

# GCSE

# **MEDIA STUDIES**

Unit 3 Exploring Media Industries  
Mark scheme

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Mark schemes are prepared by the Lead Assessment Writer 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 associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' 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.

Further copies of this Mark Scheme are available from [aqa.org.uk](http://aqa.org.uk)

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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 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** From **one** of the media industries you have studied identify an organisation which measures **audience size**. You must name the industry. **(2 marks)**

2 marks One accurate organisation identified and linked to correct industry.

1 mark One accurate organisation identified but linked to incorrect or no industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: NRS (National Readership Survey), ABC (Audit Bureau of Circulations).*

*Advertising & Marketing: ABC (Audit Bureau of Circulations); JICTAR (Joint Industry Committee for Television Advertising Research); UKOM (The UK Online Measurement Company).*

*Television: BARB (Broadcasters' Audience Research Board).*

*Film: FAME (Film Audience Measurement & Evaluation).*

*Radio: RAJAR (Radio Joint Audience Research Limited).*

*Popular Music: UK Charts/BPI/RAJAR.*

*Web-based Technologies/New Media: UKOM (The UK Online Measurement Company).*

- 2** Give **two** reasons why it is important for media industries to have an accurate **profile of their audience**. Explain each reason. **(4 marks)**

4 marks Two appropriate reasons offered with detailed explanation.

3 marks Two appropriate reasons offered with clear explanation.

2 marks One appropriate reason offered with clear explanation or two appropriate reasons offered with less clear explanation.

1 mark One appropriate reason offered with no explanation.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Expensive to produce a media product, so need to know if there's a market for it.*

*Need to know the demographics of their potential audience so that they can shape their product to appeal to a group (or groups) with particular known tastes.*

*Essential for advertising purposes, in order to reach their target audience.*

*Psychographics are useful in identifying behaviour patterns/traits of potential target audience.*

### Ownership, Control and Finance

- 3 What do you understand by the term ‘**cross-media ownership**’? Give an example of such ownership. **(2 marks)**

2 marks A clear explanation of the term and an appropriate example.

1 mark A basic explanation of the term, with no example or no explanation of the term, but an appropriate example.

0 marks No work worth the award of a mark.

**Definition:** *Cross-media ownership is the ownership of multiple media businesses by a person or corporation. These businesses can include broadcast, satellite and cable television, radio, newspapers, book publishing, music, advertising, video games, and various online entities.*

*Indicative content examples:*

*News Corporation (Rupert Murdoch).*

*Northern & Shell (Richard Desmond).*

*Bauer Media.*

*Sony.*

*Disney.*

*Google.*

*Virgin.*

\*Allow the BBC if its distinctive nature is acknowledged.

- 4 The media industries have experienced a loss of income from traditional sources in recent years. Give **two** examples of **new ways** a media industry you have studied is generating income. **(4 marks)**

4 marks Two correct examples.

3 marks One correct and one partially correct example.

2 marks One correct example.

1 mark One partially correct 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/Monkey soft toys).*

*Television: Sky Box Office; TIVO; On demand; Viewer voting on ‘reality’ TV shows.*

*Film: 3D; Special screenings/DVD Special editions; Netflix; Lovefilm.*

*Radio: DAB; podcasts.*

*Popular Music: iTunes, ‘reunion’ tours, VIP gig packages, Cruise ship ‘tours’.*

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

\* *Cross-media income opportunities: eg a film production company selling rights to a games company.*

\**Accept digital advertising as a new way of generating income across all media industries.*

### Working Practices and Job Roles

- 5 Being a **freelance** worker in the media can have a number of benefits for the individual concerned. Give **two** examples of such benefits. **(2 marks)**

2 marks Two appropriate examples given.

1 mark 1 appropriate example given.

0 marks No work worth the award of a mark.

**Definition:** A freelance worker, or freelancer, is somebody who is self-employed and is not committed to a particular employer long term.

*Indicative content examples:*

*Offers flexibility: workload; location (work from home).*

*Allows for range and variety of projects to be undertaken.*

*Work/life balance.*

*Greater personal choice.*

- 6 Increasingly in the media industries workers are expected to be **multi-skilled**. Give **one** example of a job in the media where more than one skill is now required and identify the skills needed. **(4 marks)**

4 marks An example of a job role in the media where more than one skill is required. Detailed identification of at least two of those skills needed.

3 marks An example of a job role in the media where more than one skill is required. Clear identification of at least two of those skills needed.

2 marks An example of a job role in the media where more than one skill is required. Limited identification of those skills needed.

1 mark An example of a job role in the media where more than one skill is required and no identification of the skills given.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: Journalist (work across print/online/radio/TV).*

*Advertising & Marketing: Creative (skills in design/copywriting/promotion).*

*Television: Journalist (one man crew: camera/sound/lighting).*

*Film: Producer/Director (creative and commercial talents in independent film). Visual effects (2D,3D,CEI).*

*Radio: Presenter (drives the show: presentation and technical skills).*

*Popular Music: Artists (perform, manage and promote themselves).*

*Web-based Technologies/New Media: Website designer (text/graphics/coding).*

*\* Director and Editor are not to be rewarded. The question is looking for jobs where the nature of the job has changed, leading to a requirement for different skills.*

### Regulation and Ethical/Legal Constraints

**7** Name a **regulatory body** and identify which of the media industries it regulates. **(2 marks)**

2 marks      Appropriate regulatory body linked to correct industry.

1 mark        Appropriate regulatory body but linked to incorrect or no industry.

0 marks      No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: Royal Charter on Press Regulation; IPSO (Independent Press Standards Organisation). \* Allow PCC (Press Complaints Commission) this year.*

*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** Give **two** examples of **ethical issues** faced by people working in the media. Explain why you think they are important. **(4 marks)**

4 marks      Two accurate examples with a detailed explanation of their importance.

3 marks      Two accurate examples with some explanation of their importance.

2 marks      One accurate example identified with a detailed explanation of its importance or Two accurate examples with no explanation.

1 mark        One example identified with no explanation of its importance or an explanation with no example.

0 marks      No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: public interest 'stories' or invasion of privacy (eg phone hacking).*

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

*Television: news coverage of disasters/conflicts.*

*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: violent and or sexual game content/disclosure of personal info.*



## Technological Developments

- 9 Give **two** examples, one from each of the media industries you have studied, of how technology is being used to **increase the enjoyment** of the audience. **(2 marks)**

2 marks Two convincing examples each from a different industry.

1 mark One convincing example or Two convincing examples from the same industry.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: tablet/smartphone apps such as 'The Guardian' on iPad*

*Advertising & Marketing: virals; QRC.*

*Television: Smart TV; red button; On demand; using TV for voting, shopping; TIVO and Sky+.*

*Film: 3D; social networking, virals.*

*Radio: SMS, phone-ins, podcasts; live streaming of gigs.*

*Popular Music: social networking, live streaming of gigs, Spotify.*

*Web-based Technologies/New Media: apps such as WhatsApp and Instagram; blogging, social networking; Live streaming; high speed downloads, eg 120mb; Games 'extension', eg DCC, Google Glass.*

- 10 Give **one** example of a **technological development** in a media industry you have studied and explain its importance to both the industry and the audience. **(4 marks)**

4 marks One appropriate example of a technological development. Importance to industry and audience explained in some detail.

3 marks One appropriate example of a technological development. Importance to industry and audience clearly explained.

2 marks One example of a technological development. Basic explanation of importance to industry and audience or detailed explanation of importance to one of either industry or audience and no explanation for the other.

1 mark One example of a technological development. No explanation of importance to industry or audience

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Print/Electronic Publishing: Online newspapers/magazines.*

*Advertising & Marketing: Viral advertising.*

*Television: Smart TV; HD/3D; On demand.*

*Film: CGI/3D.*

*Radio: DAB Podcasting.*

*Popular Music: Downloads/Portable devices.*

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

**Section B  
(AO2)****Total 30 marks**

- 11** The survey suggests that the smartphone has had an impact on users' media activity. Give **two** examples of this impact. **(5 marks)**

5 marks Two examples, both explained in detail.

4 marks Two examples, one explained in detail and the other in slightly less detail.

3 marks Two examples, one explained in detail *or* two examples, each with some explanation.

2 marks One example with some explanation *or* two examples with no explanation *or* two explanations with no examples.

1 mark One example with no explanation *or* a valid explanation but no example.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Communication on the move: portability/used everywhere.*

*Internet access/always connected.*

*Sharing your life online/social networking portal.*

*Multi-tasking (using phone while engaging in other media activity).*

*Convergence of technology: Smartphone used for different purpose such as gaming, music, filming, photography, etc.*

- 12** There is a significant amount of competition in the smartphone market, both between different manufacturers and between different operating systems. Explain **two** benefits of this competition for consumers. **(5 marks)**

5 marks Two benefits, both explained in detail.

4 marks Two benefits, one explained in detail and the other in slightly less detail.

3 marks Two benefits, one explained in detail *or* two benefits, each with some explanation.

2 marks One benefit with some explanation *or* two benefits with no explanation.

1 mark One benefit with no explanation.

0 marks No work worth the award of a mark.

*Indicative content examples:*

*Competition leads to innovation: new and improved products.*

*Convergence between OS of smartphones and PC devices offers inclusive consumer experience.*

*Competitive pricing.*

*Special offers.*

*Wide range of free apps.*

- 13** Identify **two** media job opportunities that have been created, directly or indirectly, by the development of smartphones. Briefly explain what each job involves. **(5 marks)**

- 5 marks Two examples identified, both explained in detail
- 4 marks Two examples identified, one explained in detail and the other in slightly less detail.
- 3 marks Two examples identified, one explained in detail *or* two examples identified, each with some explanation.
- 2 marks One example identified with some explanation *or* two examples identified with no explanation *or* two explanations with no examples.
- 1 mark One example identified with no explanation *or* a valid explanation but no example identified.
- 0 marks No work worth the award of a mark.

*Indicative content examples:*

*Apps designer.*

*Web designer.*

*Device configuration: programming/coding.*

*Content: words and images (still and moving).*

*Sales & Marketing.*

*Advertising.*

- 14** Consider **two** concerns regarding young peoples' access to material available via smartphones. **(5 marks)**

- 5 marks Two concerns, both considered in detail.
- 4 marks Two concerns, one considered in detail and the other in slightly less detail.
- 3 marks Two concerns, one considered in detail *or* two concerns, each with some consideration.
- 2 marks One concern with some consideration *or* two concerns with no consideration.
- 1 mark One concern with no consideration.
- 0 marks No work worth the award of a mark.

*Indicative content examples:*

*Violent or pornographic content on internet or via mobile gaming.*

*Access to personal information.*

*Chat rooms.*

*Inappropriate images being circulated.*

*Cyber bullying.*

*Game upgrades costing parents huge sums of money.*

*Gambling and other age restricted content.*

- 15** How might developments in media technology, such as the smartphone, change the way people use the media over the next five years? Give **two** examples with supporting argument. **(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 then 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 being 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!).*