



Mark Scheme (Results)

January 2021

Pearson BTEC Firsts
In Creative Digital Media Production
(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 an audio product to a maximum of two marks .	<ul style="list-style-type: none"> • Adverts • Radio drama • Music • Podcast • Soundtracks <p>Accept any other appropriate response.</p>	(2) Grad

Question Number	Answer	Acceptable answers	Mark
1(b)	Award one mark for each appropriate example of a pre-production activity to a maximum of two marks .	<ul style="list-style-type: none"> • Planning • Researching • Rehearsing • Casting / hiring talent • Script writing • Risk assessment • Obtaining permissions • Copyright clearances • Budgeting <p>Accept any other appropriate response.</p>	(2) Grad

Question Number	Answer	Acceptable answers	Mark
1(c)	C - Passive audience		(1) Comp

Question Number	Answer	Acceptable answers	Mark
1(d)	Award one mark for an explanation of a benefit to the audience of collective enjoyment and a further one mark for an expansion up to a maximum of two marks .	<ul style="list-style-type: none"> • Audience members can discuss the content together (1) promoting social interaction (1) • Audience members can strive to find out more about the product (1) allowing them to garner social capital (1) • Collective enjoyment brings people together to consume the product (1) promoting a sense of belonging (1) • Collective enjoyment encourages comment groups, forums and user-generated content (fan fiction) (1) enhancing the enjoyment of the 	(2) Exp

		audience (1) Accept any other appropriate response.	
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Question Number	Answer	Acceptable answers	Mark
1(e)	Award one mark for an explanation of a benefit to the company of collective enjoyment and a further one mark for an expansion up to a maximum of two marks.	<ul style="list-style-type: none"> • Collective enjoyment creates a 'buzz' around the product (1) growing the audience share (1) • Some audience members will be drawn to the product through 'fear of missing out' (FOMO) (1) growing the audience share (1) • Collective groups are more likely to promote reviews and feedback about the product (1) informing the development of new content (1) • Collective enjoyment builds a community around a particular product (1) allowing the producers to target this group with advertising or future products (1) <p>Accept any other appropriate response.</p>	(2) Exp

Question Number	Answer	Acceptable answers	Mark
2(a)	Award one mark for each of the following up to maximum of two marks.	Radio TV / television / video on demand Do not accept broadband / telephones.	(2) General

Question Number	Answer	Acceptable answers	Mark
2(b)	Award one mark for each example of how Ofcom regulates the industry and a further one mark for each expansion up to a maximum of four marks over two explanations.	<p>Sets a code of conduct for producers (1) ensuring that they adhere to similar standards (1)</p> <p>The code advises on offensive content (1) to keep children safe from harmful content (1)</p> <p>The code sets out how producers behave (1) ensuring that programmes are not unnecessarily biased (1)</p>	(4) Expert

		<p>The code sets out how producers behave (1) ensuring that the public are afforded appropriate privacy (1)</p> <p>The code sets out how producers behave (1) ensuring that parents or guardians are able to consent to their children being used in broadcasts (1)</p> <p>Ofcom provides technical standards for the quality of broadcast (1) to ensure all members of the public can access content (1)</p> <p>Accept any other appropriate response.</p>	
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Question Number	Answer	Acceptable answers	Mark
3(a)	A - BBC radio audience reach has decreased for most stations		(1) Comp

Question Number	Answer	Acceptable answers	Mark
3(b)	Award one mark for each composition consideration up to a maximum of three marks.	<ul style="list-style-type: none"> • Composition / position and relative size of text and images • Colour • Font / size of text • Branding and logos • Navigation and menus • Device responsiveness (how the website can detect and adapt to the browser type (PC or mobile) and still be accessible) • Accessibility • Position of banners • Pop-out players <p>Accept any other appropriate response.</p>	(3) Graduate

Question Number	Indicative Content		Mark
3 (c)	<ul style="list-style-type: none"> • Audience segmentation leads to less social cohesion and less promotion of community and belonging • Audience members are likely to only experience a narrow range of products based on their initial media provider choice • Products that defy generic conventions may struggle for airtime on less generalist stations, stifling creativity • More providers mean that audience members can be more discerning with their choices (particularly around music choices) • Stations can syndicate content and deliver different content around the same presenter, content and news bulletins, increasing efficiency and audience share • Online consumption is more convenient for the consumer • Online consumption of a narrow group of products enables consumers to develop a sense of identity • Online media, such as YouTube and Twitch, provide an opportunity for consumer-generated material leading to a different viewing experience • Fragmented audiences lead to less revenue for national broadcasters (through licence fee and advertising revenue) which means less money to invest in original programming • There is less regulation of online media, leading to less protection for audiences. 		(8) Exp
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. The answer is unlikely to provide a balanced point of view on the advantages or disadvantages.	
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. The answer may favour one point of view, although there will be an attempt to provide a balanced argument on the advantages or disadvantages.	
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. The answer is likely to provide a balanced point of view on both the advantages and disadvantages of this scenario.	

Question Number	Answer	Acceptable answers	Mark
4(a)	Award one mark for each example of a camera angle or framing up to maximum of three marks.	<ul style="list-style-type: none"> • Long shot / LS • Medium long shot / MLS • Extreme close up / ECU • Medium close up / MCU • Medium shot / MS 	(3) Graduate

		<ul style="list-style-type: none"> • Overhead • Over the shoulder shot • Point of view / POV • Straight-on • Low angle • High angle <p>Do not accept close up / CU.</p> <p>Accept any other appropriate response.</p>	
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Question Number	Answer	Acceptable answers	Mark
4(b)	C - panning		(1) Comp

Question Number	Answer	Acceptable answers	Mark
4(c)	Award one mark for each example of a how the video could be made interactive up to maximum of two marks.	<ul style="list-style-type: none"> • Creating the video with a 360-degree camera and releasing on a VR platform • Allowing multiple camera angles and allowing the viewer to choose between them • Allowing pop-up windows to be activated that give additional information about each band member during the video • Allowing fans to send in videos of them miming to the song to be included in the final edit • Allowing the audience to re-edit the final video on a website <p>Accept any other appropriate response.</p>	(2) Expert

Question Number	Answer	Acceptable answers	Mark
4(d)	Award one mark for each example of a primary research method up to maximum of three marks.	<ul style="list-style-type: none"> • Focus groups • Interviews in person • Remote interviews (telephone or internet interviews) • Vox Pops • Product analysis • Online poll • Observation 	(3) Grad

		Do not accept questionnaires / surveys. Accept any other appropriate response.	
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Question Number	Answer	Acceptable answers	Mark
5(a)	D - been made black and white		(1) Comp

Question Number	Answer	Acceptable answers	Mark
5(b)	Award one mark for each identification of a valid stylistic code and a further one mark for each expansion up to a maximum of four marks over two examples.	<ul style="list-style-type: none"> • Low angle photograph of the tree (1) making it appear imposing and scary (1) • The photograph has been composed so that the birds all appear surrounded by the branches of the tree (1) making it appear that there is a magical power creating the scene (1) • The title text is in a medieval, ornamental font (1) setting the game content in the past (1) • The title text is marked and dripping as if written in blood (1) giving a sense of the horror theme of the game (1) • The dripping effect in the word 'hour' crosses into the information border of the game cover (1) giving the audience members the sense that the magical themes within the game may cross the threshold into their world (1) • The branches of the tree have no leaves (1) creating a sense of desolation (1) • The branches of the trees have blackbirds sitting on them (1) creating a sense of foreboding (1) <p>Do not accept answers relating to the desaturation of the image or the presence of PEGI symbols.</p> <p>Accept any other appropriate response.</p>	(4) Expert

Question Number	Answer	Acceptable answers	Mark
5(c)	Award one mark for a valid example of how PEGI regulate games to a maximum of one mark	<ul style="list-style-type: none"> • Advise parents on how to limit children’s time spent online • Advise parents how to protect their children’s privacy online • Advise parents on how to set content limits on the major game’s platforms • Advise industry bodies on content likely to be awarded ratings • Impose fines on industry bodies where there are breaches of the code of conduct • Review and adjudicate complaints about games advertising • Providing guidance that can be used in trailers advertisements or posters <p>Do not accept responses referring to packaging, labels or age ratings.</p> <p>Accept any other appropriate response.</p>	(1) Expert

Question Number	Indicative Content		Mark
5 (d)	<ul style="list-style-type: none"> The game may use stereotyping for certain groups of characters in the game that reflects cultural identities in the real world. The representation of violence will need to be considered carefully so that it can be clearly separated from real life acts (fantasy violence) Themes within the game may unfavourably represent certain social groups (e.g. women, or religious groups). The game could ensure that the heroic characters are drawn from a range of social groups. The game could include a disclaimer that explains that the work is based on fiction and not representative of interpretations of historical events. The game must consider not representing violence as glamorous. 		(8) Exp
Level	0	No rewardable content.	
1	1 - 2	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 discussion.	
2	3 - 4	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 discussion.	
3	5 - 6	Range of factors described, or a few factors explained in depth. The answer will be coherent and will break 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 discussion.	



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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