

# Pearson BTEC Level 3 Nationals Extended Diploma

## January 2021

Supervised period: 6 hours

Paper Reference **31672H**

## Creative Digital Media Production

### Unit 5: Specialist Subject Investigation

**Part A**

**You do not need any other materials.**

### Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** should be undertaken over a maximum of 18 hours across a period of 7 weeks as timetabled by Pearson so that learners can start the preparatory period in advance of the supervised assessment period. 12 hours are independent preparation and 6 hours are undertaken in monitored conditions.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part B** materials for the set task will be issued prior to the start of the supervised assessment period according to the guidance in the specification.

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## Instruction to Teachers/Tutors

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document. This is to ensure that the preparatory period is conducted correctly during the monitored and formally supervised assessment and that learners have completed their preparation validly and independently.

This set task has a preparatory period. **Part A** sets out how learners should prepare for the completion of the task under supervised conditions.

**Part A** is given to learners **seven weeks** before **Part B** is taken under formal supervision as scheduled by Pearson.

**Part B** contains unseen material and is issued to learners at the start of the specified formal supervised assessment session.

Learners must carry out independent primary research into the topic provided by Pearson.

Learners can have up to a maximum of **12 hours** for this independent research. Learners should take their primary research findings, quotes and data into the monitored period.

Learners must be monitored in **six scheduled hours** provided by the centre to conduct secondary research and compile notes on their research findings. During this time, they may only have access to research materials including books, journals, the internet and notes from their independent primary research.

Learners must work independently and must not be given guidance or feedback on the completion of the preparatory work. Learners must not prepare potential responses and only notes produced in the monitored sessions may be used during the formal assessment. Learners may produce up to **four sides** of A4 notes, which should be handwritten or word processed in minimum 10 point font size. Notes should be short, bullet point style information, and can contain diagrams but must not contain long narrative pieces of text. Learners must also produce a catalogue of sources during this period.

Centres may need to make facilities available to learners to support independent work.

Learner notes produced under monitored conditions must be checked to ensure that they comply with the limitations.

Learner notes and the catalogue of sources should be retained by the centre between the monitored sessions and the formal supervised assessment.

Learner notes and the catalogue of sources should be retained by the centre after the completion of the assessment and may be requested by Pearson.

### Instructions for Learners

**Read the set task information carefully.**

This contains **Part A** of the information you need to prepare for the set task. You will need to carry out your own preparatory work over the next **seven weeks** and conduct independent primary research in up to **12 hours**. You will have a further preparatory period of **six hours**, undertaken in monitored conditions, to conduct secondary research and compile notes to take into the supervised assessment period.

You will then be given the **Part B** set task to complete under formal supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor cannot give you feedback during the preparation period.

## Set Task Brief

### BAME representation in the media

A media sector research organisation is commissioning research into representation and diversity across different media sectors. They have asked you to research the representation and diversity of BAME (Black, Asian and Minority Ethnic) communities and individual people in both media products and the people employed in a media sector of your choice.

You are required to conduct **12 hours** of independent primary research relating to **one** specific media sector on the:

- representation of BAME (Black, Asian and Minority Ethnic) communities and individuals in media products
- diversity of the workforce.

During **six hours** of monitored conditions, you will be allowed to use findings from your primary research, conduct secondary research and prepare notes of your findings to support you during the supervised assessment.

Your notes must:

- be individually and independently prepared by you
- contain a maximum of **four sides** of A4, either handwritten or word processed in a minimum 10 point font size
- use short, bullet point style information, and can contain diagrams but must not contain long narrative pieces of text.

Your notes will be checked by your centre and retained after the completion of the formal supervised assessment.

In addition, you must compile a catalogue of sources during your monitored period that includes all primary and secondary sources you intend to refer to in **Part B**.

You should base your research for the task on a minimum of two different primary and four different secondary sources. You should not use more than 10 sources in addition to the stimulus material provided in **Part B**.

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

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Level 3 Nationals  
Extended Diploma

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**Window for Supervised Period:**

**Monday 18 January 2021 – Tuesday 19 January 2021**

Supervised hours: 2 hours

Paper Reference **31672H**

**Creative Digital Media Production**

**Unit 5: Specialist Subject Investigation**

**Part B**

**You must have:**

Your research notes from Part A  
Part A Research Catalogue

### 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** activities.
- Answer the activities in the spaces provided – *there may be more space than you need.*
- **Part A** will need to have been used in preparation for completion of **Part B**.
- **Part B** contains material for the completion of the set task under supervised conditions.
- **Part B** should be undertaken in a single session of **2 hours** during the period specified by Pearson.
- **Part B** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.
- **Part B** should be kept securely until the start of the supervised assessment period.

### Information

- The total mark for this paper is 65.

### Advice

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

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## Instructions to Teachers/Tutors and/or invigilators

This set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments* (ICEA) document. This is to ensure that the supervised period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

**Part B** set task is undertaken under formal supervision in a single session of **two hours** timetabled by Pearson.

**Part B** materials must be issued to learners for the specified session. Work should be completed in this booklet.

**Part B** set task requires learners to apply understanding gained through familiarisation with the context and the application of research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that the notes comply with the requirements.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

### Maintaining security

- Supervised assessment areas must be accessible to the individual learners and to named members of staff only.
- Learners can access their work under supervision only.
- Any work that learners produce under supervision must be kept securely.

### Outcomes for submission

A completed booklet will need to be submitted by each learner.

A fully completed authentication sheet must be completed by each learner; the prepared notes do not need to be submitted with the final outcomes to Pearson.

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### Instructions for Learners

Read the set task information carefully.

This session is **two hours**. Plan your time carefully.

You have prepared for the set task given in this **Part B** booklet. Use your notes prepared during **Part A** and the stimulus material provided in **Part B**. Attempt all of **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and must not share your work with other learners.

#### Outcomes for submission

You will need to submit this booklet on completion of the supervised assessment period.

You must submit a completed authentication sheet.

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Stimulus material



Government figures show that, in 2018, around 13.8% of the UK population and a third of school children in the UK are from black or ethnic minority backgrounds, but...

**In 2019 only 4% of children's books feature a BAME hero. Only 7% feature any BAME characters at all.**

'Reflecting Realities' report - Centre for Literacy in Primary Education

**Of 214 covers of the 19 bestselling glossy magazines in 2017, only 20 (9.3%) featured a person of colour.**

Research by the Guardian

Creative Access surveyed BAME employees in the publishing industry. 32% of them said it had been difficult to progress in the profession. 45% of them said they had not seen an improvement in diversity since they started working in publishing.

The Publisher's Association Workforce, Diversity and Inclusion Survey 2018 showed a reduction from 13% to 11.4% of BAME employees in publishing.



**Some people from Black African and Black African-Caribbean backgrounds often feel portrayed negatively by the BBC.**

People are wary of 'tokenist' attempts to make a programme appear more diverse and can find it patronising.

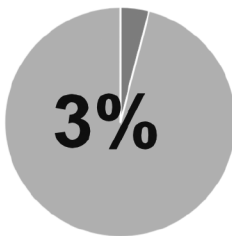
Authenticity is not just about who we see on screen – it can be influenced by who is behind the scenes too. Some people said they could sense when those creating content did not come from the same background as those they were watching. It is also important that programmes reflect more diversity within groups as well as between them.

Representation and portrayal on BBC television - Ofcom 2018

*British black writer Malorie Blackman wrote the award-winning Rosa Parks episode of Doctor Who which was shown in 2018.*



**The screen industries don't currently reflect the UK population – neither in its workforce nor the content it produces.**

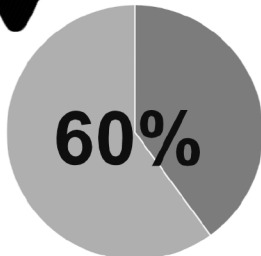


A 2017 report from the Work Foundation found that 3% of employees in production are from a minority ethnic background.

bfi.org.uk

*Actor Hamza Jeetooa said box office hits Black Panther and Crazy Rich Asians break away from negative stereotypes. He said of the Danny Boyle film Yesterday, 'British Asian actor Himesh Patel standing with a guitar and singing Beatles songs in a film written by Richard Curtis. I would never have imagined seeing that ten years ago.'*

Radio Times (2019)



**of Game of the Year nominees have only white playable characters**

**Black and ethnic minorities are underrepresented in Game of the Year nominees and winners (2003-2018).**

60% of these games have only white playable characters.

Grand Theft Auto: San Andreas and The Walking Dead are the only games where a playable person of colour is baked into the story from start to finish.

Assassin's Creed III, Grand Theft Auto V and Spider-Man have you play as both white characters and people of colour.

Where games offer choice default characters are often white.

Diversity in Games report (Currys PC World)

**Only 4% of employees in the games industry are from BAME backgrounds.**

Screenskills (2019)

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### Set Task

**You must complete ALL activities.**

You will need to refer to the stimulus material and your research notes completed in **Part A**.

Please do not write answers outside the spaces provided below.

You may request additional pages if required.

#### Activity 1

Analyse the representation of BAME (Black, Asian and Minority Ethnic) communities and individuals within a specific media sector with reference to the issues/debates mentioned in the statement:

*'BAME characters and communities are underrepresented in the media and often the subject of negative stereotyping. More BAME media producers would lead to better representation.'*

You should refer to the research carried out in the stimulus material and/or your own research, making reference to the validity of the sources used.

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**(Total for Activity 1 = 15 marks)**



**Activity 2**

Justify your choice of the secondary research that you used to investigate the key areas of the set task topic in a specific media sector.

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**(Total for Activity 2 = 15 marks)**



**Activity 3**

Explain the conclusions you have drawn from your research and evaluate how these support/challenge the findings of the stimulus material.

You should make reference to your research sources to support your conclusions.

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**(Total for Activity 3 = 15 marks)**



**Activity 4**

What changes would you anticipate in the representation of BAME (Black, Asian and Minority Ethnic) communities and individuals in your chosen media sector in response to the research findings?

You should refer to your own research and/or the stimulus material.

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(Total for Activity 4 = 10 marks)





**Activity 5**

Explain what further research could be conducted into this topic and how this would help to gain a greater understanding of the impact of the representation of BAME (Black, Asian and Minority Ethnic) communities and individuals on audiences in your chosen media sector.

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**(Total for Activity 5 = 10 marks)**

**TOTAL FOR PAPER = 65 MARKS**





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