

**Cambridge Technicals
Digital Media**

Unit 1: Media products and audiences

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for June 2019

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
NCE	Non-contemporary example
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
REP	Repetition
Diagonal line/line through	Blank page
BOD	Benefit of doubt
CONT	Answer continued on extra paper

Question			Answer/Indicative content	Mark	Guidance
Section A					
1	(a)	(i)	<p>One mark for each correct interpretation, e.g:</p> <ul style="list-style-type: none"> BBC2 audiences enjoy a wider variety of programmes (1) BBC1 audiences enjoy mainstream sports. (1) Any other valid response 	2	Interpretation must be reflected in the basic data. Candidates don't necessarily have to state channel, but the answer must be about the audience viewing habits.
1	(a)	(ii)	<p>One mark for each correct identification, e.g:</p> <ul style="list-style-type: none"> ITV2 audiences like reality television (1) ITV1 audiences mainly watch programmes scheduled before the watershed (1) Any other valid response 	2	Candidates must identify interpretation for the correct channel
1	(b)		<p>One mark for explanation and one for suitable expansion (max 6) e.g.</p> <ul style="list-style-type: none"> ITV2 audiences like reality television because it is aimed at a younger audience (1) as shows such as Love Island feature young people discussing dating and fashion that appeal to this younger age range (1) Any other valid response 	6	<p>Candidates are likely to reference wider knowledge of BBC and ITV and their demographics.</p> <p>Initial explanation must expand on the interpretation (e.g. could be age, gender related) and then expansion must show contextual knowledge.</p> <p>Reward correct contextual knowledge.</p>

Question		Answer/Indicative content	Mark	Guidance
2	(a)	<p>One mark for explanation and one marks for suitable expansion e.g.</p> <ul style="list-style-type: none"> • One reason is that the Metro is a newspaper distributed nationwide on public transport in the morning (1). This means that people don't have to go to a shop and buy it but get used to having it in front of them every day (1). • Another reason is that the Metro is still recognised as a paper publication that people pick up and read (1) whereas the Mail and the Sun both have high online readership figures, so physical copies will continue to decline (1). • Any other valid response 	4	<p>Candidates are likely to reference wider knowledge of print and online news distribution. Likely answers are that it is free, has high consumer loyalty, wide readership and targets different age groups, low reading age and range of content/topics.</p> <p>Candidates also likely to reference the other newspapers in the data to explain their answers.</p>
2	(b)	<p>One mark for point and suitable expansion e.g</p> <ul style="list-style-type: none"> • One possible reason for the difference is that the Sun appeals to a wider audience than the Daily Mail (1). This means that the content is less middlebrow, shorter and more celebrity focused meaning younger audiences are also drawn to read the Sun (1) • Any other valid response 	2	<p>Other responses may include cost of newspaper. Candidates are likely to also reference difference in gender demographic between Sun and Mail, and many women read magazines or blogs.</p>
2	(c)	<p>One mark for each creative/plausible way to increase circulation of either newspaper and one mark for suitable explanation (max four marks) e.g:</p> <ul style="list-style-type: none"> • One way that the Sun could increase its circulation is by entering into a joint venture with newsagents where audiences receive a free copy for a week when they buy something before 10 am (1). This would encourage audiences to get used to consuming the product as part of their daily routine, like the Metro. (1) • Any other valid response 	4	<p>Give credit for creative methods to increase circulation which show understanding of future market possibilities for print products.</p> <p>Do not accept answers that simply suggest use the internet. Must link to readership/demographic. However, give BOD to those answers that clearly show the candidate has attempted to explain how social media can increase readership given their age group.</p>

Question		Answer/Indicative content	Mark	Guidance
Section B				
3		<p>For each, one mark for each correct benefit and one mark for suitable explanation (max four marks) e.g.:</p> <ul style="list-style-type: none"> • A benefit of synergy is that you can promote a brand or product across a range of platforms (1) This means that the conglomerate Disney was able to promote the Guardians of the Galaxy 2 film by creating a GOTG ride at Disneyland to ensure the characters became iconic.(1). • Synergy maximises the success of a product for conglomerates (1). This means that company such as News International can choose how best to promote the Sun newspaper across its other subsidiaries to ensure it is seen by the specific target audience (1). • Any other valid response 	4	<p>Candidates will identify a range of different conglomerate companies and products. Should mention at least one media/technical conglomerate.</p> <p>If a conglomerate company is not mentioned marks are not awarded.</p>
4	(a)	<p>One mark for each correct disadvantage e.g.</p> <ul style="list-style-type: none"> • Working for an independent company you may not meet many professionals in the media industry to network with for future career opportunities (1) • The products that you produce may not become as well-known as those produced by a conglomerate because there is often limited money for promotion (1) • Any other valid response 	2	<p>Candidates do not have to name any specific companies for this question</p>
4	(b)	<p>Two marks for suitable explanation of a point in 4a e.g</p> <ul style="list-style-type: none"> • You can overcome the networking problem by attending media and industry events such as Wimbledon International Short Film Festival (1). This means that you can discuss your skills with professional in the same or other media sectors and gain contacts (1) • Any other valid response 	2	<p>Any creative and plausible explanation of how to overcome a disadvantage in 4a that shows understanding of how the media industry recruits or promotes work should be credited.</p>

Question	Answer/Indicative content	Mark	Guidance
5	<p>For each, one mark for naming suitable method, one mark for suitable expansion (max four) e.g.:</p> <ul style="list-style-type: none"> • Media research organisations, such as the NRS, send out questionnaires to get information about the specific demographic for different products (1). For example the NRS will ask audiences which magazines and newspapers they read from a list and then a range of reasons about why they read these (1). • Online TV viewing data is collected by adding software code to different online platforms by organisations such as BARB (1). For example whenever someone in the UK watches a programme through a TV player app the embedded software creates statements detailing what has been watched and for how long (1) • Any other valid response 	4	<p>Organisations such as BARB, PamCo, RAJAR, MiDia, ABC, Ofcom are likely to be discussed.</p> <p>Allow research methods that media research organisations use, e.g. survey, questionnaire, focus group, interviews, online polls, social media.</p> <p>If there are no specific examples of the organisations above in answer, cap to one mark.</p>
6	<p>One mark for correct way that technological convergence has had an impact of the distribution of media products, two marks for suitable expansion (max six) e.g:</p> <ul style="list-style-type: none"> • Technological convergence has had an impact on media distribution owing to Web 2.0 and portable devices (1). This means when audiences can be specifically targeted based on their previous consumption direct to their mobiles (1) such as by companies like Amazon who push recommendations after a purchase from their site (1). • Any other valid response 	6	

Question	Answer/Indicative Content	Marks	Guidance	
7*	<p>Level 3</p> <p>9-12 Excellent discussion about how editing techniques contribute to creating narrative. The examples used from products to support ideas and theories are wholly appropriate and justified. Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology.</p> <p>Level 2</p> <p>5-8 Good discussion about how editing techniques contribute to creating narrative. The examples used from products to support ideas and theories are appropriate and partly justified. There will be some errors of spelling punctuation and grammar some of which may be noticeable and intrusive.</p> <p>1-4 Limited discussion about how editing techniques contribute to creating narrative. The examples used from products to support ideas are sometimes appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility.</p> <p>0— no response or no response worthy of credit.</p>	12	<p>The guidance for examiners below demonstrates how levels can be achieved by candidates:</p> <p>Level 3 answers</p> <p>Will include at least two theories with correct names and explanation of theories (3-4 marks)</p> <p>Will include at least four examples from a real media product/s with points supported by editing techniques (3-4 marks)</p> <p>Will feature a thorough discussion about how narrative is created in a real media product/s (3-4)</p> <p>Level 2 answers</p> <p>Will include at least one theory with correct name and explanation of theory (2-3 marks)</p> <p>Will include at least two/three examples from a real media product/s with points supported by editing techniques (2-3 marks)</p>	<p>Examiners can evidence breakdown of marks in the paper e.g. 4/4/4</p> <p>Candidates will reference a range of digital media products. They will discuss how editing techniques (such as cutaways, flashbacks, eyeline match, shot reverse shot, slow motion, CGI, print editing techniques such as juxtaposition, cropping, audio such as sound dubbing, non-diegetic sound in post production) contribute to creating narrative in the chosen product/s.</p> <p>Theories may include:</p> <p>Barthes Todorov Propp Levi-Strauss</p> <p>Terms may include:</p> <p>Linear Non-linear Continuity editing Juxtaposition Cropping of images.</p> <p>DO NOT accept mise-en-scene techniques or camerawork techniques.</p>

Question	Answer/Indicative Content	Marks	Guidance
			<p>Will feature some discussion about how narrative is created supported by examples from a real media product/s (1-2)</p> <p>Level 1 answers</p> <p>May include at least one theory with explanation of theory (1-2 marks)</p> <p>Will include at least one examples from a real media product/s with points supported by editing techniques (1-2 marks)</p> <p>May feature a discussion about the concept of narrative from a real media product/s (1)</p>

Question	Answer/Indicative content	Mark	Guidance
8	<p>For each, one mark for each reason that audiences use media products, one mark for suitable explanation (max six marks)</p> <p>e.g:</p> <ul style="list-style-type: none"> • Audiences use media products to gain information or surveillance, according to theorist McQuail (1) Channels such as BBC News 24 or news apps such as Sky News that give instant alerts are examples of popular products. (1) • Any other valid response 	6	<p>Candidates may reference reasons such as entertainment and escapism, to build personal relationships, to build personal identity</p>
9	<p>For each, one mark for reason, one mark for extension (max four marks)</p> <p>e.g.</p> <ul style="list-style-type: none"> • The presenters of a radio show put Snapchat stories on during their live feeds to show audiences the studio during broadcast (1) whereas newspapers use Snapchat to alert followers that a new story has been published.(1) • Any other valid response 	4	<p>Answers do not have to feature a names newspaper, radio station or social media but may do as part of explanation.</p> <p>If there is no explicit comparison between newspaper and radio station use of social media in BOTH responses, cap at 2 marks. If the first response is about newspapers, and the second, response is about radio, award 2.</p>

Question	Answer/Indicative content	Mark	Guidance	
10*	<p>Level 4 16-20 An excellent discussion about the statement using related theory is demonstrated. The examples used from media products and audiences to support ideas are contemporary and wholly appropriate and justified. Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 11-15 A good discussion about the statement using related theory is demonstrated. The examples used from media products and audiences to support ideas are contemporary and appropriate and sometimes justified. There will be some errors of spelling punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 6-10 A basic discussion about the statement is demonstrated. Related theory may not always be used. The examples used from media products and audiences to support ideas are mainly contemporary and mostly appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive.</p>	20	<p>The guidance for examiners below demonstrates how levels can be achieved by candidates:</p> <p>Level 4 answers</p> <p>Will include at least four to five theories/key terms with correct names and explanation in relation to violence and media effects debate/regulation of products (4-5 marks)</p> <p>Will include at least four examples from a real media product/s, regulators, and/or contemporary case studies. (8-10 marks)</p> <p>Will feature a balanced discussion that makes at least four points about the concept of the effect of violence in the media on identified audiences (4-5)</p> <p>Level 3 answers</p> <p>Will include at least three to four theories/key terms with correct names and explanation in relation to violence and media effects debate/regulation of products (3-4 marks)</p>	<p>Examiners can evidence breakdown of marks in the paper e.g. 4/4/4</p> <p>Candidates can pick any products they have studied and will relate to contemporary ideas about violence and the media effects debate.</p> <p>Products and regulators discussed are likely to be for video game products, social media and films (Fortnite, Call of Duty, GTA, Human Centipede, Twitter, BBFC, PEGI) and related case studies linked to violent acts.</p> <p>Top answers are likely to demonstrate and understanding of relevant media effects theory and contemporary debate (Mulvey, Anderson, Cohen, Gauntlett) and choice of theorists is likely to depend on the medium and product chosen.</p>

Question	Answer/Indicative content	Mark	Guidance
	<p>Level 1 1-5</p> <p>Limited discussion about the statement is demonstrated. The examples used from media products and audiences to support ideas are sometimes appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility.</p> <p>0– no response or no response worthy of credit.</p>		<p>Will include at least three examples from a real media product/s, regulators and/or contemporary case studies. (5-7 marks)</p> <p>Will feature a discussion that makes at least three points about the effect of violence in the media on identified audiences. (3-4)</p> <p>Level 2 answers</p> <p>Will include at least one or two theories/key terms with correct names and explanation in relation to violence and media effects debate/regulation of products (2-3 marks)</p> <p>Will include at least two examples from a real media product/s, regulators and/or contemporary case studies. (3-4 marks)</p> <p>Will feature a discussion that makes at least two points about the effect of violence in the media on identified audiences. (2-3)</p> <p>Credit NCE at Level 2.</p>

Question			Answer/Indicative content	Mark	Guidance
					<p>Level 1 answers</p> <p>Are likely to include only one or two key terms (1-2)</p> <p>Will include at one examples from a real media product/s, regulators and/or contemporary case studies. (1-3 marks)</p> <p>Is likely to not feature any a discussion.</p> <p>Examples are Level 1 include Bulger/Chucky/Child's Play</p>

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