



**General Certificate of Secondary Education  
June 2012**

**Media Studies**

**48103**

**(Specification 4810)**

**Unit 3: Exploring Media Industries**

**Post-Standardisation**

***Mark Scheme***

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Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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### **Guidance to Examiners**

Examiners are expected to mark fairly, consistently and positively. When you are marking scripts your aim should be to identify and reward the achievement of all candidates.

### **Quality of Written Communication**

Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification. Quality of Written Communication will be assessed in question 15 only. In this question candidates will be marked on their ability to use good English, organise information clearly and use media terminology where appropriate.

### **Assessment Objectives**

This unit addresses the following assessment objectives:

AO1	Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed. (10%)
AO2	Analyse and respond to media texts/topics using media key concepts and appropriate terminology. (10%)

Examiners should note that Section A questions test Assessment Objective AO1 and Section B questions test Assessment Objective AO2.

### Marking Notation

Examiners are reminded that it is essential to notate whilst marking. It is not enough to tick every page of writing. Candidates can ask to see their papers and they have a right to see how and why the mark their work was given was arrived at. Summative comments must be made at the end of each Section B answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. A 'Model Marked Script' is available via the Online Standardisation system.

There follows a list of notations you are encouraged to use. These should be written in the left hand margin alongside the relevant point to which they refer:

✓	Good point made
✓✓	Very good point made
CA	Coherent argument
CWE	Clear written expression (Question 15 only)
Eg	Example/illustration
Eg✓	Good example/illustration
Eg?	Needs example/illustration
Ex	Explanation/exploration/expansion/evaluation
Ex?	Needs explanation/exploration/expansion/evaluation
LA	Limited argument
MC	Media consumption
MI	Media industry/institution
RS	Reference to survey
Rept	Repetition
SA	Some argument
T	Terminology
WP	Working practices

### Points to remember

- Please mark positively at all times
- Use the entire spread of marks
- Reward use of appropriate media terminology
- Reward unusual responses when supported by specific reference to examples, or consult your Team Leader

The maximum mark for this paper is 60.

**Section A  
(AO1)**

**Total 30 marks**

**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. (2 marks)

2 marks One accurate method of research identified and linked to correct industry.

1 mark One accurate method of research identified but linked to incorrect or no industry or one less accurate method of research identified linked to correct industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: analysis of BRAD data, surveys, questionnaires*

*Advertising & Marketing: focus group, surveys*

*Television: focus group, analysis of BARB data*

*Film: focus group, analysis of cinema admissions, exit polls*

*Radio: analysis of JICTAR data*

*Popular Music: surveys, analysis of chart data*

*Web-based Technologies/New Media: surveys, questionnaires, hits, likes, retweets, Facebook links*

- 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. (4 marks)

4 marks Two convincing explanations offered of the products appeal to a specific audience each from a different industry.

3 marks One convincing and one less convincing explanation offered of the products' appeal to a specific audience each from a different industry or two convincing explanations from one industry.

2 marks One convincing explanation offered of the products' appeal to a specific audience from one industry or two less convincing explanations from two industries.

1 mark One less convincing explanation offered of the products appeal to a specific audience from one industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: niche publication such as KERRANG! (Heavy Metal fans)*

*Advertising & Marketing: NHS anti-smoking adverts (smokers)*

*Television: The InBetweeners (teen boys)*

*Film: Dear John (adult female), Step Up 3D (pre-teen girls)*

*Radio: The Chart Show (young music fans)*  
*Popular Music: The Wanted (teen girls)*  
*Web-based Technologies/New Media: Football club sites (fans of specific clubs), Wii Fit (families)*

### 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. (2 marks)

- 2 marks A clear definition of the term and an appropriate example.
- 1 mark A basic definition of the term, with no example or no definition of the term, but an appropriate example.
- 0 marks No work worth the award of a mark.

**Definition:** Refers to a process where progressively fewer organisations or individuals control an increasing share of the media industries.

*Indicative content examples:*

*Print/Electronic Publishing: Johnston Press*

*Advertising & Marketing: Bartle Bogle Hegarty (BBH)*

*Television: ITV plc*

*Film: Working Title*

*Radio: Global Radio*

*Popular Music: Sony Music Entertainment*

*Web-based Technologies/New Media: Microsoft, Google (Picasa, Blogspot)*

\*Don't allow the BBC.

- 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. (4 marks)

- 4 marks Two convincing examples each from a different industry.
- 3 marks Two less convincing examples each from a different industry or two convincing examples from the same industry.
- 2 marks One convincing example or two less convincing examples from the same industry.
- 1 mark One less convincing example.
- 0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: web subscriptions/specialist content/special editions*

*Advertising & Marketing: Any product/spin offs (Meerkat/Andrex Soft Toys/Monkey)*

*Television: Sky Box Office*

*Film: Special screenings/DVD Special editions*

*Radio: DAB*

*Popular Music: iTunes*

*Web-based Technologies/New Media: Premium TV, PlayStation online gaming (Call of Duty online extension pack)*

\*The key issue is 'pay for'. Don't reward 'voting on X Factor' as this is not 'additional content'.

### **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? (2 marks)

2 marks Phrase defined and popularity explained.

1 mark Phrase defined *or* popularity explained.

0 marks No work worth the award of a mark.

**Definition:** *an employee who has an actual contract for employment, specifying a term (or specific period of time).*

*Indicative content examples:*

*Offers employers flexibility*

*Much of work in the media is short term*

*Employers can bring in labour when needed for particular projects*

*Employers don't have to provide the FULL range of benefits enjoyed by full time employees*

*Allows employers to use 'fixed term contracts' as a trial period for potential full time employees*

- 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. (4 marks)

4 marks Two convincing examples of a management or administrative job role, each from a different industry. A detailed explanation of their importance.

3 marks One convincing and one less convincing example of a management or administrative job role, each from a different industry *or* two convincing examples from one industry. A clear explanation of their importance.

2 marks One convincing example of a management or administrative job role *or* two less convincing examples from one industry. A basic explanation of their importance.

1 mark One less convincing example of a management or administrative job role from one industry and no explanation of its importance *or* no example, but an explanation offered of the importance of management or administration in a general sense.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: Editor*

*Advertising & Marketing: Accounts executive*

*Television: Commissioning editor*

*Film: Location manager*

*Radio: Station manager*

*Popular Music: Artists and Repertoire (A&R)*

*Web-based Technologies/New Media: Advertising manager*

## 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. (2 marks)

2 marks Appropriate example linked to correct industry.

1 mark Appropriate example but linked to incorrect or no industry *or* less appropriate example linked to correct industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: PCC/Editors' Code of Conduct*

*Advertising & Marketing: ASA*

*Television: Ofcom/BBC Trust*

*Film: BBFC/VSC (Video Standards Council)*

*Radio: Ofcom*

*Popular Music: Self-regulatory (eg Parental Advisory labels)/2003 Licensing Act (Live Music)*

*Web-based Technologies/New Media: ISP (Internet)/BBFC, VSC, PEGI (Computer Gaming)*

- 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. (4 marks)

4 marks Two accurate examples with a clear and knowledgeable explanation of the importance of the consideration of ethical issues each from a different industry.

3 marks Two less accurate examples with some understanding of the importance of the consideration of ethical issues each from a different industry *or* two convincing examples from one industry.

2 marks One convincing example identified with a basic understanding of the importance of the consideration of ethical issues *or* two less convincing examples from one industry.

1 mark One example identified with no/limited understanding of the importance of the consideration of ethical issues.

0 marks No work worth the award of a mark.



*Indicative content examples:*

*Print/Electronic Publishing: public interest 'stories' or invasion of privacy*

*Advertising & Marketing: shocking/distressing campaigns (eg THINK teen road safety)*

*Television: news coverage of disasters*

*Film: stereotypical portrayals/violence against women*

*Radio: phone-ins which mock individuals*

*Popular Music: explicit lyrical content (eg rappers and misogyny)*

*Web-based Technologies/New Media: game content/disclosure of personal information*

## 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. (2 marks)

2 marks One convincing example of technological change correctly identified and linked to the correct industry.

1 mark One example of technological change correctly identified, but linked to incorrect or no industry or one less convincing example of technological change identified linked to correct industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: Online newspapers/magazines*

*Advertising & Marketing: Viral advertising*

*Television: HD/3D*

*Film: CGI/3D*

*Radio: DAB/Podcasting*

*Popular Music: Downloads/Portable devices*

*Web-based Technologies/New Media: Hands free gaming, eg Kinect*

- 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. (4 marks)

4 marks Two convincing examples each from a different industry.

3 marks Two less convincing examples each from a different industry or two convincing examples identified from the same industry or one convincing example and one less convincing example from different industries.

2 marks One example linked to correct industry or two examples linked to wrong or no industry.

1 mark One example.

0 marks No work worth the award of a mark.

*Indicative content examples:*  
*Print/Electronic Publishing: Twitter/Facebook*  
*Advertising & Marketing: Virals*  
*Television: Facebook/Twitter*  
*Film: YouTube*  
*Radio: Facebook*  
*Popular Music: Facebook/MySpace*  
*Web-based Technologies/New Media: Twitter/Blogging*  
*\*User Generated Content across all media forms*

**Section B  
(AO2)**

**Total 30 marks**

- 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?  
(5 marks)

4-5 marks Identification and clear and confident explanation offered for the change in viewing.

2-3 marks Some explanation offered for the change in viewing.

1 mark Limited explanation offered for the change in viewing.

0 marks No work worth the award of a mark.

*Indicative content examples:*  
*Changing leisure patterns/competing forms of entertainment*  
*Multi-channel landscape fragmenting the viewing public*  
*More 'individual' scheduling: Sky+/Virgin+/BBC iPlayer, ITV Player, 4OD, time-shift via DVD players/recorders*  
*TV used for different purposes: gaming, music, etc*  
*Box Sets*  
*Online viewing*  
*Illegal downloading*

- 12** The survey reports that 'physical' CD album and singles sales have declined since the 1990s, but music downloads have increased. How has technology influenced the way audiences now consume music?  
(5 marks)

4-5 marks clear and confident argument offered.

2-3 marks Competent ideas expressed.

1 mark Limited ideas expressed.

0 marks No work worth the award of a mark.

*Indicative content examples:*  
*Downloading offers unlimited access to music and means that consumers can stay up to date with what is happening with a particular artist/band/scene often without waiting for a CD album or single to be released*

*Personalised 'playlist': can choose individual tracks and create a bespoke playlist  
Often tracks are released exclusively on websites in order to reward loyalty to a band or label, or to create a 'buzz' designed to increase the popularity of an artist/band/scene*

*PC/MP3 player/iPods as vehicle for playback offer portability and infinite storage.  
Spotify and Last FM mean people can listen to online streaming and own without ever downloading*

- 13** The figures for newspaper readership show a significant decline, yet newspaper websites have very large numbers of users. What might this mean for the future of the newspaper industry? (5 marks)

4-5 marks Implications identified and coherent explanation.

2-3 marks Implications identified with some explanation.

1 mark Implications identified with limited explanation.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Web version by subscription with free print version*

*Tablet version by subscription*

*'Personalised' content: create your own newspaper*

*Newspapers online are hourly's rather than daily's which offers immediacy to consumers. Might result in numerous 'editions' over a 24 hour period*

*Multimedia news via a variety of platforms*

*More User Generated Content and interactivity from readers*

- 14** Social networking sites are among the most popular sites in the survey. Why do you think this is? (5 marks)

4-5 marks Popularity identified with clear and confident understanding.

2-3 marks Some understanding of popularity identified.

1 mark Limited understanding of popularity identified.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Social networking allows users to keep in touch with friends and family*

*Social networking allows for a 'life online' – an electronic diary*

*Social networking is immediate, with virtually instantaneous responses*

*Social networking sites can be used for multiple purposes: photos; digital video, gaming, etc*

*Social media tools are generally available to the public at little or no cost*

*Social media technology is easy to use and does not require specialised skills and training*

*Social media users can access celebrities and stars*

Candidates will invariably refer to Facebook, Twitter, WhatsApp, YouTube, MySpace, etc

- 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. (10 marks)

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

7-10 marks Two valid arguments, with a cogently argued and confident rationale. Communicated effectively and clearly with accurate spelling, punctuation and grammar and good use of media terminology.

4-6 marks Two valid arguments identified and discussed in some detail and with a clear rationale. Communicated with generally accurate spelling, punctuation and grammar and some use of media terminology.

2-3 marks Two valid arguments, or one valid argument and one less valid argument, with limited rationale. Communication and use of spelling, punctuation and grammar may not be wholly effective. Little or no use of media terminology.

1 mark One valid argument with limited rationale.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Shift from passive reception to active participation. Traditionally, the media has not been particularly interactive, with audiences watching programmes, reading newspapers or listening to the radio with limited opportunities to respond. Many traditional media organisations are now encouraging their audiences to submit User Generated Content (such as photographs and short video clips) in order to include it as part of their own output. These opportunities are particularly appealing since there is the possibility for an immediate impact on a national scale*

*Sites like Facebook and YouTube have provided users with the opportunity to create their own content and upload it. People have an opportunity which no-one has really had before – to use minimal resources and have access to a national, even global, platform from which to express themselves*

*Consumers will be encouraged to play an active part in framing the ‘narrative’ of media products. This has already taken place with online films*

*Technology will dictate that consumption will be increasingly ‘mobile’ and ‘multi-platform’. Consumers will access content via a variety of portable devices*

*Shift from mass to niche audiences as technology allows for personalised content (at a price)*

*The need to have technical aptitude to maximise benefits of new technology may favour the young and lead to an information rich/information poor divide*

*Rise in media multitasking: where people are using more than one media form at a time, eg watching TV while commenting on it via Facebook or Twitter*

\*Candidates may identify a number of negative aspects to technological developments, eg media saturation, reduced social interaction, lack of social skills, isolation, reliance on technology for enjoyment, the impact on the environment (Ipad mountains!)