OCR
Oxford Cambridge and RSA

Cambridge Technicals
Digital Media

Unit 1: Media products and audiences

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for January 2020

Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
TV	Too vague to award mark
Diagonal line/line through	Blank page
Rep	Repetition of answer
Cont.	Continued on additional answer sheet

Question			Answer/Indicative content	Mark	Guidance
Section A					
1	(a)	(i)	ONE mark for each interpretation about the relationship between social grade and streaming services, e.g: - Audiences within A and E social grades access streaming services the least (1) - Amazon is more popular than Netflix or Now TV for those within B social grade (1) - All three streaming services are very popular with C1 audiences (1) - Any other valid response	3	Answers should demonstrate that candidates can interpret the data. Facts from data. Accept 'upper class', 'middle class', 'working class' / 'lower class' as this shows understanding of demographic profiling in terms of social grade. If the answer is an explanation ('people have less demanding job' as a statement with no reference to data) marks should not be awarded.
1	(a)	(ii)	ONE mark for explanation, TWO marks for appropriate expansion e.g: - Those within E social grade have the lowest incomes (1). This means that they are unlikely to be able to afford subscriptions to streaming services (1) as it would be an unnecessary expense (1). - Those within B social grade have disposable income (1). This means they may probably access Amazon more than Netflix owing to purchasing a full Amazon Prime package with the Echo Show (1) and this device only streams content from Amazon (1). - Any other valid response	3	Must link to an interpretation in 1a (i). Justification given should be reasonable relating to an aspect of social grade profiling. If there are three clear separate points award three marks. If the interpretation is repeated this should not be awarded a mark.

Question			Answer/Indicative content	Mark	Guidance
1	(b)	(i)	ONE mark for each correct identification, e.g. • Now TV is the most popular streaming service in households that have four members compared to three members (1) • In Household sizes of 3 there is less viewing time of all three services when compared to Household sizes of 4. (1). • Any other valid response	2	Any reasonable response that demonstrates candidates have accurately interpreted the data should be credited. If they repeat the same point, (e.g 'household 4 has more Now TV for (1) and household 3 has less Now TV' for (2)) then only award one mark.
1	(b)	(ii)	ONE mark for explanation, TWO marks for appropriate expansion e.g: • Now TV has the sub-option for 'Kids TV' featuring many children's shows that suitable for children aged 0-3 years (1). Therefore, parents may use Now TV to entertain their young children (1) or put the educational children's programmes on to help with developing literacy skills (1). • Women very often work part time or not at all when raising a 0-3-year-old children (1) meaning they may be at home more to stream this children friendly service throughout the day (1) or catching up on content they might have missed during evenings or binge watching series (1). • Any other valid response	3	If there are three clear separate points award three marks. If the interpretation is repeated this should not be awarded a mark.
2	(a)		ONE mark for each correct identification e.g. • Gaming had the largest increase in revenue of any media between 2016 and 2017 (1). • Music is the least profitable form of entertainment (1). • Between 2015 and 2016 video had the largest increase in profit (1). • Any other valid response	3	Any reasonable response that demonstrates candidates have accurately interpreted the data should be credited. If they repeat the same point, then only award one mark for one of the answers. Do not accept just copying data (e.g, 'gone from 5000 to 7000). Must show a trend, (e.g. higher, lower, increase, consistent).

Question			Answer/Indicative content	Mark	Guidance
2	**(b)**		ONE mark for an explanation, ONE mark suitable expansion e.g. • Gaming may have had the largest increase owing to an increased number of mobile gaming apps that have been developed (1) that target a wide audiences across different ages and genders (1). • Gaming may have had the largest increase owing to the rise of online distribution on services such as Steam (1) to access games at a cheaper price than in shops (1). • Gaming may have had the largest increase owing to the fact that technologies such as VR have been incorporated into many games consoles (1) providing something new for the audience (1). • Any other valid response	4	Any reasonable response that identify a plausible reason for change in one of the forms of entertainment. Answers are likely to focus on distribution and new technologies. Examples for this question do not have to be as specific as a brand name, such as Steam. Examples include terms such as 'worldwide apps' – any technologies/platforms should be accepted.

Question			Answer/Indicative content	Mark	Guidance
Section B					
3	**(a)**		ONE mark for each advantage e.g.: • Can work with other subsidiaries to produce a product (1) • Products will have large budgets (1) • Products will have large advertising campaigns and audience reach (1) • Can be vertically integrated to control all aspects of the production, distribution and opportunities for audience consumption. (1) Any other valid response	4	Any response that shows understanding of conglomerate structures should be credited. Terms such as horizontal integration, vertical integration and synergy may be used.
3	**(b)**		ONE mark for the conglomerate or brand/product, TWO marks suitable expansion e.g. • 20th Century Fox used its ownership structure to market Deadpool 2 (1). They ran the trailers for the film on the Fox Movie Channel and its website (1) and actor Ryan Reynolds used Disney's X-Men franchise to support online viral marketing posters (1). • Bauer Media used its ownership structure to promote the Kerrang TV! which is part of their Kerrang! brand (1). The advertise the TV channel and its content on Kerrang! radio (1) as well as promoting it their magazines with a similar target audience such as Q and Mojo. • Any other valid response	3	Candidates have to name a conglomerate company to be awarded any marks for the question.

Question			Answer/Indicative content	Mark	Guidance
4			ONE mark for understanding of how joint ventures are advantageous for independent companies, ONE mark for expansion, ONE mark for example e.g. • Joint ventures allow companies to promote products by acting as a distributor (1). This means that they can market the product using their subsidiaries or established outlets (1). An example of this is when Film Four distributed This Is England for Warp Films and advertised it on Channel 4 (1). • Joint ventures allow independent companies to finance a product (1). This means that they act as a co-producer and gain profit if the project is successful (1). An example of this is how ITV commissioned Hat Trick Productions to make comedy reality show 'Dinner Date' because of their successful track record (1). • Any other valid response.	3	An example of companies and product should be given in order to award all three marks.
5	(a)		ONE mark each for correct production technique that may be used to support planning of the identified sector e.g. Film • Storyboard • Sound testing • Screen testing • Visualisation diagram (film poster) • Script • Casting • Set design • Audience research • Selecting or sourcing equipment /set up • Any other valid response	3	This question should offer examples of production techniques that can aid the planning of a product. Answers provided should realistically help with the planning of the identified sector. Pre-production documentation is allowed **if** this can be related to the sector. So for example, mindmap should not be awarded for film production unless there is expansion. Three separate points.

Question			Answer/Indicative content	Mark	Guidance
			Gaming - Storyboard - Software test - Moodboard - Script - Concept art - Sourcing voice actors - Audience research - Any other valid response		

	Question		Answer/Indicative content	Mark	Guidance
5	(b)		ONE mark for a valid response, ONE marks for suitable expansion, ONE mark for example e.g. • Casting (Film and TV) This can be used to **promote** a new film because casting updates of star actors can be shared on social media (1). This creates excitement for fans of the franchise and stars (1). An example of this is when The Rock and Kevin Hart were cast in Jumanji and the number of shares made news headlines (1). • Audience research (Radio) This can be used to **promote** a radio show (1) because it allows the station to help source the stars to attend interviews or events (1). An example of this is Ronan Kemp and Capital FM doing an audience poll asking listeners who should attend the Capital Jingle Bell Ball (1).	3	Candidates must reference a production technique from 5a. A range of sectors may be covered (gaming, print, TV, radio, film). Needs an example of a real media product / brand for full three marks.
6	(a)		ONE mark for each correct editing or post-production technique for the identified product e.g. Katy Perry 'Roar' music video: • Cross cutting • Use of special effects • Jump cutting • Lip syncing • Special effects such as CGI • Colour balance • Any other valid response Coronation Street: • Shot-reverse-shot • Eyeline match • Insert shot • Sonic bridge • Transitions • Lighting effects • Sound effects • Any other valid response	4	A range of products may be covered (from gaming, print, TV, radio, film, music). Any editing or post-production techniques that contribute to how the final product is understood should be credited. Sector is acceptable (e.g. if it just says 'game' award). Should not award marks for same point (e.g. if a candidate has already given visual effects, CGI should not be credited). Has to be an editing technique do not accept one word answers, e.g. 'audio' should not be accepted should be a technique such as 'audio dubbing'. If they haven't put a sector/product but have four correct editing techniques still award the marks.

Question	Answer/Indicative Content	Marks	Guidance	
6 (b)*	**Level 3** **9-12** **Excellent** understanding of how editing techniques contribute to creating narratives. 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. **Level 2** **5-8** **Good** understanding of how editing techniques contribute to creating narratives. 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. **1-4** **Limited** understanding of how editing techniques contribute to creating narratives. 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. **0**– no response or no response worthy of credit.	12	The guidance for examiners below demonstrates how levels can be achieved by candidates: **Level 3 answers** Will include at least two theories with correct names and explanation of theories (3-4 marks) Will include at least four examples from a real media product with points supported by editing techniques (3-4 marks) Will feature an analysis to show understanding of how narratives are created in a real media product (3-4) **Level 2 answers** Will include at least one theory with correct name and explanation of theory (2-3 marks) Will include at least two-three examples from a real media product with points supported by editing techniques (2-3 marks) Will feature an analysis to show understanding of how narratives are created supported by examples from a real media product (1-2) **Level 1 answers** May include at least one theory with explanation of theory (1-2 marks) Will include at least one examples from a real media product with points supported by editing techniques (1-2 marks) May feature some analysis about the concept of narrative from a real media product (1)	Candidates are likely to discuss how editing techniques (such as shot reverse shot, match on action, eyeline match, juxtaposition, layout, design, layering, use of caption, use of image editing, sound editing) contribute to creating narratives in the chosen product. Theories may include: Levi-Strauss Todorov Freitag Propp Barthes

	Question		Answer/Indicative content	Mark	Guidance
7	(a)		ONE mark for plausible ways for presenters to interact with audiences: e.g. : - Snapchat feed to show images of events at the station or from roadshows/attendance by presenters - Launch competitions using Facebook or Twitter to take or asking listeners to take part in a competition - Asking viewer/listeners to load images to Instagram about a particular interesting/comedy topic (e.g. Capital Yorkshire getting listeners to take a picture of all the different Wetherspoons carpets in Yorkshire) - Any other valid response	3	Do not have to mention a specific social media channel. Dot not award answers that are too vague, e.g. message – has to be relevant to RADIO and TV. Answer may reference social media terms – tweet, hashtag, Snapchat, Instagram, questions for a star to answer during an interview, polls. Any terminology relevant to broadcasting should be accepted, e.g. - Launch - Preview - Highlights - Presenters
7	(b)		ONE mark for the advantage of using digital technologies to distribute radio shows, TWO marks for suitable expansion; - An advantage for the producer is increased audience reach (1) because audiences can now access and stream radio content through apps and websites (1) where the broadcast is not affected by lack of signal (1). - An advantage for the audience is the amount of radio stations available (1). This is because DAB technology compresses signals (1) so niche, additional stations can be easily set up and broadcast such as 6 Music and 4 Xtra (1). - Any other valid response	3	Answer should have three separate points to gain full three marks. Must reference RADIO.

Question	Answer/Indicative content	Mark	Guidance	
8	ONE mark for identification, ONE mark for suitable expansion, e.g. • A tablet device allows audiences to watch live broadcast whilst not at home (1). This means that sporting or watercooler events and programmes will not be missed (1). • A range of on demand TV apps can be downloaded on tablets so different channels can be watched (1) unlike proprietary devices, such as the Echo Show, where you cannot watch content from competitor channels (1). • Any other valid response	4	Any answer that has a plausible benefit of having a tablet device to watch TV and films. Answers are likely to reference: - Portability - Earphones to not disturb others - Size - Download, streaming for catch up - Lightweight device - Interactive – can be used to answer polls or vote whilst the programme is on. - Cross platform – access TV box and watch on tablet. Answer doesn't necessarily have key terms to get full marks.	
9*	*'The current regulatory framework for digital media products is ineffective'.* **Level 4** **16-20** An **excellent** discussion about the statement using related terminology or 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. **Level 3** **11-15** A **good** discussion about the statement using related terminology or 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	20	The guidance for examiners below demonstrates how levels can be achieved by candidates: **Level 4 answers** Will include at least four to five theories/key terms with correct names and explanation in relation to the regulation of products and the media effects debate (4-5 marks) Will include at least four examples from a real media product/s and/or contemporary case studies. (8-10 marks) Will feature a balanced discussion that makes at least four points about the concept of the regulation of digital media products (4-5) **Level 3 answers** Will include at least three to four theories/key terms with correct names and explanation in in relation to the regulation of products and the media effects debate (3-4 marks)	Candidates can pick any products they have studied and will relate to contemporary ideas about media regulation and the effects debate. Products discussed are likely to be video game products, social media and films (Fortnite, Call of Duty, GTA, Human Centipede, Twitter) and related case studies linked to violent acts. Top answers are likely to demonstrate and understanding of relevant media effects terminology and theory and contemporary

Question	Answer/Indicative content	Mark	Guidance	
	spelling punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **6-10** A **basic** discussion about the statement is demonstrated. Related terminology or 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. **Level 1** **1-5** **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. **0**– no response or no response worthy of credit.		Will include at least three examples from a real media product/s and/or contemporary case studies. (5-7 marks) Will feature a discussion that makes at least three points about the concept of the regulation of digital media products. (3-4) **Level 2 answers** Will include at least one or two theories/key terms with correct names and explanation in in relation to the regulation of products and the media effects debate (2-3 marks) Will include at least two examples from a real media product/s and/or contemporary case studies. (3-4 marks) Will feature a discussion that makes at least two points about the effect of regulation of digital media products. (2-3) **Level 1 answers** Are likely to include only one or two key terms (1-2) Will include at one three examples from a real media product/s and/or contemporary case studies. (1-3 marks) Is likely to not feature any a discussion. Do not give marks for the Jamie Bulger case study unless its historical context in terms of 'video nasties' is referenced. Names of regulators (e.g. BBFC, PEGI, OFCOM, IPSO, ASA) are to be identified as EXAMPLES.	debate but choice of terminology or theorists may depend on the medium and product chosen. Answers may therefore include: - Gerbner, Anderson, - Cohen, - Gauntlett, - Packard, - Livingstone and Lund - Mulvey and male gaze - desensitisation, copycat violence, hypodermic syringe, - mean world syndrome, active/passive - cultivation theory - moral panics The internet and social media and access to these without regulation is likely to be discuss. Answers are also likely to include debates about parental duties.

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