

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 6 January 2021**

Morning (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 media company produces short films and wants to introduce a range of new audio products to its audience.

(a) Identify **two audio** products that the company could produce.

(2)

1 .....

2 .....

(b) Give **two** pre-production activities that would be involved in producing **audio** products.

(2)

1 .....

2 .....

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Audiences consuming media products is sometimes said to be like injecting people with a hypodermic needle.

(c) Identify the audience theory that this refers to.

(1)

- A Uses and gratifications
- B Active audience
- C Passive audience
- D Primary audience

(d) The media production company encourages collective enjoyment of its products.

Explain **one** benefit to the **audience** of consuming a media product collectively.

(2)

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(e) Explain **one** benefit to the **company** of collective consumption of its products.

(2)

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**(Total for Question 1 = 9 marks)**

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2 Ofcom regulates parts of the media industry.

(a) Give **two** examples of media sectors that Ofcom would regulate.

(2)

1 .....

2 .....

(b) Explain **two** ways that Ofcom regulates media products.

(4)

1 .....

2 .....

(Total for Question 2 = 6 marks)

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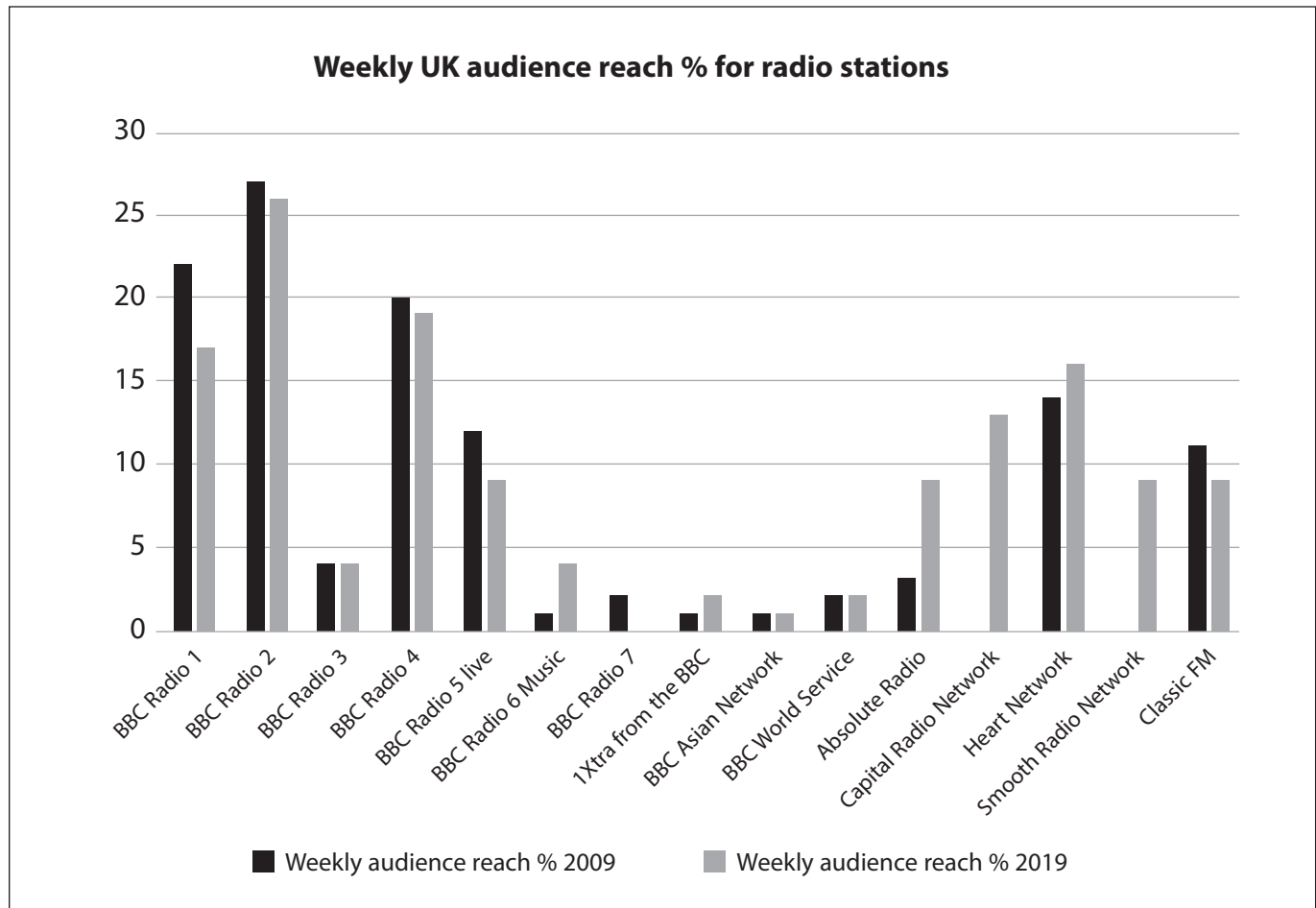
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3 The following chart shows the trend in percentage of audience reach for radio stations in the UK over 10 years.



Source: RAJAR

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

(1)

<input type="checkbox"/>	<b>A</b> BBC radio audience reach has decreased for some of its stations
<input type="checkbox"/>	<b>B</b> 1Xtra is the only BBC station that has increased its reach
<input type="checkbox"/>	<b>C</b> The BBC has fewer competitors in 2019 than in 2009
<input type="checkbox"/>	<b>D</b> The BBC has more stations in 2019 than in 2009



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**(Total for Question 3 = 12 marks)**



4 A music video producer is creating a music video with lots of close ups.

(a) Name **three other** types of framing or angle that could be used in the video.

(3)

1 .....

2 .....

3 .....

(b) The music video contains a shot where the camera moves left to right between two members of the band.

This is an example of:

(1)

- A** tilting
- B** zooming
- C** panning
- D** craning

(c) The music video producer wants to make viewing the product an interactive experience for the audience.

Give **two** examples of how a music video could be made interactive.

(2)

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2 .....

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(d) The music video producer has conducted primary research of the fans of the band through questionnaires and online surveys.

Give **three other** primary research methods that the music video producer could have used.

(3)

1 .....

2 .....

3 .....

**(Total for Question 4 = 9 marks)**

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- 5 The following cover has been designed for a survival horror game called 'Witching Hour.'



The photograph has been desaturated.

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(a) Desaturated means that the photograph has:

(1)

- A been cropped
- B been airbrushed
- C had the contrast adjusted
- D been made 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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(c) Computer games are regulated by Pan European Game Information (PEGI) and in this example the game cover contains a rating and advice labels.

Give **one other** way in which PEGI can ensure that appropriate content is accessed by children.

(1)

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(d) The game producers have had to carefully consider the representation of different characters and groups in this game.

Discuss what issues of representation might be important in the development of a game.

(8)

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**(Total for Question 5 = 14 marks)**

**TOTAL FOR PAPER = 50 MARKS**

