



# Examiners' Report Lead Examiner Feedback

January 2021

Pearson BTEC Firsts  
In Creative Digital Media Production (21647E)  
Unit 8: Media Industry in Context

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## 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 potentially 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 continues to be increased coverage of unit content within centres and learners are showing more breadth of knowledge through the questions that they attempt to answer. Learners should be aware of the need to spend less time on their responses to LV1 questions as these can be covered with single word responses, where appropriate, and tend towards direct recall from the specification. Learners should concentrate on providing more lengthy responses to the larger questions and should always strive to offer exemplification wherever possible.

Understanding of the structures and funding of media industries, especially pertaining to the UK and the unique structure of the BBC. Ofqual remains an area of weakness for some candidates. These topics will always be covered within successive exam series and should be covered within centres through provision of appropriate context and exemplification. Learners have responded well to questions that relate to social media and digital

technologies as they are areas of the media with which they regularly engage and therefore have a more personal understanding of.

## Individual Questions

**Q01 Identify one benefit of working freelance in the creative media industry.**

### Targeted Specification Area: Learning Aim C1

This was a multiple choice, LV1 question, which proved very accessible to learners, many of whom were able to identify one benefit of working freelance in the creative media industry.

**Q02 State one characteristic of a niche product.**

### Targeted Specification Area: Learning Aim A4

This LV1 question which has been asked in many previous papers in either multiple choice or standard question format and was not as well responded as in previous series. It is important that candidate responses relate to the specificity of the audience as in the example given below.

0 marks

2 State **one** characteristic of a niche product.

Easy to Edit.

(Total for Question 2 = 1 mark)

1 mark

2 State **one** characteristic of a niche product.

Unique

(Total for Question 2 = 1 mark)

**Q03 Give one benefit of using a digital CV to showcase your work.**

**Targeted Specification Area: Learning Aim C3**

This question required learners to identify a benefit of using digital CVs in showcasing work. Many learners could respond correctly and identify a range of features such as creativity and showcasing one's skills. Learners that did not perform well seemed to think that a digital CV was easy to create and didn't seem to understand that these documents require a certain level of technical skill to produce. Some candidates also failed to distinguish between a digital CV, and one produced in a more traditional format.

0 marks

0 marks. The learner has not been awarded a mark as this is the purpose of all CVs, the learner response is not specific to digital CVs.

The screenshot shows a digital assessment interface. At the top, there is a toolbar with icons for undo, redo, eraser, highlighter, pencil, checkmark, text color, and background color. To the right of the toolbar is a dropdown menu labeled "Add a pre-defined an..." and a "Reset Zoom" button. Below the toolbar, the question text reads: "3 Give **one** benefit of using a digital CV to showcase your work." The response area contains a handwritten answer: "other people in the field can reach out to you." At the bottom right of the response area, it says "(Total for Question 3 = 1 mark)".

1 mark

The screenshot shows a digital assessment interface. At the top, there is a toolbar with icons for undo, redo, eraser, highlighter, pencil, checkmark, text color, and background color. To the right of the toolbar is a dropdown menu labeled "Add a pre-defined an..." and a "Reset Zoom" button. Below the toolbar, the question text reads: "3 Give **one** benefit of using a digital CV to showcase your work." The response area contains a handwritten answer: "You edit your CV at anytime. Also can be easier shared." At the bottom right of the response area, it says "(Total for Question 3 = 1 mark)".

**Q04 The BBC is a public service broadcaster.**

**State one other public service broadcaster in the UK.**

**Targeted Specification Area: Learning Aim A1**

Overall, most candidates were able to identify a public service broadcaster. Responses that were accepted related to the main channel or company and not any subsidiary or additional channels. There were still a few candidates that confused public with private and these candidates offered responses such as Sky or other satellite and cable broadcasters.

0 marks

**4 The BBC is a public service broadcaster.**

State **one other** public service broadcaster in the UK.

*private state owned company.*

**(Total for Question 4 = 1 mark)**

1 mark

**The BBC is a public service broadcaster.**

State **one other** public service broadcaster in the UK.

*ITV*

**(Total for Question 4 = 1 mark)**

**Q05 The illegal streaming of films is common.**

**Give two impacts of illegal streaming on the film industry.**

**Targeted Specification Area: Learning Aim B2**

This question dealt with the issue of illegal streaming and the impact on the industry, the requirement to give two responses meant that the question performed well at differentiating learners. As this issue has been covered well in the past it was accessible to learners and would likely have been well taught within centres.

1 mark

5 The illegal streaming of films is common.

Give **two** impacts of illegal streaming on the film industry.

1 less revenue to the ~~creator~~ creator

2 effects the ~~time~~ makes artists worry about being hacked

(Total for Question 5 = 2 marks)

2 marks

5 The illegal streaming of films is common.

Give **two** impacts of illegal streaming on the film industry.

1 loss of money

2 job losses

(Total for Question 5 = 2 marks)

**Q06a The Millbank Post is a newspaper that is only distributed in the local area.**

**State two purposes of a local newspaper.**

### Targeted Specification Area: Learning Aim A3

The coverage of local, national and multinational companies is a feature of many past exam papers. This question required candidates to state two purposes of

local newspaper, the requirement is for direct recall from the specification and application of that to a media company. Many candidates were able to identify at least one correct response.

1 mark

**6** (a) The Millbank Post is a newspaper that is only distributed in the local area.  
State **two** purposes of a local newspaper. (2)

1 updates the public daily.

2 people will be aware of what is happening around their area.

2 marks

**6** (a) The Millbank Post is a newspaper that is only distributed in the local area.  
State **two** purposes of a local newspaper. (2)

1 only local news is put into the newspaper

2 it can advertise jobs in the local paper

**Q06(b) One source of private funding for the Millbank Post is sales.**

**State two other sources of funding for the Millbank Post.**

**Targeted Specification Area: Learning Aim A2**

This question provided a good number of correct responses with most candidates able to identify a means by which a local paper could be funded, which relates to privately funded companies and sources of income.



1 mark

(b) One source of private funding for the Millbank Post is sales.  
State **two other** sources of funding for the Millbank Post. (2)

1 Profit

2 marketing

(Total for Question 6 = 4 marks)

2 marks

(b) One source of private funding for the Millbank Post is sales.  
State **two other** sources of funding for the Millbank Post. (2)

1 ~~public funding~~ sponsorships.

2 advertising

(Total for Question 6 = 4 marks)

**Q07(a) Working collaboratively allows media producers to share resources.**

**Give two other benefits of working collaboratively.**

**Targeted Specification Area: Learning Aim A1**

Working collaboratively has also been covered well in the past, to the extent that it has been left out of the papers for a few series. This concept did seem slightly alien to some learners and many gave answers around earning lots of money rather than the shared nature of the process.

1 mark

7 (a) Working collaboratively allows media producers to share resources.

Give **two other** benefits of working collaboratively.

(2)

1 Joint effort

2 less stress

2 marks

7 (a) Working collaboratively allows media producers to share resources.

Give **two other** benefits of working collaboratively.

(2)

1 Shared Responsibility ~~to~~ with media producers.

2 shared ideas.

**Q07(b) Give two advantages for a media producer of working independently.**

**Targeted Specification Area: Learning Aim A1**

This question was well responded, learners tended to engage better with the concept of independent working and gave a good range of responses, although some were slightly confused between independence and freelance working. Some learners tended to personalise their responses too much and gave reasons such as 'less distractions' which were too simplistic and failed to identify the professional nature of the worker.

1 mark

(b) Give **two** advantages for a media producer of working independently. (2)

1 less distractions

2 more flexible working hours

(Total for Question 7 = 4 marks)

2 marks

(b) Give **two** advantages for a media producer of working independently. (2)

1 you get alot creative contrroll on any work that you do

2 you don't have to relie wait for your <sup>co</sup> workers to finish thier work you can do it yourself.

(Total for Question 7 = 4 marks)

**Q08(a) The following diagram shows how a company called BabyShark Films is structured.**

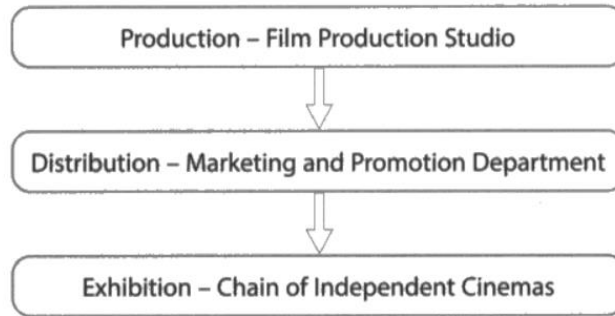
**Give the name of this type of structure.**

**Targeted Specification Area: Learning Aim A3**

For this question a chart was included in order to make the structure more apparent to candidates and provide a flow to the production processes. There was some confusion as to vertical and horizontal structures and some candidate's responses with 'work flow' which whilst in some ways could be seen as correct is not a response from the specification.

0 marks

8 The following diagram shows how a company called BabyShark Films is structured.



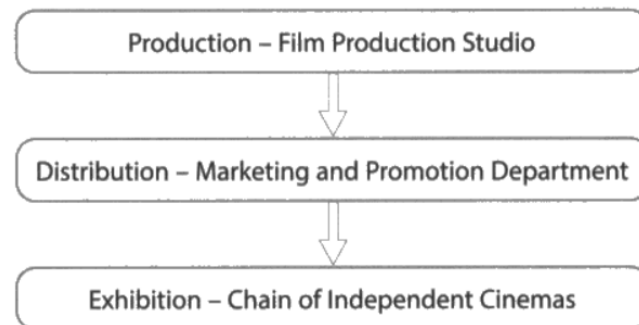
(a) Give the name of this type of structure.

(1)

*media Product lifecycle*

1 mark

8 The following diagram shows how a company called BabyShark Films is structured.



(a) Give the name of this type of structure.

(1)

*vertical intergration*

**Q08(b) Explain two benefits to BabyShark Films of being structured in this way.**

**Targeted Specification Area: Learning Aim A3**

Despite the structured chart preceding this question not working as well as intended this question did discriminate well and candidate responses were suitably varied. Unfortunately, horizontal and vertical integration are not topics

that candidates engage well with and unless they have been well covered and contextualised there will be a low expectation of success with this area of the specification.

2 marks

(b) Explain **two** benefits to BabyShark Films of being structured in this way.

(4)

- 1 The production will ~~will~~ attract a larger reach due to the promotion before actually releasing the product.
- 2 The independency of the cinema chain will allow the Baby-Shark ~~film~~ films to secure the profit made out of their product.

4 marks

(b) Explain **two** benefits to BabyShark Films of being structured in this way.

(4)

- 1 It's profits increase because of that they own all the production, ~~but~~ distribution and exhibition meaning all the money those earn also are earned.
- 2 They have full control of their product by the fact that they own every aspect of ~~the product~~ it therefore they are in charge of the outcome.

**Q08(c) BabyShark Films specialises in producing mainstream film products.**

**State two characteristics of mainstream products.**

**Targeted Specification Area: Learning Aim A4**

Candidates have been tested on Mainstream products in past papers and usually perform well with the type of question, some however, did struggle to identify more than one characteristic which means that this question differentiated well between LV1 and LV2 learners.

1 mark

(c) BabyShark Films specialises in producing mainstream film products.  
State **two** characteristics of mainstream products. (2)

1 They will allow global presence which means that it will be reached out to other places.

2

(Total for Question 8 = 7 marks)

2 marks

(c) BabyShark Films specialises in producing mainstream film products.  
State **two** characteristics of mainstream products. (2)

1 Well known

2 big revenue

(Total for Question 8 = 7 marks)

**Q09(a) Jobs.MediaUK is a trade press magazine used by media organisations to advertise for new staff in print and online.**

**Give two advantages for media organisations of using Jobs.MediaUK to recruit staff.**

**Targeted Specification Area: Learning Aim C2**

This question required candidates to evidence their understanding of using trade publications to advertise a job vacancy. The inclusion of the online and print elements may have been confusing to some candidates; however, many were able to show an understanding of the targeted and specific nature of the publication as well as the national context.

1 mark

- 9 Jobs.MediaUK is a trade press magazine used by media organisations to advertise for new staff in print and online.
- (a) Give **two** advantages for media organisations of using Jobs.MediaUK to recruit staff. (2)

- 1 makes them seem more technically ~~grated~~ advance
- 2 it ~~would~~ would be easy to search for more diverse jobs

2 marks

- 9 Jobs.MediaUK is a trade press magazine used by media organisations to advertise for new staff in print and online.
- (a) Give **two** advantages for media organisations of using Jobs.MediaUK to recruit staff. (2)

- 1 More people are likely to see the magazine ~~or~~ online
- 2 It can be shared online

**Q09(b) Another way of advertising for new staff is by using websites, social media and apps.**

**Analyse the benefits of using websites, social media and apps to find new staff.**

**You could include the benefits for:**

- **companies**
- **people searching for a job**

**Targeted Specification Area: Learning Aim C2**

This question related to the use of online and mobile apps for advertising job openings within a company. The question was opened out to the employer and employees to allow for wider discussion from candidates and to enable them to identify benefits for all parties. As learners are regular users of these types of facilities on an everyday basis they really did engage with this question and overall performance was high.

3 marks

(8)

Websites ~~can~~ links can be shared to friends and family who is in need of work. Also can be easy to use.

Social media can help find jobs.

Advertising for new ~~to~~ staff by social media is easy ~~and~~ as everyone is using it.

Apps for finding new staff could be ~~to~~ recommended on social media.



6 marks

Analyse the benefits of using websites, social media and apps to find new staff.

You could include the benefits for:

- companies
- people searching for a job.

(8)

Companies are mainly found in ~~the~~ online  
Therefore staff will be searching to find a  
job online. Also the fact that there are many  
website than it means be people will hopefully  
find a job that would suit them.

disadvantage - ON ~~the~~ other hand, though as there  
are endless website people might not even  
discovers them.

Social media those days are ~~are~~ very easy  
to be accessed which means staff will  
~~be~~ guaranteed to find a job they want.

Advantage - Social media is filled with a bunch of advert which indicates there will be Company advertising for employee/staff.

Website is also a major way of spotting a job with a website such as google-world wide search site. The staff will app. will find job they want and even closer to their apartment/location.

disadvantage - of web site is that job might appear by it ~~also~~ might also be out of the Country.

advantage of find a job using game as game is increase ~~mass~~ ~~many~~ rapidly people/gamer will interact with his mate of finding job in ~~the~~ the process of word-of-mouth or by using forums and message board.

**Q10(a) An independent games company is releasing a new title using a viral marketing campaign.**

**Explain one advantage of using viral marketing.**

**Targeted Specification Area: Learning Aim A4**

This was a 2-mark Merit/Distinction question which candidates were able to engage with extremely well. This is probably due to the topic covered, learners were asked about viral marketing benefits which was something they were able to discern readily, being as it is a large part of their online interactions.

1 mark

**10** An independent games company is releasing a new title using a viral marketing campaign.

(a) Explain **one** advantage of using viral marketing.

(2)

~~it would become popular for the marketing~~  
~~lots of people would see~~  
lots of people would see the title as it is viral

2 marks

**10** An independent games company is releasing a new title using a viral marketing campaign.

(a) Explain **one** advantage of using viral marketing.

(2)

This will allow the games company to  
be noticed and make more sales.

**Q10(b) Explain one disadvantage of using viral marketing.**

**Targeted Specification Area: Learning Aim A4**

This question discriminated well, it asked for one disadvantage of viral marketing, which is clearly a concept that learners struggled with. As learners spend much of their time interacting with digital technologies and engaging in online activities and can therefore often struggle to see a downside to online interactions of this type.

1 mark

(b) Explain **one** disadvantage of using viral marketing.

(2)

you will probably maybe gain  
some attention towards  
your work or none at all.

2 marks

(b) Explain **one** disadvantage of using viral marketing.

(2)

This may not attract many people as  
the games company is new and may not  
be trusted.

**Q11(a) Identify one responsibility of a public service broadcaster.**

**Targeted Specification Area: Learning Aim A4**

This was a 1-mark multiple choice question, there were quite a few learners that were able to respond correctly and scored 1 which reflects a good of understanding of the purposes of public service broadcasters.

**Q11(b) Ofcom regulates the BBC.**

**Explain two ways Ofcom regulates the BBC.**

**Targeted Specification Area: Learning Aim A1**

This question relating to the BBC Trust proved slightly tricky for learners to answer without having been fully taught about Ofcom's role and function. Many learners were able to give at least one response and many candidates failed to offer a suitable explanation for their responses which restricted them to only two marks

for the identification. It is important that candidates are encouraged to practice responding to these question types and how to offer explanations/exemplification.

2 marks

(b) Ofcom regulates the BBC.

Explain **two** ways Ofcom regulates the BBC.

(4)

1 censors ~~the~~ ~~two~~ rude/offensive content  
so younger ~~and~~ audience can  
watch it

2 doesn't allow them to post anything  
gory before 8pm affecting the audience

4 marks

(b) Ofcom regulates the BBC.

Explain **two** ways Ofcom regulates the BBC.

(4)

1 One way Ofcom regulates the BBC is if a lot of people  
complain about the content they have been shown by the BBC,  
Ofcom will see to it that this gets resolved, by removing the  
content.

2 Another way Ofcom regulates the BBC is that they will make  
sure no false information is given to consumers and that  
everything is factual and not misleading.

**Q12(a) A new blog has been set up about celebrities and their lifestyles.**

**Give two legal issues the blogger will have to consider about the content of the blog.**

**Targeted Specification Area: Learning Aim B1**



This question asked learners to identify legal issues relating to online content, naming a number of these in their response. Many learners were able to provide valid responses that were actually legal and not ethical issues although often the correct terms/names were not used and meaning often had to be implied.

1 mark

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of the blog.

(2)

- 1 making sure they ~~pub~~ don't publish anything private that's going with <sup>etc</sup> celebrities
- 2 and not ~~exposing~~ making them look bad

2 marks

12 A new blog has been set up about celebrities and their lifestyles.

(a) Give **two** legal issues the blogger will have to consider about the content of the blog.

(2)

- 1 One legal issue the blogger will have to consider is defamation.
- 2 A second legal issue the blogger will have to consider is Privacy.

**Q12(b) The blog has recently been criticised after making negative comments about a celebrity.**

**Discuss the advantages and disadvantages of having tighter controls over blogging and social media.**

**Targeted Specification Area: Learning Aim B2**

This question was an 8-mark question and was designed to tackle the issues that a blogger may face when releasing content online and to elicit responses around tighter controls. This issue has been addressed in the past and been well received and discussed by learners. The mark scheme was designed to allow for coverage of advantages and disadvantages to the audience and the blogger, which allowed for wider discussions.

3 marks

(b) The blog has recently been criticised after making negative comments about a celebrity.

Discuss the advantages and disadvantages of having tighter controls over blogging and social media.

(8)

Advantage: - less blogs getting through if they post any negative comments (water shed).

Disadvantage: - you are taking away their freedom of speech by censoring them

Advantage: protecting the celebrity person life and well being from the public eyes.

6 marks

(b) The blog has recently been criticised after making negative comments about <sup>other ones</sup> a celebrity.

Discuss the advantages and disadvantages of having tighter controls over blogging and social media.

(8)

A disadvantage would be the limit of freedom of speech, as well as this, ~~less~~ less people may be ~~inter~~ interested in reading ~~thos~~ these types of blogs because of now ~~restraint~~ they've been forced to be, this could cause blogs to shut down. Another ~~take~~ disadvantage is that it'll be very hard to monitor every negative thing being said on blogs and social media. Millions of people use both so tracking down what's been said is extremely hard, especially if the certain application doesn't have ~~any~~ ~~data~~ or can afford so security that could ~~come to everything~~ ~~can~~ report every ~~detect~~ every negative comment made. An advantage though would be that less defamation cases



will need to be made if blogs and social media is ~~restricted~~ has tighter controls, as well as that both social media and blogs may <sup>start</sup> posting more positive things to compensate for the lack of ~~many~~ negative things posted instead.

## Summary

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, e.g. 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, e.g. 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 e.g. Ofcom, creative freedom, better support etc.

Ofqual



Llywodraeth Cynulliad Cymru  
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