

# GCSE Digital Communication

## Unit 2

### Sample 4

## 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 tell people about the war in Afghanistan.

Purpose 2

To stop huge national debts at home.

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

(4)

The writer was here to see David Cameron and said to him what is wrong with Britain today and how can we change it.

(Total for Question 1 = 6 marks)

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

(3)

1 Logo

2 Language

3 ~~Font~~ Colour



(b) Explain the impact of these three features.

(9)

The Feature Logo is used to show the Readers ~~who~~ <sup>what</sup> who's ~~company~~ <sup>it's</sup> it's.

The Language is the main Feature Because you need it to tell you what is going on.

~~Feature~~ <sup>Colour</sup> is used to Make it Look more inviting to the Reader so they want to Read it. Also make the page less Dull.

(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 Charities National Burying Helpline have been  
demolished because Lady Cooper Mary O'Connor have  
resigned distressed that Pratt broke the charity's  
commitment to confidentiality, as indeed was Ann  
Widdicombe, the charities commission have been called.  
She's flip-flopped on her original claims twice  
suggesting Gordon Brown was a Bully.

(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 use the social networking site  
e.g. Facebook because every teenage girl  
and boys <sup>has a</sup> use Facebook account and it  
would be easier to get the message across

The features I would use colour, pictures, logo  
and language.

Colour would be effective because it would  
invite the reader. Pictures would  
help tell the reader what's

Pictures would help tell the reader what  
is happening in the item they are  
trying to get across.

A logo would help to show and  
tell the reader what the site



P 3 8 8 1 5 B 0 5 1 6

is called.

Language is most important in this text because it tells the reader what is going and ~~some~~ going to happen in the article.

(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 Video

2 use well known celebrities

3 Links to other sites

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

(9)

It uses a video because to get a  
~~the~~ message across to tell the voters  
in America not to vote.

They use a lot of well known celebrities  
that most people know to get the message  
across Don't vote. Also all of the  
celebrities are American so it is based  
for the people in America not  
to vote.

They use a link to another site to  
add that is the site to register  
not to vote. ~~Also means~~



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

(10)

It gets its arms across By using famous people to tell there views of the message Don't vote and try to persuade the people of America not to vote. They may try lying to get them not to vote on most occasions if works and they don't vote. They also may be telling the truth and may not vote them selves and want other to either.





\*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 is achieved by using a lot of well known actors and actresses and famous people that are all American to get the people of America not to vote and try and to help clean up their country, the celebrities are trying to help their country.

The video reaches its audience quite easily because all they are saying is Don't Vote and they repeat it with different celebrities so they get the message across.

The components are the video, links and ~~the~~ showing other video for Don't Vote on the side. They combine together because they are all used on the site.



YouTube, it's a website web you can watch videos etc.

I would consider using younger celebrities because the ones in the video are quite old they want to get the message across to the younger generation.

(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)

They should use a video and post it all over the internet so he or she gets the message across to the wide audience he or she wants.

He or she should use video, links, and buttons.

Choosing these components would help achieve his aims. Because on most videos they have links to other pages and buttons lead to other video about the one he wants everyone to watch.