and patterns (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Acceptable answers	Mark
2(c)	Award **one** mark for an explanation of an advantage to the audience of consuming the products individually and a further **one** mark for an expansion up to a maximum of **two** marks.	• The audience member can read articles in any order (1) giving them a sense of control (1) • Audience member can access content privately (1) allowing them freedom to read what interests them without having to justify to a group (1) • Audience member can express their individuality (1) through reading niche or highly targeted publications (1) • The audience member can access their content at their own pace (1) meaning that this media consumption is flexible and convenient (1) • An audience member gets to choose the product and content they read (1) Without outside influence (1) • Consuming media individually is more personal (1) Allowing the user to create a sense of identity (1) Accept any other appropriate response from any media sector.	**(2)**

Question Number	Answer	Acceptable answers	Mark
3(a)	C - 12A rated films have increased more than any other type over this time		**(1)**

Question Number	Answer	Acceptable answers	Mark
3(b)	Award **one** mark for each appropriate genre to a maximum of **three** marks.	• Western • Musical	**(3)**

		• Gangster
		• Film noir
		• Science fiction
		• Crime
		• Action
		• Horror
		• Thriller
		• Melodrama
		• Fantasy
		• Animation
		• Bollywood
		• Family
		• Adventure
		Do not accept drama, romance, comedy or romantic comedies.
		Accept any other appropriate response.

Question Number	Answer	Mark
3(c)	Responses may include:	**(8)**
	• Censorship is becoming less prevalent as attitudes to what is acceptable on screen changes	
	• Society is more willing to accept violence and bad language at 15 and 12A	
	• Popular franchises are deliberately targeted at younger audiences (action, superhero and science fiction franchises)	
	• Superhero films with extended action sequences have become possible due to advances in technology and these target younger viewers	
	• Film companies target younger audiences so deliberately make films to fit within 12A and 15 guidelines to grow audiences	
	• U rated films have become more prevalent due to developments in the technology for animation	

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. 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. 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. The subject is well-considered and the answer is structured carefully. The majority of points made will be relevant and there will be a clear link to the situation in the question.	

Question Number	Answer	Acceptable answers	Mark
4(a)	Award **one** mark for each appropriate example of a type of sound to a maximum of **three** marks.	- Diegetic - Non-diegetic - Background / atmosphere - Wild track / Buzz track - Foley sound - Special effects - Music / singing / soundtrack - Voice-over / narration / Introduction Accept any other appropriate response. Do not accept dialogue.	**(3)**

Question Number	Answer	Acceptable answers	Mark
4(b)	A - portability		**(1)**

Question Number	Answer	Acceptable answers	Mark
4(c)	Award **one** mark for each example of technological convergence to a maximum of **two** marks.	- Watching video on demand on a games console - Taking photos on a mobile device - Watching video on demand through a mobile device - Reading newspapers or magazines through a mobile device - Looking at photos on a smart TV - Sharing photo's on a mobile phone/tablet - Sharing content on mobile/tablet - Making videos on a mobile phone/tablet Accept any other appropriate response.	**(2)**

Question Number	Answer	Acceptable answers	Mark
4(d)	Award **one** mark for each example of a narrative structure to a maximum of **two** marks.	- Linear - Non-linear - Open	**(2)**

| | | • Closed
• Single strand
• Branching Narrative
• Todorov / Disruption /
  Progress / Equilibrium
• Binary opposition

Accept any other appropriate response.
Do not accept multi-stand | |

Question Number	Answer	Acceptable answers	Mark
5(a)	D - Natural		**(1)**

Question Number	Answer	Acceptable answers	Mark
5(b)	Award **one** mark for each identification of a stylistic code and a further **one** mark for each explanation of how this creates meaning up to a maximum of **four** marks.	• The photo frames the crowd at the bottom with their arms reaching into space (1) giving a sense of reaching towards achievement (1) • The different shades of title text overlap (1) symbolising the integration theme in the poster (1) • The title text is bold (1) symbolising the importance of the subject (1) • The image appears grainy (1) giving a sense of reality / documentary reportage to the poster (1) • The image is grainy (1) connoting that the footage is from a real life situation and not staged (1) Accept any other appropriate response. Do not accept responses relating to content rather than style. Do not accept responses relating to desaturation (black and white photography)	**(4)**

Question Number	Answer	Acceptable answers	Mark
5(c)	Award **one** mark for each example of	• Flyers/Handouts	

| | | a print product to a maximum of **two** marks. | • Newsletters
• Brochure
• Leaflets/ Pamphlets
• Manifesto
• Book
• Newspaper/Newspaper Articles
• Posters/Billboards

Accept any other appropriate response. Do not accept magazine or digital products. | **(2)** |

Question Number		Indicative Content	Mark
5(d)		Responses may include: • The advert could have dramatic uplifting music to create a positive feeling in the audience • The advert could use an informal mode of address to engage the audience • There could be handheld footage of meetings to show that the movement has grown organically • The footage could be slowed down and desaturated to demonstrate the dramatic themes • The advert could include lots of different voices delivering the message so that the coming together of cultures is emphasised • Costume type • Colour filters • Camera angles • Lighting techniques • Character types	**(8)**
Level	**0**	No rewardable content.	
1	**1 - 3**	A few key factors identified **or** one factor described in some detail. The answer is likely to be in the form of a list. Factors identified will be superficial/generic and will not be linked to the causes or consequences of the given context. Examples are not always relevant and contribute little to the analysis.	
2	**4 - 6**	Some factors identified **or** a few key factors described. Most of the factors will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.	
3	**7 - 8**	Range of factors described **or** a few factors explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the analysis.	