

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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TOTAL	



General Certificate of Secondary Education
June 2013

Media Studies (Double Award) 48103

Unit 3 Exploring Media Industries

Thursday 13 June 2013 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 3 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 Using one of the media industries you have studied, give an example of **primary research** into its audience.

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(2 marks)

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2 Explain why **'niche'** audiences are important for media producers by giving **two** examples of products aimed at a 'niche' audience, taken from the media industries you have studied.

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Ownership, Control and Finance

3 From the media industries you have studied, name **one** organisation and the main method of **financing** its operations.

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(2 marks)

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4 From the media industries you have studied, identify **one** type of **media ownership** and explain its key feature.

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Turn over ▶



Working Practices and Job Roles

5 From the media industries you have studied, identify a **production job role** and briefly describe its main function.

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(2 marks)

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6 Employers in the media industries get both advantages and disadvantages in giving **permanent** contracts to their employees. Explain **one** advantage and **one** disadvantage to the employer.

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Regulation and Ethical/Legal Constraints

7 Within the media industries, what does the term '**self regulation**' mean?

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(2 marks)

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8 The media industries must **operate within the law**. Using **two** different examples, drawn from the media industries you have studied, explain what can happen if they do not.

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Technological Developments

9 Give **one** example of a recent **technological development** in one of the media industries you have studied and state its importance.

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(2 marks)

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10 Offer **two** examples, from the media industries you have studied, that show how technology is being used to encourage **interaction** with the consumer.

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Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Section B

There are 30 marks for this section.

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

Carefully read the newspaper headlines in the enclosed insert (taken from *The Guardian*, *The Independent*, *The Independent on Sunday* and *The Observer*), which all relate to regulation in the media, and answer the following questions.

11 Do you feel it is important for audiences to be protected by **regulation** in the media? Give your reasons.

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(5 marks)

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12

The headlines show that media organisations have been criticised for their methods of gathering and presenting information. What implications might **greater regulation** have for people working in the media industries?

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(5 marks)

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13

The headlines show that the media are often confronted with **ethical issues**, such as invasion of privacy. Give **one** specific example of such an issue and discuss how the media dealt with it.

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(5 marks)

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Turn over ▶



14 The media industries often say that **illegal copying/downloading/file sharing** is damaging to them. Is this claim justified?

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(5 marks)

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15 As new technology continues to change the way we consume and produce media products, offer **two** arguments as to what shape **media regulation** might take **in the future**.

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)

Extra space

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10

END OF QUESTIONS



There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

