

# **Level 2 Lead Examiner Report 2001**

January Series 2020

**Level 2 BTEC First in Creative  
Digital Media Production**

***Media Industry in Context (21647E)***

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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 Industry in Context

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
<b>Boundary Mark</b>	<b>0</b>	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.

There has been good coverage of the unit content by candidates within their responses, with more candidates attempting all questions and showing a breadth

of knowledge. It does, however, remain imperative that centres continue to teach the unit content in its entirety as any aspect can be tested as any time.

It is important that candidates understand the structures and funding of media industries, especially pertaining to the UK and the unique structure of the BBC. Candidates should be able to investigate these companies and structures, providing them with a greater depth of understanding than just the content of the specification. All aspects of the specification should be clearly and effectively contextualised in order for candidates to respond effectively, even to the lower demand questions.

## Individual Questions

### **Q01 Identify one source of public funding for the BBC.**

#### **Targeted Specification Area: Learning Aim A1**

This was a multiple-choice question that required learners to demonstrate their understanding of public funding and was generally well answered by most candidates as this aspect of the specification is familiar to them and has been well covered in past papers.

### **Q02 Identify one responsibility of the BBC.**

#### **Targeted Specification Area: Learning Aim A1**

This was a multiple-choice question that required learners to demonstrate their understanding of the responsibilities of public service broadcasters and was again, generally well answered by most candidates.

### **Q03 State two drawbacks of public funding of the BBC for the rest of the media industry.**

**Targeted Specification Area: Learning Aim A2**

Drawbacks of public funding have been asked in previous papers and feedback provided in past LE reports. Learners struggled with drawbacks, possibly because it is a negative response that is required, candidates were often able to provide one drawback but struggled to offer two. Candidates should be able to focus on both positive and negative aspects of funding and coverage of this aspect of the specification was rather weak.

2 marks

1 \* with money coming in from the public the BBC will always be the Peoples choice of broadcasters.

2 no other media industry will stand a chance as the BBC is already funded by the government meaning they will produce channels that everyone wants to watch.

(Total for Question 3 = 2 marks)

1 mark

1 it takes the majority of Audience and ~~the~~ sponsors

2 it creates a competition for the rest of media industries

**Q04 Give two responsibilities of Ofcom.**

**Targeted Specification Area: Learning Aim A1**

Some candidates were confused by what may constitutes a responsibility. Many could offer handling complaints, watershed and regulate TV and Radio but some learners seemed to think that Ofcom reviewed all content beforehand and decided if it could be aired or gave age ratings to programmes and films, some candidates also confused Ofcom with the ASA and discussed the regulation of adverts rather than TV and Radio programmes.

2 marks

4 Give **two** responsibilities of Ofcom.

- 1 To make sure Tv programs <sup>stick</sup> ~~stick~~ to the water shed rule and have no offensive language till after 9pm
- 2 To deal with any complaints the public have about anything they see on TV.

(Total for Question 4 = 2 marks)

1 mark

4 Give **two** responsibilities of Ofcom.

- 1 Regulate.
- 2 Copyright infringement, protecting others work

**Q05 Identify one characteristic of a niche product.**

**Targeted Specification Area: Learning Aim A4**

This was the final multiple-choice question of the paper which required candidates to demonstrate their understanding of niche products. This aspect of the specification has been well covered in past papers and a large number of candidates were able to provide a correct response.

**Q06 Give two drawbacks of working for a client in the creative media industry.****Targeted Specification Area: Learning Aim A3**

As with question 3, this question asked candidates to identify drawbacks as opposed to benefits. This did not prove too challenging to the majority of candidates and many were able to identify the restrictions that working for a client may place on a media producer. Some candidates did get slightly confused and offered drawbacks of freelance working rather than working for a client, it is important that they are able to differentiate these as it is the interaction with the client that they are being asked to comment on here.

2 marks

1 Client might change his mind after mid-way through working on a project.

2 The client might set an unrealistic time to complete the work.

1 mark



1 time pressure

2 isolation

**Q07(a) Give two types of contract for employees in the creative media industry.**

**Targeted Specification Area: Learning Aim C1**

This question provided a good number of correct responses with most candidates able to identify two different employment contracts, some benefit of doubt was given for some responses, however, the majority were in line with the requirements of the specification and the mark scheme.

2 marks

1 permanent contract

2 ~~Temporary~~ contract Temporary Contract

1 mark

1 Permanent contract to be employed  
until you retire.

2

**Q07(b) A media graduate decides to work for a company for no pay.**

**Explain two reasons why someone may want to work for no pay.**

**Targeted Specification Area: Learning Aim C1**

Many candidates understood what working on a voluntary basis entailed and were able to provide at least one viable explanation as to why this would be done. Many candidates were able to provide two reasons but those that were able to provide two distinct benefits were the ones that performed best in relation to this question. Some candidates were limited to offering one reason and one explanation.

4 marks

1 TO LEARN AND TO BE EDUCATED BY THE PEOPLE AROUND  
 THEM AND TO KNOW WHAT IT IS LIKE.  
 THEY CAN & LEARN OF THE EXPERTS AND MORE EXPERIENCED  
 WORKERS.  
 2 FOR & EXPERIANCE AND TO GET<sup>+</sup> TO USE WHEN  
 GETTING A FUTURE JOB IN TH INDUSTRY AS THEY WILL  
 BE IMPRESSED

2 marks

1 To get <sup>more</sup> experience therefore the (4)  
 next time they get offered another  
 job ~~they must take~~ they have  
 more chance than any other applicant.  
 2

**Q08 Give two methods of showcasing work to potential employers.****Targeted Specification Area: Learning Aim C3**

Online portfolios are something that candidates are quite familiar with and able to engage with, whilst some candidates did relate their responses to social media (e.g. getting likes) most were able to offer valid benefits. This question allowed candidates to engage with online platforms which is something they are more familiar with and able to understand. Those candidates that performed well were able to move away from their understanding of 'online' as being used in a social media context and a way of gathering 'followers' and 'likes' to a place in which potential employers would be able to gain access to materials that showcased your skills and past projects within the creative media industry.

2 marks

1 Portfolio
2 CV

1 mark

Give two methods of showcasing work to potential employers.

1 Portfolio
2 Reference

**Q09 Permanent employees can often be promoted within a company.**

**Give one benefit to the company of promoting staff internally.**

**Targeted Specification Area: Learning Aim C2**

This was generally well responded and many valid answers relating to employee loyalty and motivating factors were provided. Whilst this question related to employment and promotion within the workplace a number of learners were able to comprehend that promotion is often a reward for good performance and reliability and that the company benefits from the loyalty and skills and knowledge of an experienced member of staff that they have invested in. Some learners were confused by what was being asked and offered benefits to the employee.

1 mark

Would Boost the ~~employee~~ Staff's Moral  
 Increasing motivation to continue working hard and  
 Longer

(Total for Question 9 = 1 mark)

0 marks

Give **one** benefit to the company of promoting staff internally.

They can make more money by promoting staff with experience.

**Q10 The creative media industry must work within a number of legal constraints.**

**Explain two reasons why equality legislation is important in the creative media industry.**

**Targeted Specification Area: Learning Aim B1**

There were a number of good responses here but they did not always relate to equality within the workplace. Some responses related more to what would be expected by a regulator, such as the responsibilities of Ofcom. Learners do have some knowledge of equality legislation but have struggled to apply it to a work context and differentiate it from production constraints. It may not have been clear enough within the question what was being asked, namely equality within the workplace, and candidates often struggled to offer two reasonable explanations.

4 marks

1 it gives everybody a equal chance  
in ~~succeeding~~ the industry not just  
a set group

2 everybody has to get paid the same  
which benefits all as staff will  
be satisfied that they are all  
being paid equally

2 marks

1 If everyone is treated fairly in the work place then more work can be done and employees won't be stressed out.

2 If equality legislation wasn't in the media industry then that would cause a lot of arguments and fights.

**Q11(a) There are many different sizes and structures of organisation in the creative media industry.**

**State one characteristic of a national media organisation**

**Targeted Specification Area: Learning Aim A3**

Candidates may have struggled with the term characteristic as opposed to feature which has been used in past papers, as a result many failed to offer a valid response, despite this question being asked in past papers.

1 mark

National presence

(1)

0 marks

(1)

Flexible, able to work together

**Q11(b) A community group decides to set up a newspaper in the local area.**

**Discuss the benefits for a local community of having a newspaper run by a local community group.**

**Targeted Specification Area: Learning Aim A3**

There were a number of valid and lengthy responses to this question and learners did understand the benefits to the community, however, there was a large amount of repetition within responses which may have restricted marks for some learners. It was felt that the topic of Community organisations had been well responded in the past and that learners had shown a good understanding of their features and benefits. The extended question was not so much a struggle for learners but many became a little repetitive in their responses and didn't always make as much of their points as they could have done, lacking explanation or some form of exemplification.



7 marks

The local community already knows  
~~at~~ a lot about the community.  
They are able to easily cater their  
content to what the community wants to  
see/read.

Creating the ~~new~~ newspaper will be far  
cheaper. They only need to publish to  
a small area, whereas bigger companies  
have to publish potentially all over the  
country/world.

Content is easier to make as they  
don't need to worry about being relatable  
to everyone. They don't need to include  
all kinds of different cultures if they  
don't want to, only their own.

It can bring a healthy income to  
a small number of people and give  
them employment. Since money going to big  
companies matters much less.

Distribution will obviously be easier. They only need to get it to a small area so that means people are more likely to get their newspaper.

The community doesn't need to worry about propaganda as much. The government has no sway over the newspaper and can't influence the public in an easy way.

The actual people behind the newspaper are more likely to get credit for their work. ~~the~~ Unlike national papers that has most of the credit go to the brand.

3 marks

One benefit of ~~a local~~ this is that it's quick and easy to get, this is because it's local so it's ~~being~~ being delivered closely.

Secondly, is there's any complaints about the newspaper, instead of taking time out your day to send an email, you can just tell them the next time ~~you~~ you see them.

Futhermore, since it's a local newspaper, it's going to contain use ful information about the area you live in and not something ~~irrelevant~~ useless like American Schools.

**Q12(a) Brand identity is important for a media company.**

**Give two benefits of having a strong brand identity**

#### **Targeted Specification Area: Learning Aim A4**

Candidates are very aware of brands and brand identities, often being brand consumers themselves. Many responses related to consumer identification, brand loyalty and standing out from competitors. This question differentiated particularly well as, although learners often understood that a strong brand identity made a company 'stand out' or more recognisable, many made some less valid observations such as 'know worldwide'. This is not necessarily the case as, whilst it is said that Coke Cola T shirts have been found being worn by indigenous Amazonian tribes the same cannot be said of ITV which is a well-known UK company with a strong brand names and brand identity. Learners that were able to understand this offered more reasoned and valid responses.

2 marks

- 1 Iconic and recognizable.
- 2 Sets you apart from others.  
and will also profit the company

1 mark

6

- 1 Good for sponsorships/advertisements
- 2 Social presence

**Q12(b) Name two national UK media broadcasting organisations that have a strong brand identity.**

**Targeted Specification Area: Learning Aim A4**

The majority of learners were able to identify two valid UK media organisations such as BBC and ITV. There were very few incorrect responses but those candidates that didn't achieve were often confused by what the question was

asking them to provide or offered responses that were not media organisations but channels of the main organization such as CBBC or E4, or else they provided the names of regulators such as Ofcom.

2 marks

1	BBC	(2)
2	ITV	

1 mark

1	BBC	(2)
2	CBBC	

**Q13 media publisher produces a range of magazine titles across a number of different subjects. This is an example of horizontal integration.**

**Explain two drawbacks for the consumer of horizontal integration**

**Targeted Specification Area: Learning Aim A3**

Past papers and responses given to 8-mark questions on the topic reveal that learners do understand horizontal integration, however the drawbacks to the consumer seems to have been too demanding for learners. The concepts that the learners were required to apply to the question were either not within their sphere of knowledge or too complex for them to clearly interpret, as a result

many were unable to apply their knowledge of this type of structure to the wider context of consumer affects.

4 marks

1 The Customers have less choice about which Companies they buy from

2 The Customer has to pay more money for the product as the companies have less competition and there for need less competitive prices

2 marks

1 if the consumer wanted a different option on one of the subjects they might not find it because there might be no competition

2 There might be a point the this media publisher is the only publisher on these subjects.

**Q14 Two media organisations decide to form a cooperative.**

**Give two benefits to the companies of this type of organisational structure.**

**Targeted Specification Area: Learning Aim A3**

Media cooperatives have been covered a number of times in past papers and the benefits of these have often been well understood. This question was not too challenging for candidates; however, it is important that they understand that it is the 'shared' nature of resources and ideas that is being looked for, the means of collaborating in order to produce a product.

2 marks

Give two benefits to the companies of this type of organisational structure.

- 1 They share growth within each company
- 2 They share ideas and plans for the future

1 mark

- 1 working together means that they can now share ideas with each other or create ideas.
- 2 These two companies can combine ~~the products~~ each others product ~~ideas~~ like the flavour of a drink.

**Q15(a) Name the legal term given to the protection of intellectual property.**

**Targeted Specification Area: Learning Aim B1**

There was only one valid response to this question which was Copyright, the question was intended to test candidates' understanding of the legal term given to protection of intellectual property and the response is directly from the specification.

1 mark

.....  
*Copyright*  
.....  
.....

0 marks

.....  
*Privacy*  
.....

**Q15(b) A recent survey shows that a large number of internet users download files illegally.**

**Discuss the positive and negative impacts that illegal file sharing has on media producers.**



**Targeted Specification Area: Learning Aim B2**

This 8-mark question was well responded by the majority of candidates and many were able to offer a suitable explanation of the impacts of illegal file sharing on media producers. The question was deliberately left open so that candidates could refer to different sectors of the media, this allowed for a variety of responses from the music, film and gaming sectors. Candidates are generally very knowledgeable regarding illegal file sharing and the consequences, possible due to the fact that many will regularly engage with streaming services and digital downloads. Candidates that performed particularly well were able to offer a well-rounded response that reflected on the impact to the industry in a wider context and ultimately how this would affect the consumer.

8 marks

One of the major negatives ~~of~~ of illegal file sharing is loss of revenue for the media producers, which can impact the quality of future products, as the funding won't be available.

Another negative is that the media producers no longer have control over the quality of the product, meaning the consumer won't enjoy the product as much, and it reflects poorly on the producers, as the consumer may assume the poor quality is down to the producers not putting enough effort in.

Another big negative is that the producers

Cannot control who or what the product is associated with, as the file could come from a website with offensive or harmful views, which forms a connection between the website and the content for the consumer, meaning they may be less likely to spend money on future content.

One of the positives of illegal file sharing is that it helps build a larger audience one that may enjoy the content so much they are willing to pay for all future content, creating a core audience for media producers.

Another positive is that content that wasn't previously available possibly due to client interference, becomes more easily accessed, and if the producer is proud of the work it can be rewarding for the producer for an audience to finally see it.

Lastly, a positive of this process is that it can lead to innovation for the producers, as the audience is more likely to pay for a product that is innovative and not seen before, and helps create a loyal core audience that will always purchase the product legally.

Overall I believe illegal file sharing to be wrong, as it negatively impacts the

industry, and is responsible for a loss of quality in certain products.

3 mark

101

The benefits of file sharing is that it can be faster or cheaper than getting from other sources. Can be used for more creative ways. it can help solve problems people might not like about the product and can also help express more creativity. A negative part to all this is that people can lose money and people losing rights to their files / copy righted content and it ~~can~~<sup>is</sup> be seen as stealing and the people who worked hard on that content doesn't get the credit as much anymore.

## 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.



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