



Oxford Cambridge and RSA

Cambridge Technicals Digital Media

Unit 6: Social Media and Globalisation

Level 3 Cambridge Technical in Digital Media
05843 – 05846

Mark Scheme for January 2021

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

© OCR 2021

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
Diagonal line/line through	Blank page
BOD	Benefit of doubt
TV	Too vague
Rep	Repetition

Question		Answer	Mark	Guidance
Section A				
1	(a)	<p>ONE mark per reason, e.g. (max 3 marks)</p> <ul style="list-style-type: none"> • Promote a product across platforms (1) • Global reach (1) • Crowdfunding (1) • Crowdsourcing (1) • Networking (1) • Target niche audiences (1) • Any other valid response. 	3	<p>Any suitable reason/purpose should be credited.</p> <p>Answers that are TV can include: e.g.</p> <ul style="list-style-type: none"> - Personal reasons - Communication <p>BOD answers can include: e.g.</p> <ul style="list-style-type: none"> - Generate income
1	(b)	<p>ONE mark for the way one reason in 1a is beneficial for media industries, TWO marks for expansion: e.g.</p> <ul style="list-style-type: none"> • Targeting niche audiences means professionals can streamline marketing (1), to engage a specific demographic (1) to build up a loyal fanbase. (1). • Global reach means wider audiences can be targeted (1) allowing the company to make more profit from a product (1) and opening up future market opportunities (1). 	3	<p>Answer must include response from 1(a)</p> <p>Mark the response as a whole credit in favour of the candidate e.g. candidate might explain 'synergy' in context of the question.</p>
2		<p>ONE mark for method of collaboration, TWO marks for suitable expansion: e.g. (max 6 marks)</p> <ul style="list-style-type: none"> • Social media can allow media professionals to discuss planning ideas in real time (1). An example of this is FaceTime where meetings can be held via video call (1) and so key production decisions can be made without waiting for email responses (1). • Social media channels have allowed media professionals to add content to collaborate during the stage of production (1). An example of this is Soundcloud where multiple musicians can add audio (1) to create a full online composition that can be distributed globally (1). 	6	<p>Each response must feature at least one example of a social media tools, e.g. Messenger, Pinterest.</p> <p>Allow hypertext in context of research as an explanation.</p> <p>Allow Teams as a 'social channel'</p>

Question		Answer	Mark	Guidance
3		<p>ONE mark for online technology, TWO marks for suitable expansion: e.g.</p> <ul style="list-style-type: none"> Online production schedules, such as the Microsoft Project app (1st). This allows all members of the team to have access to completed tasks and deadlines whilst out of the office (1) and updates made by the project manager can be seen by all the team (1). A media and asset management software, such as Asset Bank (1st). This allows the team to organise all sourced and original assets for the project (1) and details how each asset will be used in the project taking into account copyright (1). 	3	<p>Any online technology that helps manage aspects of a project should be credited.</p> <p>For the first mark, an example of a technology must be given.</p> <p>Please research names of technologies if you don't recognise them.</p> <p>The word 'app' for the technology is TV.</p> <p>Accept 'email'</p>
4	(a)	<p>ONE mark for each way online tools can be used to source personnel for a new TV programme. e.g. (max 2 marks).</p> <ul style="list-style-type: none"> Crowdsourcing actors via websites where you can pick actors by genre for a TV show (1). Using a Facebook film production page to source editors for television (1) 	2	<p>Answer should reference the TV industry, e.g. cameraperson, editors, sound engineers, actors, storyboard artist.</p> <p>Do not credit single word answers that do not address the question: e.g.</p> <ul style="list-style-type: none"> - Sharing - Tagging
4	(b)	<p>ONE mark for one advantage, TWO for expansion, e.g.</p> <ul style="list-style-type: none"> Social media allows TV professionals to post their showreels and CV (1). This means that the producer can select specific staff (1) based on the skills that they need to produce the programme (1). Producers can advertise for TV personnel for free on social media (1) meaning they don't have to pay for a job advert or media recruitment company (1) and can put unlimited direct links to previous work to attract the best staff (1). 	3	<p>Explanation need two separate points</p>

Question		Answer	Mark	Guidance
5		<p>ONE mark for a negative cultural effect, ONE mark for explanation e.g. (max 4 marks)</p> <ul style="list-style-type: none"> One negative cultural effect is that people are addicted to mobile phones (1) owing to the number of large number of social media apps that are being continually updated and checked (1). One negative cultural effect is that social media promotes false body images (1) through edited and filtered photos uploaded by celebrities and influencers (1). 	4	<p>Ensure that the negative cultural effects are different (e.g. two responses about body image should only be credited once).</p> <p>Only credit answers that link to using social media channels.</p>
6		<p>Discussion of how two social media channels were used differently to promote radio station.</p> <p>Level 3 - 5-6 marks There will be a thorough discussion of how two social media channels were used differently by a radio station. Use of examples are wholly appropriate.</p> <p>Level 2 – 3-4 marks There will be a sound discussion of how two social media channels were used differently by a radio station. Use of examples are appropriate.</p> <p>Level 1 - 1-2 marks There will be a limited discussion of how two social media channels were used differently by a radio station. Use of examples are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p> <p>If a candidate only discusses one social media channel then marks are capped to three.</p>	6	<p>As part of this answer candidates are likely to discuss a range of social media channels and radio stations:</p> <ul style="list-style-type: none"> Instagram’s video function is used by Capital FM to promote The Jingle Bell Ball and their other major music events by having a range of short interviews with the artists and a competition each day to win tickets. Whereas Twitter is used by Capital FM to encourage listeners to send in pictures of the topics of the day, such as when the Capital Breakfast Show asked users to send different images of their routine to engage the listeners. Only one radio station should be discussed in the answer. However, credit the answer if two different stations are discussed and there is a clear example.

Question	Answer	Mark	Guidance
Section B			
7*	<p>Level 5 - 25-30 marks Campaign plans will include an excellent understanding of how social media can be used to market the takeaway app. There is a comprehensive discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines will be wholly appropriate and justified. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 4 - 19-24 marks Campaign plans will include a good understanding of how social media can be used to market the takeaway app. There is a considered discussion of marketing channels that will target the audience. Suggestions for creative campaign content and key milestones and deadlines will be 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 3 - 13-18 marks Campaign plans will include a sound understanding of how social media can be used to market the takeaway app. There is a reasonable discussion of marketing channels used to reach the audience. Suggestions for creative campaign content and key milestones and deadlines are mostly appropriate but there is limited justification.</p> <p>Level 2 - 7-12 marks Campaign plans will include a basic understanding of how social media can be used to market the takeaway app. There is some discussion of marketing channels used to reach the audience. Content ideas discussed are appropriate.</p>	30	<p>The response will discuss:</p> <ul style="list-style-type: none"> • Ways that the app could be promoted would be through short videos on Instagram, Facebook and Snapchat. • Social media and online distribution channels used to reach the audience e.g. <ul style="list-style-type: none"> - How Twitter would be used in terms of countdown to the launch of the app with competitions and free meals. - How a Facebook page should be shared and feature endorsements from the local takeaways whose meals are £20 specials. - How Instagram and Snapchat might be used in terms of promoting the app with synergy between the fashion brand the celebrity chef. • How social media aggregation tools form part of the marketing campaign planning. • Discussion of milestones and how to meet these targets using online tools. <p>Credit should also be given for:</p> <ul style="list-style-type: none"> • Legal, regulatory and ethical issues • How online comments can be used and when. • How audiences might respond to social media content. • Blended marketing approaches

Question	Answer	Mark	Guidance
	<p>Level 1 - 1-6 marks Campaign plans will include a limited understanding of how social media can be used to market the takeaway app. There is a limited discussion of marketing channels used to reach the audience. Content discus ideas discussed are sometimes appropriate.</p> <p>0 marks – response not worthy of any credit.</p>		<p>For a Level 5 answer the ideas will be justified with reference to the case study goals, content and promoting the takeaway app to the specific target audience.</p> <p>If the examples of what promotional content could be put on social media channels (e.g. poster on Twitter) are not explained then cap at Level 3 for content discussion and justification.</p> <p>Annotations should be: T – key terms (e.g. sweet spot, social media aggregation) E – examples of promotional content A – justification/analysis/argument</p> <p>(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)</p>

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2021

