

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
June 2015

Media Studies (Double Award) 48103R

Unit 3 Exploring Media Industries

Thursday 18 June 2015 9.00 am to 10.30 am

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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
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15	
TOTAL	



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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 From the media industries you have studied, give an example of a **type of research** into audience response collected by **one** industry. You must name the industry. **[2 marks]**

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Explain the difference between **niche** and **mainstream** audiences. In your answer, give an example of a media product aimed at a **niche** audience and a media product aimed at a **mainstream** audience.

[4 marks]

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Turn over for the next question

Turn over ▶



Ownership, Control and Finance

3 From the media industries you have studied, name **one** organisation **and** its type of **ownership**.

[2 marks]

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4 Explain **two** different ways in which media productions are **financed**.

[4 marks]

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Working Practices and Job Roles

5 Identify **one technical role** within a media industry you have studied and briefly describe the **main function** of this role.

[2 marks]

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6 There are **advantages** and **disadvantages** in employers giving permanent contracts to their employees in the media industries. Give **one advantage** and **one disadvantage** to the employer, explaining each.

[4 marks]

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Regulation and Ethical/Legal Constraints

7 The media are often accused of **intruding** upon the lives of ordinary people. Explain how a media industry you have studied might intrude on people’s lives and give **one** example.

[2 marks]

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8 Name a **media regulatory body**. Explain **two responsibilities** of this body, **using examples** from the media industries you have studied.

[4 marks]

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Technological Developments

9 Give **one** example of **User Generated Content** and briefly describe how a media industry you have studied uses this content in its output.

[2 marks]

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10 From the media industries you have studied, give an example of a **technological development**. Explain **one** benefit and **one** drawback of this development for **audiences**.

[4 marks]

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Section B

There are 30 marks for this section.

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

Carefully read the media industry fact cards in the enclosed insert (taken from The National Careers Service website) and answer the following questions. You are encouraged to draw on both the information contained in the fact cards and the knowledge you have gained during your studies.

11 Give **two** examples of identified skills gaps and explain why these skills are so important to the media industries concerned.

[5 marks]

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12

Why do you think that there is such a high proportion of freelance workers in the media? Offer **two** explanations.

[5 marks]

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13

The need to be aware of cross-media and multi-platform developments is a key feature of most of the media industry fact cards. Give **two** examples of how media industries are taking advantage of **cross-media** and **multi-platform** developments.

[5 marks]

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How are developments in technology creating new copyright and intellectual property rights issues for the media industries? Give **two** examples.

[5 marks]

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15

What new media employment opportunities can you see for people like you who might be working in the media industries in 5 years' time? Give **two** examples.

[10 marks]

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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There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

