

# GCSE Digital Communication

## Unit 2

### Sample 1

## 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 inform the reader

Purpose 2

To 'spread the word' - to share it with people

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

(4)

They have managed to inform the reader by using facts 'come to Birmingham this week' and 'a war in Afghanistan'. This leads us to believe this is a reliable source and it is important. They have also used quotes 'I said we need a coalition' which means it uses recent and important information. It also achieves the purpose to ~~use~~ share it by offering a 'Send this message' hyperlink which will lead you straight to a page where you can send it to friends and family, getting the message out there quickly and efficiently.

(Total for Question 1 = 6 marks)

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

(3)

1 The conservative logo

2 Personal pronouns

3 Moving Image of David Cameron - close up shot

(b) Explain the impact of these three features.

(9)

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The logo is situated at the top left hand corner of the email grabbing the readers attention. The point of a logo is so the audience can immediately recognise the organisation. The conservative logo uses a tree and then has the word 'Conservatives' printed in bold next to it this means even if you didn't ~~know~~ recognise the party from just the tree you would be able to tell from the writing. The fact that the logo uses colour where as the rest of the writing does not, means we focus on it and we know it's important.

The use of personal pronouns in this text means it is more personalised and therefore more persuasive. By using 'we need' it suggests that you are part of the party and David Cameron has the same needs and wants as you. Again using 'you can' makes it feel like you are more of a use to the party and that you should get involved.

By using a video of David Cameron talking to you it involves you more and shows that gives the effect he is talking to you directly. The close-up of his face is similar to what you would see if you were talking to him in person. It makes it more personal. You can see the expression on his face, this will interest the reader more than just quoting what he said.

(Total for Question 2 = 12 marks)

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

I can recall

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

(6)

By using a Blog to comment on this news event it means there is a clear set of opinions and views on the matter. This is effective as it gives the audience a clear way to think about this news and how to form their own opinions. A blog is updated constantly which means this will be a recent event which will mean it is more likely that the audience will be interested in it. You would be able to find this particular article easily as there is a search bar at the top of the page, ~~and it~~ making it easier to navigate the site as a whole. ~~The facts~~ The people that follow this blog obviously trust or agree with David Blackburn's point of view which means they are likely to read this article however if you just happened to visit this site you could be distracted by all the adverts around the text. There is the ability to follow the 'coffee house' on twitter, this interests the reader and would appeal to a wide audience, it also means they will get more involved with the site. However as it is a blog it is a very biased piece and the reader may want to read about it somewhere else as well to get a more reliable story so if you want just the facts this is not a good piece.

• You can tell it is updated by the date and time that the piece was posted at the top left of the article.

(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.

# a social networking site

(10)

I would use a Social Networking site. This is because it appeals to the same audience as they are trying to reach. With a Social Networking site you can use colour, logo's and Images, plus you can form your own opinions. If you chose Facebook\* to promote politics you could create your own page where you could post thoughts, ideas and hyperlinks and encourage others to do the same. By ~~you~~ could doing this you could show your opinions in an informal, chatby way inkeeping with the social networking theme. You could use humour and chatby language which would appeal to a teenage audience. It would keep them interested and entertained, they would be able to 'join' or 'like' your page or on Twitter they could 'follow' you. You would be able to post videos and images on what you are doing and how they can get involved. Most social networking sites use the theme colour blue this is because it is seen as a relaxing, informal, impartial colour. You would want the audience to know you too are 'informal' and

casual and this colour would promote that. Using images of teenagers getting involved in politics means the audience would be able to relate to them and would feel more involved. By posting their own thoughts in posts it will not only allow others viewing the site to know about them but it will also show you what they think. By using a social network you would be able to ~~from~~ show your logo on the page meaning you would become easily recognised and you could also put a link to your social ~~networking~~ networking site on other pages. This will give out the vibe you are 'cool' and involved.

(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 ~~They use different camera angles~~ Intertextual link
- 2 They use a stationary camera - but lots of camera angles
- 3 There are lots of people involved but only one or two individual shots

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

(9)

They use a stationary camera but ensure there are lots of different camera angles to keep the audience interested. By using a stationary camera it means there are not too many effects to distract you. They have a simple message to put across so they don't want to put you off with over the top camera shots. It uses close ups of the celebrities to show emotion and also wide shots to show they are just people like us.

In each shot of 'Don't vote' video there is only one person (occasionally sometimes two). This means we focus entirely on that one person and what is being said. They know that by using a wide variety of people it manages to keep up the interest but doesn't distract too much from the overall message. They use famous people in the video as they are the people we aspire to be like and therefore we are more likely to listen to them. Also having just one person

in the shot makes it feel more like a personal conversation, and that means we are more likely to be persuaded to vote.

In this video one other component used is the intertextual link '~~www~~ WWW.MAPS.GOOGLE.COM/VOTE'. This link is placed across the bottom of the frame the whole way across, not distracting us too much from the people in the video but we notice it and recognise it is important. By using an intertextual link instead of a hyperlink it ensures the audience will watch the whole video. Also if they have to take the time to write it down they are more likely to then go and 'sign up' to vote which is the whole point of the video. The link is in bold and capitals which grabs our attention, also the fact that it is in black on white is different from the coloured clothes the people are wearing.

(Total for Question 5 = 12 marks)



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

(10)

A digital video appeals to a wide range of people from children up to adults. It is easily accessible, you can watch it on your computer, laptop, ipod, ipad and most smartphones. You do not have to be part of a 'club' or have to 'sign up' to be able to view the video which just makes it more accessible. You do not have to focus all your attention on it. You can be doing other things as well as watching the video as opposed to reading off a website can take up a lot of focus and bore people easily. Videos are more interesting than reading a paragraph off a website, they are more aesthetically pleasing ~~and~~ as there is something to watch and hear. ~~You~~ The aims of this video is to get people interested in voting and for people to share the video. There are many ways to share a video. You can put it on a site like 'youtube' or post it on websites or social networking sites. You can even send them by e-mail, this also makes it more personal and someone is more likely to watch something sent to them by a friend or someone they trust. ~~You can also~~ However you can not get feedback from the ~~e~~ e-mails but on 'youtube' or social networking sites people can 'like' or 'comment' on it, letting you know if it is effective. Another aim of this video is to entertain

people. They know that if they use humour and sarcasm in a piece people will enjoy it more and therefore take more notice of it. By using a digital video ~~app~~ you can see people's faces and it feels more personal and like a cheeky conversation which achieves the aim of getting the message across in an informal manner where as just writing is not as personal or involving.

(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)

You can tell the aims of the video are achieved (sharing the message to vote) ~~as~~ from feedback such as 'comments' or 'likes' and how many 'views' it has had. The video would be able to reach people through ~~their~~ their computers, laptops, phones and i-pods or i-pads. This means people can reach it 'on the go' and they will not be put off by having to sign up for something. People could be sent it or recommended it by friends which would cause more interest in the video. The fact that they use only one person in a shot means we can focus solely ~~stay on~~ fully on them. The angles of the camera also help with this, using close-up and wide shots to show all the body language, the fact that there are no fancy camera shots also means that we focus more on the intertextual links placed at the bottom of the video, it stays there from when it is put there which shows it isn't changing unlike the people who are moving in the shots. Although this does keep the audience

attention it is also ~~jarring~~ jarring and could  
be off putting to some viewers

(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)

Social Networking site:  
Reaches a teenage audience  
↓  
but is also used by other people  
↓  
it can be recommended

Blog: Using a blog reaches a wide audience and means you can have 'followers' or people that 'sign up' to read what you input. It can be updated easily and efficiently. Navigation bars will help people find their way around the site as would fields such as search bars. You could use hyperbated links to link to other sites which you found interesting and so could others. It would be up to date and people would be able to comment on what they thought. By 'signing up' to

your blog you would be able to tell who is interested in it.

Social network: It has a wide audience but involves teenagers. People can 'like' and 'comment' on what you post and it can be easily updated. You can post related images and videos to ensure your audience stays interested. Again Navigation bars would help them find what they are looking for. ~~side~~ buttons would

Website: You could create your own website. It would be visited specifically by those interested but may not be as easy to find. You wouldn't have to constantly update but you could when necessary. You could have buttons to show where the more 'important' parts of the site.

Any of these would be useful.