

GCSE Digital Communication

Unit 2

Sample 3

SECTION A: UNSEEN DIGITAL TEXTS

The questions which follow are on politics.

Look at Text A (an email from a politician, David Cameron) in the Resource Booklet and answer the questions that follow.

1 (a) Identify two purposes of Text A.

(2)

Purpose 1

The purpose is to inform

Purpose 2

The purpose is to get people to support

(b) Explain how the writer has achieved the purposes of Text A.

(4)

The writer has achieved this by putting all the things the conservatives are coming here to Birmingham to talk about in the first paragraph like 'war in Afghanistan' & 'national debt'.

The writer has also put a video in which also tells you their policies and what they want to do. The video is linked back to the webpage so you can get more information on the party.

(Total for Question 1 = 6 marks)

2 (a) Identify three features used in the email from David Cameron.

(3)

1 The Logo

2 The language

3 The colour



(b) Explain the impact of these three features.

(9)

The first thing you see when you open the email is the logo. The logo is the Conservative so you know who it is writing to you. You automatically know from looking at the logo that it is going to be about politics.

The language is quite formal as the points the writer is trying to put across are serious but it is put in a way which everyone can understand, which will appeal to young people who may be looking for a party to support and in this email there is information on the party and what it stands for which you may like.

The colours are simple and effective because they are not as in your face as they are put off by it but they are plain and simple with white, blue, green and black. This will appeal to everyone as it is colours which appeal to both genders and it will draw you in and make you want to read it. Also the colours won't make it look serious.

(Total for Question 2 = 12 marks)



Look at Text B (Spectator blog) in the Resource Booklet and answer the questions that follow.

3 Evaluate the effectiveness of Text B at commenting on the news event.

(6)

The Spectator blog aims are to inform you about current affairs on all different parts of life.

It meets its aim by showing when the last blog was posted so we know when whether it is current or not and you will be able to know whether you have read it or not by the date it was posted.

Also it talks about subjects we all care about like bullying and from here we can find out what is being done about.

Also the blog has different buttons on specific subjects which are good because if you are not interested in a subject you can go to another page where you can see news on stuff you like. This helps keep the readers' ~~attention~~ attention because they are reading something they like. Also it makes it easy to navigate.

In conclusion, I think it does meet its aim by using specific subjects, different buttons to other pages and showing when the blog was posted.

(Total for Question 3 = 6 marks)



4 *Spectator* magazine wants to promote politics to a teenage audience using one of the following digital texts:

- webcast
- social networking site
- forum.

Choose the digital text you would advise *Spectator* magazine to use.

For this digital text, you must:

- describe the features you would use
- explain why these features would be effective.

(10)

For this I would choose a social networking site because of the amount of young people on social networking sites and because it is easily accessible to anyone.

For the page I would use colours which appeals to both male and female like blue, red and white because ~~it~~ these colours will appeal to young people and you aren't being selective about who you ~~feel~~ want to follow your page. I would also recommend these colours because they make you look serious but not too serious as to make young people ~~ing~~ ignore your page. These colours are effective because it draws people in and makes you look serious at the same time.

Another feature I would choose is language



P 3 8 8 1 5 B 0 5 1 6

you will need to word your posts in a way in which young people will like it. on social networking sites the language is very informal by not using capital letters and commas like that. By not using capital letters and commas teenagers will be more inclined to read it as it is written like they write. Also you would need to write in an appropriate way which will draw teenagers in but will also inform them at the same time. This will be effective as it will be written like teenagers write so they will be able to understand more about politics.

I would also choose a logo which will stick in their heads and is bright so it draws them in. This will be effective because the colours like blue reds and white stand out and their eye will be drawn to it and they will be more inclined to click on your page and see what your about. Also a logo which they can remember is good because if they see it anywhere else they will know exactly who you are.

(Total for Question 4 = 10 marks)



SECTION B: PRE-RELEASED DIGITAL TEXT

The questions that follow are on the *Don't Vote* digital video which you will have studied.

Screenshots of the *Don't Vote* digital video have been reproduced for this pre-released text and are printed in Section B of the Resource Booklet. These are to remind you of the digital video, but you should refer to the whole of the *Don't Vote* digital video in your answers.

5 (a) Identify **three** components that show this text is a digital video.

(3)

1 volume ~~PA~~ button

2 enlarge screen button and a play

3 Play and Pause button

(b) Explain how the *Don't Vote* digital video uses these components.

(9)

The Don't vote video ~~is~~ uses these components because it enable everyone to interact with the video.

The Don't vote video use volume to make the sound louder or quieter. This enables everyone to interact with it because you can have it at a volume that suits you. So if you were doing something around the house you could turn it up so you can still hear what is being said in the video.

Also in the video you can enlarge the video. This has been used so you can just focus on the video and nothing else which is good because you are listening to everything which is being said so you are more



to take in what is being said about politics. Also this appeals to everyone because if someone doesn't have good eyesight they can enlarge it so they can also watch it as well.

Another component in the don't vote video is the Play and Pause button. This is used to stop and start the video when you want. This appeals to people because if you have to do something and you still want to watch the video you pause it do what you have to do then press play and still be able to watch the video.

In conclusion the Don't vote video uses the components to great effect so people can still follow the video.

(Total for Question 5 = 12 marks)



6 Explain how using digital video helps a campaign, such as Don't Vote, achieve its aims.

(10)

The aims of the Don't vote video are to inform you about politics but at the same time to entertain.

The audience for the video is everyone but it is mainly aimed at 18-25 year olds who are potential voters.

To reach the aim and audience in the video ^{you can} they use celebrity actors like ~~the~~ Leonardo DiCaprio. They use celebrities to draw you in because you know who these people are and you are more likely to listen to them if they are talking about ^{your cause} politics and are more likely to go out and do what they say.

It appeals to the audience because a lot of people know who these people are so if you see these people talking about politics you are more likely to listen to them.

Another reason why a digital video is good because you don't have to read anything and then you are more likely to remember the information which is being told to you whereas if you are reading all of this stuff you may not remember all of it. What information they want you to know where as here if you hear it you are more likely to remember.



Also to meet the aim of being entertaining you can get the actors to use swear words. This would appeal to young people because they are swearing about politics and it's what a lot of the young people think about politics. But you have to be careful because by using swear words it may offend young people who are watching the video and they may not support you.

Another reason why a video is good because you can script it so the actors can say what they want them to say which will appeal to people because it is straight to the point.

(Total for Question 6 = 10 marks)



*7 Evaluate the effectiveness of the *Don't Vote* digital video.

You should comment on the strengths and weaknesses of the following in your answer:

- how the aims of the digital video are achieved
- how this digital video would reach its audience
- the components and how they combine
- any other aspect you wish to consider.

Use evidence from the whole digital video to support your answer.

(10)

The aims of the don't vote video are to inform, entertain and to get you to vote. The audience is everyone but mainly aimed at 18-25 year olds who are potential voters.

The video use celebrities because alot of young people know who the celebrities are and will be inclined to watch it. The celebrities talk about politics and because of this young people will watch it and think if they care I should. The celebrities help meet the aim by informing people because they are more inclined to listen to them. Underneath the video there are links to other videos the celebrities have done so people will also click on that to see if there are any other videos that could inform them on videos which could inform them on politics. Also by using celebrities it draws you in so and alot of young people know celebrities so it will draw the intended audience in as well.



The video also meets its aim ~~of~~ ^{by} informing by being able to put subtitles on so if your video computer doesn't have any sound you can read what is being said.

The video meets its aim to entertain and draw in the intended audience by the celebrities swearing.

To the age group intended this is funny because you are swearing about politics which is funny to them.

The only bad thing in the video is the swearing because it may offend to anyone who may be watching it.

In conclusion I think it meets its aims well by using celebrities and subtitles to draw you in but you just have to be careful about the swearing.

(Total for Question 7 = 10 marks)



- *8 A student wants to comment on events in politics and would like to reach a wide audience.

Explain how the student could effectively use digital texts to achieve these aims.

You should:

- choose appropriate digital texts
- choose appropriate components
- explain how your choices would help the student achieve these aims.

(14)

I would recommend using a social networking site because you can create your own page and you can write what you want on it and it is easily accessible to anyone.

I would also recommend using a blog because you can write your comment on it and when you search for blogs it will show the most recent post you have made.

For the social networking site I would recommend having a news feed so people can see your posts and be able to like or comment on them so they can also get their thoughts out on your opinion.

For the blog I would ~~also~~ have an email link where the reader can email you if they have any queries on your post or a question about politics.



For the social networking site, I would use colours which will draw everyone in like blues, reds, and white, because they are bright and you will be drawn to them and you will want to know what the page was about.

For the blog, I would have a search bar so you can navigate the site easily so you can find the post you want to read or find a certain subject area.

For the social networking site and the blog, I would use language which is formal but easy to read so it will appeal to everyone and everyone can understand you and make you look serious at the same time!

For both social networking and the blog, I would have a logo with eye-catching colours to draw you in but on which is remarkable so if you see it anywhere you will automatically know who they are and what they are all about.



All of these would help achieve the aim because he is trying to get his opinion across about politics everyone can access a blog on a social networking site. The colours would draw you in and want to make you read what you have written about politics.

(Total for Question 8 = 14 marks)

TOTAL FOR PAPER = 80 MARKS

