

GCSE Digital Communication

Unit 2

Sample 2

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

To get people to unite and get over national problems

Purpose 2

To inform about what they are going to do.

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

(4)

The writer has achieved these aims by using persuasive text and a video to get people to form as one to overcome the problems of the nation. Also they have used only black text and a clear simple font to look professional and make it also clear to read. Plus they have put the logo in the golden triangle to show that it is trustworthy.

(Total for Question 1 = 6 marks)

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

(3)

1 The Conservatives logo

2 Limited colour palette

3 The language used



(b) Explain the impact of these three features.

(9)

1) By putting the logo of the conservatives in the top left corner - also known as the golden triangle - it is showing that it is trustworthy. ~~and~~ Also by having it at the top it is one of the first thing the viewer sees which therefore means that they can make a quick decision on whether to read the email or just to delete it.

2) ~~By~~ Using only a black neat font shows that it is professional and done by someone who knows what they are doing. Using only a clear font makes it easy ^{and simple} to read therefore letting the audience quickly decide ~~what~~ what to do with the email.

3) The writer has used persuasive language to encourage the viewers to read on until the end. The persuasive text helps to get the reader to do something to help out with the problems of the nation.

(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 has used some puns to add a lighter feel to the story. Some of the strengths in the blog are using an image to help break the text up slightly and to help the audience understand the blog. However the blog has quite large paragraphs which may put their readers off from looking at it. They should of shortened the blog down and split it up more to make it seem less to the viewers, which would mean that they would read the story. Also the story is confusing and the writer has not helped to straighten out the story. He has changed from different people and added on some text even after the blog was supposed to of ended.

(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)

I would advise *Spectator* to use a social networking site. In particular Facebook. I would recommend this because millions of teenagers use it worldwide, it can spread really easily and they can add links, photos and much more to help interest the audience.

One of the main ^{features} I would advise them to use is the share button. The share button lets anyone show to their friends on Facebook what it is that they have liked and would hopefully interest ~~them~~ them into having a look at their page. This feature would be especially effective because it can spread the word about the *Spectator* page really quickly to a very large audience. plus it is simple and easy just to show others the page through the share button.

Another feature I would recommend to use is the

upload button. By using this they can upload pictures, videos and links to their main website. This is a quick and easy way to share information about certain topics because anything is simple to upload as long as they know where it's from. Using the upload button to add links to their external webpage and videos of certain events can help to interest teenagers into a topic they don't particularly like.

I would also advise spectator to use the discussion part of their page on Facebook. On there anyone can start a discussion about a certain topic and anyone can add something or comment on a certain part of the ~~topic~~ subject. By allowing people to use it on their ~~own~~ page, people would be able to ask questions on a certain part of the page and receive answers to them, and be able to start a discussion on topic that they are particularly interested in, in which others can join in too if they wish.

Facebook would therefore be a good option for spectator to use to reach a large teenage audience.

(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 The editing.
- 2 The play/pause button.
- 3 ~~the sound effects~~ Camera positioning.

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

(9)

The *Don't Vote* video uses editing to ~~then~~ help make the video flow ~~at~~ easily and steadily. They use edits such as a simple cut ~~to~~ and fades to black and white which helps the continuity of the video. These edits are not really noticed by the audience because their full attention is on the celebrities talking in the video. Use the simple cuts and fades mean that none of the audience attention is ~~diverted~~ diverted from the message the video is trying to put across. The editing is nice and simple which means that the video can run and put the message across without any distractions. The play/pause button shows that it is a digital video because ~~at~~ if the viewer wish to just



pause the video for a minute. or to go back to a certain part then they can. They can stop the video part way through if they wish so they can do something else. For example part way through the video they tell you vote and a web address comes up. The viewer can simply pause the video and go vote. They can come back to it at anytime.

~~Use~~ Using certain camera positionings, such as close ups, ~~wide~~ ~~shots~~ ~~and~~ ~~even~~ different angles keeps the viewers interested. The celebrities are all over the screen not just in one place. It represents that they are equal to everyone of every race, country and background. They maybe famous but they are not ~~showing~~ that in the video. They are not really high or low. they are level with the camera and talking to it which makes it feel like they are talking just to that particular viewer.

(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 video are to get people to register so they are able to vote.

The video achieves its aims by talking to the viewer and asking rhetorical questions, using reverse ~~psychology~~ psychology and using a patronising voice to try and get the audience to prove them wrong and vote.

They keep asking rhetorical questions, so you answer to yourself but they keep using the same questions to try and get you to do something to change your answer.

Using repetition means that the message they are trying to put across gets stuck in your head so you cannot forget and in the end will do something about it. They also use repetition in a really patronising tone so the audience would do the opposite to what they are telling you.

Reverse ~~psychology~~ psychology is also used to try and get the audience to do something.

In the first part of the video they tell you not to vote. The audience know that they are telling them wrong so they keep watching until the end to find out why. When it



change to telling you to vote, the audience is already considering ~~them~~ doing it just so they do the opposite of what the famous people that are always right are telling them to do. Using reverse psychology has helped to achieve the aims of the video because people would ~~not~~ vote just to do the opposite of what people are ~~telling~~ telling them.

They also use comedy to achieve their aims. They get all sorts of famous people to wait until they vote. They bicker and argue but it helps to get people to register and vote.

(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 video - to get people to vote - are achieved because of all the different methods that the celebrities used. The video though was ~~more~~ slightly too long so some of the viewers may of stopped watching before the message of the video got across. However I still believed that the aims were achieved with flying colours, due to the language ^{techniques} used. The video would of reached a very wide audience because it was on TV in America and is on YouTube now with millions of views. YouTube is used worldwide so it would of reach the audience over 18's, first time voters who are American. The video could of gone even further if it was put onto websites, emails and social networking sites because millions of people use them daily and could of easily ~~star~~ found the video.



By using all the different components that they did ~~use~~ - editing, camera positioning etc. - the video worked very well altogether. In the ~~video~~ video all the ~~celebrities~~ celebrities are wearing simple plain clothes which are not highly branded, just simple and common. This is trying to say that they are just the same as us.

(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)

The main digital text that I would advise the student to use is a blog, because she can share ~~her~~ their opinion with a really wide audience