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Mark Scheme (Results)
January 2020

BTEC Level 1/Level 2 First in Creative
Digital Media Production Unit 8:
Media Industry in Context 21647E

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January 2020

Publication Code 21647E_2001_MS

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Question Number	Answer	Mark
1	1 mark for A Licence fee	(1)

Question Number	Answer	Mark
2	1 mark for B Serve the public interest	(1)

Question Number	Answer	Mark
3	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Licence fee is compulsory whether the viewer/ listener wants to view/ listen to BBC programmes. Consumers might wish to spend their licence fee money on commercial products. • Allows the BBC to have a privileged place in the marketplace through guaranteed funding: not a level playing field. • BBC chasing ratings in competition with commercial broadcasters by producing derivative material, despite a commitment to avoid such duplication. Impacts on audience share. • BBC operating in the same marketplace and not distinctive enough. • BBC engaged in various commercial activities while also receiving public funding. • Competitors have to find funding such as advertising. <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4	1 mark for each correct response from the following to a maximum of 2 marks. <ul style="list-style-type: none"> • To set guidelines • To ensure best practice is adhered to • To regulate production content • To receive complaints • To adjudicate complaints • To manage broadcast licences in the UK • To regulate the BBC • To set technical standards for broadcast • To set penalties • To regulate TV and Radio Broadcasters • To regulate some video and on demand services • To regulate fixed line telecoms/mobiles/postal services 	(2)

Accept any other relevant answer.
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Question Number	Answer	Mark
5	1 mark for B Small and specific target audience	(1)

Question Number	Answer	Mark
6	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Constraints of working/unreliable work/income • Lack of creative control/lack of credit for work undertaken • Lack of ownership over final product • Time and resources constrained by client • Client brief can change during production • Client could be difficult to work with <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
7 (a)	1 mark for each example (maximum 2 marks) <ul style="list-style-type: none"> • Freelance • Self-employed • Fixed term • Part time • Hourly paid • Full time/permanent • Zero hours • Internship/casual/ unpaid <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
7(b)	Award 1 mark for each identification of a reason and 1 further mark for an expansion, up to a maximum of 4 marks. <ul style="list-style-type: none"> • Allows the individual to gain experience across a range of sectors (1) broadening their set of skills and making them more employable (1). 	

	<ul style="list-style-type: none"> • Allows the individual to meet media professionals (1) and learn how they work (1). • Allows individual to make new contacts in the industry (1) that may help them find paid work (1). • Allows the individual to work on projects that build up their showreel and CV (1) helping them to find work in the future (1). • That is the only way they can get work in the CMI (1) and employers take advantage of that fact, as they get individuals to work for free (1). <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)
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Question Number	Answer	Mark
8	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Digital CVs • Portfolios • Showreels • Website • Enhance profile of social media/ Instagram/ Facebook/ Behance/ Artstation • Blogs • Forums • Work being posted to app stores <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
9	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • Low cost • Quick • Motivated workforce/ Good for staff morale • Awareness of strengths and weaknesses of candidates • Candidates familiar with company • Candidates familiar with job role • Don't have to find/hire new staff <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
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10	<p>Award 1 mark for each identification of a reason and 1 further mark for an explanation up to a maximum of 4 marks.</p> <ul style="list-style-type: none"> • Ensuring that people with protected characteristics are not discriminated against (1) to ensure equal pay and conditions (1). • To protect employee rights (1) so that they cannot be dismissed without good reason or exploited (1). • To ensure safe and fair working practices (1) and protect against exploitation of children, animals, etc. (1). • Protect against discrimination (1) so that the workforce is recruited and treated fairly (1). • Ensure the enforcement of regulations (1) to protect the company and employees in case of claims of malpractice (1). <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)
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Question Number	Indicative Content	Mark
11 (a)	<p>1 mark for any one of the following:</p> <ul style="list-style-type: none"> • National coverage and distribution • Use shared delivery systems • National focus of products • Wider recruitment and training / larger workforce • Compete with local and international markets • Allow for syndication of content • Large scale <p style="text-align: center;">Accept any other appropriate answer.</p>	(1)

Question Number	Indicative Content	Mark
11 (b)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • It provides local news services for the community allowing consumers to be updated about news and events relevant to them • Newspaper 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 	

	<ul style="list-style-type: none"> • Close relationship with audience • Expansion into digital markets • Can recruit local staff • Gives training opportunities • Leads to increased media plurality ensuring that a diverse range of views and opinions are presented. • Can use locally generated content • Stimulate local economy through business adverts and recruitment. 	(8)
Accept any other appropriate answer.		
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 context of the given scenario. Examples are not always relevant and contribute little to the analysis.
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 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 benefits described or a few benefits explained in depth. The answer will be coherent and will have broken down some of the complex issue into intelligible 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 analysis.

Question Number	Answer	Mark
12 (a)	1 mark for each benefit up to a maximum of 2 marks <ul style="list-style-type: none"> • Strong brand identity encourages a loyal audience • Less risky to invest in future production • Brand loyalty crosses over to different products and services allowing a company to diversify its income streams • Provides increased advertising revenues • The brand becomes synonymous with quality • Simple way of identifying a product 	(2)
Accept any other appropriate answer.		

Question Number	Answer	Mark
12 (b)	Award 1 mark for each of the following up to a maximum of 2 marks: <ul style="list-style-type: none"> • BBC • ITV • Channel 4 • Channel 5 • UK TV • SKY/BSKYB • Dave • Vice UK • BT • Captial Radio 	(2)

	Accept any other appropriate answer. Do not accept regional or international organisations.	
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Question Number	Answer	Mark
13	<p>Award 1 mark for each identification of a drawback and 1 further mark for an explanation up to a maximum of 4 marks.</p> <p>Reduces choice and competition meaning smaller companies are unable to compete (1) leading to reduced choice for the magazine consumer (1).</p> <p>Leads to possible creation of monopolies and oligopolies where all publication is controlled by one company (1) reducing competition in pricing for the consumer (1).</p> <p>Reduces media plurality (1) allowing for the possibility of bias and lack of balance (1).</p> <p>Control of information being published (1) meaning the consumer will not have a choice in the content they access (1).</p> <p>The one company is making all of the magazines in a similar way (1) meaning that there is less choice for the reader (1)</p> <p style="text-align: center;">Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
14	<p>1 mark for each example (maximum 2 marks)</p> <ul style="list-style-type: none"> • Shared ownership • Collaboration between members • Democratic decision making • Support network • Shared resources • Profit returned to members <p style="text-align: center;">Accept any other appropriate answer.</p>	(2)

Question Number	Indicative Content	Mark
15 (a)	<p>Award 1 mark for the following:</p> <ul style="list-style-type: none"> • Copyright 	(1)

Question Number	Indicative Content		Mark
15 (b)	<p>Responses may include the following:</p> <p>Negative implications on media producers.</p> <ul style="list-style-type: none"> • People no longer spend money on products causing a loss of revenue for the industry. • Over reliance on illegal alternatives, which are often of poorer quality. • Affects innovation within the industry and work no longer attracts suitable payment, lack of incentive from artists and producers. • The industry response is to take legal action against companies and individuals involved. • Greater cost to the industry, which is having to produce and distribute awareness campaigns. • It is costly for the industry to take legal action against individuals and companies for piracy/ breaches of copyright. <p>Positive implications for industry and consumers</p> <ul style="list-style-type: none"> • Products reach a wider audience. • Drives down the price of a product making it more accessible. • Enables the producer to connect with the consumer. • Enables user-generated content from the product, increasing exposure, e.g. mash ups. • It could aid independent producers who lack budgets. • Non-conventional distribution can build brand identity of independent producers. <p style="text-align: center;">Accept any other appropriate answer</p>		(8)
Level	0	No rewardable content.	
1	1–3	A few key impacts identified or one impact described in some detail. Only one viewpoint considered. The answer is likely to be in the form of a list. Impacts identified will be superficial/generic and will not be linked to the context of the given scenario. Examples are not always relevant and contribute little to the discussion.	
2	4–6	Some impacts identified or a few key impacts described. Most of the impacts will be relevant to the given context but the link will not always be clear. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer may lack balance. Most of the points made will be relevant to the given context but will not always support the discussion.	
3	7–8	Range of impacts described or a few impacts described in depth. All sides of the case are considered and the answer is well-balanced, giving weight to all viewpoints. The answer will be coherent and will have broken down some of the complex issue into intelligible parts. The majority of impacts will be relevant and presented in a logical order. The examples will be relevant to the given context and will fully support the discussion.	

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Welsh Assembly Government

