

Please check the examination details below before entering your candidate information

Candidate surname

Other names

**Pearson BTEC
Level 1/Level 2
First Award**

Centre Number

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Learner Registration Number

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Wednesday 8 January 2020

Afternoon (Time: 1 hour)

Paper Reference **21526E**

Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 A video production company has most of its content viewed on demand on mobile phones.

(a) Name **two other** devices that the audience could stream content on.

(2)

1

2

(b) Give **two** post-production tasks that could be used in making the video content.

(2)

1

2

(c) Identify which **one** of these bodies regulates on demand video services in the UK.

(1)

- A PEGI
- B IPSO
- C Ofcom
- D BARB

(d) On demand video can be watched on many devices.

Explain **one other** benefit to the audience of being able to access the video content on demand.

(2)

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(e) Explain **one** benefit for video company of using on demand platforms for its content other than being available on many devices.

(2)

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(Total for Question 1 = 9 marks)

2 A researcher for a magazine uses circulation figures to present some quantitative data about its readers.

(a) Give **two other** examples of quantitative data the researcher could use.

(2)

1

2

(b) Explain **one** advantage of using quantitative data to present research findings.

(2)

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The research shows that the magazine is usually consumed by its target audience as individuals.

(c) Explain **one** advantage for the audience of consuming media products as individuals.

(2)

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(Total for Question 2 = 6 marks)

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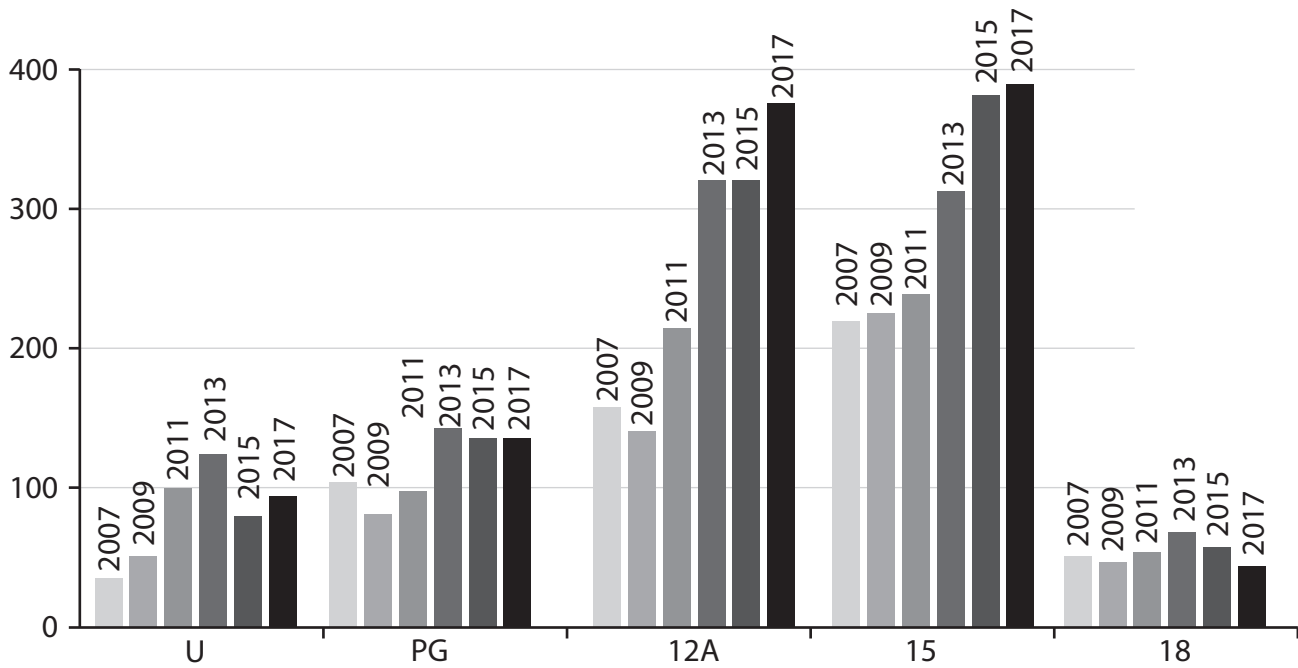
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3 The following graph shows the trend in the number of films being passed by the BBFC, by certificate, over 10 years.

Number of films passed by BBFC by certificate



(Source: BBFC Annual Report 2017)

(a) Which **one** of the following statements is true?

(1)

- A The number of films given a U certificate has gone up every year
- B There were more PG rated films in 2017 than in any other year
- C 12A rated films have increased more than any other type over this time
- D More 15 rated films were released in 2007 than the total number of all the other films

(b) Popular movie genres include dramas, romance, comedies and romantic comedies.

Name **three other** film genres.

(3)

1

2

3



(c) There have been some significant changes in the number of films that have been passed at the different certification levels over the last 10 years.

Discuss why there have been these changes and why film companies target certain audiences. Refer to the graph on the previous page for your answer.

(8)

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Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 3 = 12 marks)



4 An audio producer has been asked to record dialogue as one type of sound for a new radio drama series.

(a) Name **three other** types of sound that could be used in the series.

(3)

1

2

3

The radio drama will be available as an app for mobile phones.

(b) This is an example of:

(1)

- A portability
- B stereotyping
- C composition
- D representation

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Listening to content on a mobile device is an example of technological convergence.

(c) Give **two other** examples of technological convergence.

(2)

1

2

(d) The radio drama has a multi-strand narrative structure.

Give **two other** types of narrative structure that could be used in a media product.

(2)

1

2

(Total for Question 4 = 8 marks)

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- 5 The following poster contains a photograph that was taken without any additional lighting equipment.



(a) Identify this type of lighting.

(1)

- A High-key
- B Fill
- C Overhead
- D Natural

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The poster has been desaturated so that it appears black and white.

(b) Explain **two other** stylistic codes that are used to create meaning for the audience. (4)

1

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2

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The Mutual Respect and Tolerance Movement behind this poster has been given access to printing facilities to produce a magazine.

(c) Give **two other** types of **analogue** publishing product the movement could produce to support its campaign. (2)

1

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2

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(d) The Mutual Respect and Tolerance Movement wants to create a short moving image advert to promote its campaign.

Discuss what stylistic choices the director might make to create meaning for the audience.

(8)

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(Total for Question 5 = 15 marks)

TOTAL FOR PAPER = 50 MARKS

