

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
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15	
TOTAL	



General Certificate of Secondary Education  
June 2012

# Media Studies (Double Award) 48103

## Unit 3 Exploring Media Industries

Thursday 21 June 2012 1.30 pm to 3.00 pm

**For this paper you must have:**

- insert to accompany Section B (enclosed).

### Time allowed

- 1 hour 30 minutes

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions. You are advised to spend 45 minutes on Section A and 45 minutes on Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- In Question 15 you will be marked on your ability to:
  - use good English
  - organise information clearly
  - use media terminology where appropriate.



J U N 1 2 4 8 1 0 3 0 1

**Section A**

There are 30 marks for this section.

Answer **all** questions in the spaces provided, using examples from the two media industries you have studied.

**Audiences and Media Products**

- 1 Identify **one** method used by media industries to **conduct research** into their audiences. You must name the method and the industry.

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(2 marks)

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- 2 Media producers often talk about products being aimed at a **particular audience**. Choosing **two** media products, **one** from each of the media industries you have studied, explain how they each appeal to different audiences.

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(4 marks)

*Extra space* .....

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**Ownership, Control and Finance**

**3** What is meant by the term ‘**concentration of ownership**’ when talking about the media industries? Give an example from **one** of the industries you have studied.

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(2 marks)

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**4** Encouraging consumers to pay for **additional content** is one way in which media producers raise revenue. Give **two** examples of this, **one** from each of the media industries you have studied.

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(4 marks)

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**Turn over ▶**



**Working Practices and Job Roles**

**5** What do you understand by the phrase **'fixed term contract'**? Why is this type of contract popular with employers in the media industries?

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(2 marks)

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**6** **Management and administration** have an important function in the media industries. Give **two** examples, **one** from each of the industries you have studied, of a management **or** administrative job role and explain their importance.

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**Regulation and Ethical/Legal Constraints**

**7** Give an example of a **regulatory body** from one of the media industries you have studied. You must name the industry.

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**8** Offer **two** examples, **one** from each of the media industries you have studied, where producers of a media product would have to consider **ethical issues** which might affect the content of that product.

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**Technological Developments**

**9** From **one** of the media industries you have studied, give one example of how that industry is being changed by **new technology**. You must name the industry.

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(2 marks)

<b>2</b>

**10** Media producers take advantage of young people’s interest in **social media** to encourage them to engage with their products. Give **two** examples of this practice, **one** from each of the media industries you have studied.

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(4 marks)

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**Turn over for the next question.**

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**

**Turn over ►**



**Section B**

There are 30 marks for this section.

Answer **all** questions in the spaces provided.

**Analyse the survey data in the enclosed insert (taken from FACTFILE UK – PART FOUR: EDUCATION, SPORT AND CULTURE, a supplement published in *The Guardian* newspaper on 27 April 2010) and answer the following questions.**

**11** The survey highlights the trend that television audiences are falling and fewer hours are being spent watching television. What different reasons might there be for this?

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(5 marks)

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**14** Social networking sites are among the most popular sites in the survey. Why do you think this is?

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(5 marks)

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**15** The survey highlights trends in audience consumption of media products over the past 20 years. Based on these trends, how might technological developments influence media consumption over the next ten years? Offer **two** arguments.

*To gain full marks in this question you should use good English, organise information clearly and use media terminology where appropriate.*

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(10 marks)

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<b>10</b>

**END OF QUESTIONS**



**There are no questions printed on this page**

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ANSWER IN THE SPACES PROVIDED**

