



GCSE

Media Studies (Double Award)

Unit 3 (48103R) Exploring Media Industries

Mark scheme

Specification 4810

June 2015

Version 1.0 Final

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

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 stimulus
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 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]

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

1 mark One accurate type of research or official research body identified but linked to incorrect or no industry

0 marks No work worth the award of a mark.

Indicative content examples:

Primary/Secondary; Quantitative/Qualitative

Print/Electronic Publishing: analysis of BRAD data, surveys, questionnaires, comment boxes, social network shares; analysis of ABC data, letters to the editor

Advertising & Marketing: focus group, surveys; ASA judgements, links to BARB data

Television: focus group, analysis of BARB data, social networking traffic/trending; OFCOM judgements? "Points of View"/"Newswatch" type programmes

Film: focus group, analysis of cinema admissions, exit polls, social networking traffic/trending; test screenings?

Radio: analysis of JICTAR data, social networking traffic/trending, comments on pages for the show; "Right to Reply" type programmes (eg "Feedback")

Popular Music: surveys, analysis of chart data, YouTube views and comments

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

- 2 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]

- 4 marks Detailed explanation of the difference. Two accurate named examples offered.
- 3 marks Clear explanation of the difference. Two accurate examples given, although they may be general rather than specific
- 2 marks Some explanation of the difference. One accurate example offered.
- 1 mark Limited explanation of the difference or no explanation but one less accurate example offered.
- 0 marks No work worth the award of a mark.

Definition: a ‘niche’ audience is one with specialised interests and tastes. ‘Niche’ is a fraction of the total market and enables media producers to deliver content and advertising in a very focused way to maximise potential success.

A ‘mainstream’ audience is one with generic, mass appeal interests and tastes. ‘Mainstream’ is the majority of the total market and enables media producers to deliver content and advertising to the mass market, often appealing to the ‘whole family’ in one product.

Indicative content examples:

Print/Electronic Publishing: *niche publications such as KERRANG! (Heavy metal fans). Mainstream publications such as RADIO TIMES (families)*

Advertising & Marketing: *Niche campaigns aimed at a section of the population, eg NHS anti-smoking adverts (smokers). Mainstream campaigns for big brands such as Cadburys, Sainsbury’s*

Television: *Niche channels or programmes, eg Challenge TV (Quiz and Game Show fans); The InBetweeners (Teen boys). Mainstream channels or programmes eg ITV and BBC, Strictly Come Dancing, Coronation Street, Saturday Night Takeaway*

Film: *Niche genre movies aimed at a particular audience, eg Bachelorettes (Adult female), Mean Girls (Teen girls). Mainstream films Frozen, Transformers, American Sniper*

Radio: *Niche channels and programmes 6 Music (indie); Classic FM (classical music aficionados). Mainstream channels and programmes – Radio Two, Capital, Chris Evans Breakfast Show,*

Popular Music: *Niche different sub-genres eg death metal, slowcore, fusion jazz. Mainstream genres eg pop, RnB Rihanna, Taylor Swift*

Web-based Technologies/New Media: *Niche audiences – DC Rainmaker running website Mainstream audiences – BBC, Disney*

Ownership, Control and Finance

- 3** From the media industries you have studied, name **one** organisation **and** its type of **ownership**. **[2 marks]**

- 2 marks One accurate type of ownership named and linked to correct organisation.
- 1 mark One accurate type of ownership named but linked to incorrect or no organisation.
- 0 marks No work worth the award of a mark.

*** A named organisation with no ownership type cannot be rewarded**

Indicative content examples:

Corporation (Public Service): BBC is an autonomous PSB, funded by a licence fee and operating by Royal Charter

Corporation (referred to as a Company in the private sector, the most common being the private limited company 'Ltd'): owned by shareholders and run by a board of directors. Characterised by limited liability. For example, ITV

Sole Trader: business owned and run by one individual eg David Thorne (27bslashsix.com)

Partnership: business co-owned by partners who share profit and losses

Community Interest/Cooperative: use profits for public good

Trust: where property is held by one party for the benefit of another; it has 3 parties – the trustor, the trustee and the beneficiary (eg The Scott Trust was the sole shareholder of The Guardian Media Group)

Conglomerate/ Cross Media Ownership: large multinational corporation with a range of media interests, leading to a concentration of ownership. For example, News Corp

- 4** Explain **two** different ways in which media productions are **financed**. **[4 marks]**

- 4 marks Two different ways productions are financed, cogently explained.
- 3 marks Two different ways productions are financed, with some explanation.
- 2 marks Two different ways productions are financed, with limited explanation *or* one way cogently explained.
- 1 mark One accurate way productions are financed with no explanation.
- 0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: (prior revenue) newspaper sales/advertising/subscriptions/affiliate click through, crowd funding for independent publication, self funded for fanzines, bloggers etc

Advertising & Marketing: clients

Television: (prior revenue) ITV - advertising/sponsorship/programme & merchandise sales; BBC - Licence fee/programme & merchandise sales; BskyB – subscriptions/advertising/sponsorship

Film: investors/ box office revenue/income from product placement

Radio: (prior revenue) Commercial – advertising/special events; BBC - License fee, special events & merchandise sales

Popular Music: record label advance/crowd funding/self funded

Web-based Technologies/New Media: (prior revenue) advertising/affiliate click-through; Netflix - subscriptions

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]

2 marks Technical role identified and its main function accurately described.

1 mark Technical role identified but no explanation of its function.

0 marks No work worth the award of a mark.

Definition: A technical job role is one which requires a high level of skill to use appropriate technology in order to bring the creative's vision to life. Given the multi-skilled nature of the industry some of these roles may require more than one technical skill or overlap with creative jobs, but the role itself must be explicitly technical (so roles such as Director, Producer, Editor or D.J would not be acceptable without a specific technical duty identified).

The list below is not exhaustive, but offers guidance about the kind of roles which would be acceptable

I.T. Support
Programmer
QA Games Tester
Camera Operator
Lighting Technician
Sound Engineer
Sound Recordist
Boom Operator
Vision Mixer
VT Operator
Graphics Operator

Photographer/ Photographers assistant
 Printer
 Typesetter
 Technical Artist
 Graphic Designer
 Audio Editor
 Film Editor
 Online/ Offline Editor
 Grip
 Gaffer
 Foley Artist
 Special/ Visual Effects Supervisor
 Production Designer
 Art Director
 Dubbing Mixer
 ADR Editor

- 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]

- | | |
|---------|--|
| 4 marks | One accurate advantage and one clearly different disadvantage for employers using a permanent contract is offered with clear explanation of each point |
| 3 marks | One advantage and one disadvantage for the employer is offered but one may be less convincing or they may be the same point from a different angle. There will be some explanation of each point |
| 2 marks | One advantage or one disadvantage of using permanent contracts for the employer is offered. There is a basic explanation of at least one point. |
| 1 mark | One advantage or disadvantage to the employer given but no explanation |
| 0 marks | No work worth the award of a mark. |

The Focus of the question is on employers.

Definition: an employee who has permanent contract of employment, specifying terms and conditions.

Indicative content examples:

Potential Advantages

- *Stability*
- *Skilled Workforce/ Experience*
- *Loyal employees/ Commitment*
- *Good Working relationships*
- *Nurture or mould employees*

- *Employees buy into the ethos of the company*
- *Succession management*
- *Money and time invested in training benefits the company*
- *Media industries are turbulent – permanent staff suggest company is successful*

Potential Disadvantages

- *Job security might make people stagnant and less productive*
- *The employer has to cover the costs of staff even if they have no work*
- *The company have to pay benefits such as maternity pay, pensions, sick pay and national insurance*
- *It is hard to get rid of staff if they are doing a bad job*
- *Makes it more difficult to take on new staff and develop new approaches*
- *Media industries constantly changing; older staff may not have required skills*
- *More experienced staff are more expensive*

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]

- | | |
|---------|---|
| 2 marks | One accurate example identified with explanation of how this might be intrusive |
| 1 mark | One example of intrusion but no explanation or a general explanation of intrusion but no example |
| 0 marks | No work worth the award of a mark. |

*** The example does not need to be a specific case but can be a relevant scenario**

Indicative content examples:

Print/Electronic Publishing: *door stepping, paparazzi, expose's, intruding on grief, reporting on visits to police stations (Cliff Richard), Use of victims Facebook profiles as the main basis for reports; phone hacking (Millie Dowler etc.); going through people's rubbish; "kiss and tell"/ "honey trap"/ "fake sheik"/ exposés – invasion of privacy in order to sell papers and get the scoop; opinion pieces which impact on ordinary people (e.g. Katie Hopkins and ebola patient/ autism); negative spins on people in the public eye (e.g. Christopher Jeffries)*

Advertising & Marketing: *Telemarketing, PPI, pester power advertising, google ads and Facebook suggestions based on posts, browsing history and emails; cold calling; junk mail; texts from e.g. "ambulance chaser" law firms; "silent calls/ dialers"; cookies; keyloggers; Twitter ads*

Television: *Exploitative television (Big Brother, X Factor, Jeremy Kyle), dramatised entrapment (Cowboy Builders), programmes involving minors and consent (Teens, Educating Yorkshire); "poverty porn" (Benefits Street); antagonistic consumer rights (e.g. Watchdog); aspects of e.g.*

Jeremy Kyle type shows (in terms of the level of intrusion of the host into the lives of the “guests”); prank shows/ “candid camera”/ set-ups; egregious reporting (Alton Towers Accident by Kay Burley on Sky News)

Film: *“Real life” stories which present inaccurate portrayals (e.g. Foxcatcher, American Sniper, The Fourth Estate, The Imitation Game); unfair fictionalised portraits of real people (e.g. Titanic, The Butler, Selma)*

Radio: *prank phone calls (Birth of Prince George/ Russell Brand)*

Popular Music: *U2 album on iPhones; BPI/ PRS targeting individual alleged pirates*

Web-based Technologies/New Media: *Gamergate; trolling; spam; adverts on Youtube before clips; google advertising based on browsing history/ preferences (see advertising); “you might like..” on Amazon etc.; need to submit personal information when signing up to websites; some aspects of End User Licensing Agreements; automatic updates; Facebook sharing personal details unless privacy settings used*

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

[4 marks]

4 marks	Regulatory body named. Two clear and accurate responsibilities of the regulator given, including relevant examples.
3 marks	Regulatory body named with two responsibilities outlined but one is more detailed than the other.
2 marks	Regulatory body named with two less detailed responsibilities outlined or with one responsibility explained.
1 mark	Regulatory body named or one specific responsibility explained.
0 marks	No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: *Self-regulation via IPSO (Independent Press Complaints Organisation) – handle complaints about breaches of editors code of practice, journalistic code of conduct, investigations into editorial standards and compliance, give practical advice and help for those suffering harassment – for example, Brooks Newmark MP/Sunday Mirror “Twitter” sting*

Advertising & Marketing: *Self-regulation via ASA (Advertising Standards Authority)- Handle complaints, enforce the C.A.P code, carry out public attitudes research*

Television: *Ofcom and BBC Trust – Handle and investigate complaints, take action on upheld complaints, protect children via the watershed and other broadcasting codes*

Film: *Self-regulation via BBFC (British Board of Film Classification) – certificate all films for cinema*

and DVD release. Carry out pre-certification viewings to advise the industry, undertake research into public attitudes about the certification system, give audiences clear information about the nature of the content in the film via PBBFC (the candidate may also talk about the BBFC in relation to PEGI and regulating online music videos)

Radio: Ofcom and BBC Trust- Handle and investigate complaints, take action on upheld complaints, manage the licensing of radio – RSL, Community, Digital and Commercial

Popular Music: Candidates could refer to Ofcom, BPI, Mechanical Copyright Protection Society, Musician’s Union, The Music Publishers Association and Performing Rights Society as the industry is mostly self-regulated

Web-based Technologies/New Media: No specific regulatory body as yet (award candidates for identifying this as long as it is explained clearly); largely self-regulated by service/content providers, but must adhere to e.g. Data Protection Act 1998; Privacy and Electronic Communications Regulations; Disability Discrimination Act 1995 (DDA); E-Commerce Regulations 2002 as well as e.g. ASA standards or IPSO requirements where material appears online. Also subject to e.g. © laws etc. Candidates might mention specific bodies including The Internet Society (deals with infrastructure and web principles); The Internet Architecture Board (IAB) (deals with the way the internet actually works); Internet Engineering Task Force (IETF) (focus on usage and design); InterNIC (domain name registration) etc., but none of these are regulators in the formal sense

Gaming: Self-regulation via PEGI/VSC/(Pan-European Game Information/ Video Standards Council) – makes sure that games are age-appropriate; established to help European parents make informed decisions on buying computer games; ensure that entertainment content, such as films, videos, DVDs, and computer games, are clearly labelled by age according to the content they contain (see Film above). N.b. PEGI a voluntary system

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]

- | | |
|---------|---|
| 2 marks | One accurate example of UGC given with an explanation of how it is used in a product from a named industry. |
| 1 mark | One example of UGC given but no explanation of how it is used. |
| 0 marks | No work worth the award of a mark. |

Examples of UGC include "any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasting, digital images, video, audio files, and other forms of media created by users of an online system or service, often made available via social media websites".

Explanations might include general ideas or specific campaigns/examples from defined institutions

Indicative content examples:

Print/Electronic Publishing: mobile phone footage, photographs, Twitter, email, comments made

on websites – used in advertising, promotional materials, newspaper/magazine articles etc.

Advertising & Marketing: creating content for new advertisements/competitions/campaigns – used to engage the audience and provide sense of “ownership” (also linked to Uses and Gratifications/ Active Audience theories); cheaper than using professional agencies; suggests that companies are “down to earth”

Television: mobile phone footage, photographs, Twitter – used to provide immediate gratification; “on the spot” verisimilitude; material which professional agencies could not provide (eg Harrison Ford plane crash, TransAsia Taiwan crash)

Film: creating content for new film; producing no budget prequels, sequels or fan fiction; DVD special features; re-edits/“honest trailers” etc. – allows industry to engage with audience; discovery of new talent; cheap content available

Radio: podcasts, SMS, email, fan-made jingles – cheap ways of reaching wide audiences; “traditional” industry revived with new technology, immediate response available so able to refine content accordingly;

Popular Music: demos/covers (e.g. via Facebook, MySpace or YouTube), CD sleeve design; crowd sourced videos uploaded to YouTube; remixes – cheap way of discovering new talent; cheap distribution network; allows industry to measure popularity of acts/genres

Web-based Technologies/New Media: blogging, mobile phone footage, photographs – most of web is UGC, with most popular sites (Facebook, Twitter, YouTube etc.) being almost solely UGC – primarily linked to communication but also now advertising and the creation of revenue as well as Web 3.0 individualised content

Gaming: new levels/game play/review videos uploaded to YouTube; mods– creates interest in games and extends lifespan; cheap since industry not required to invest millions in creation of new content; many publishers/studios now create online communities to allow for mod creators to function

- 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]**

4 marks	One example drawn from the media industries with an accurate benefit and drawback both linked to the audience.
3 marks	One example drawn from the media industries with one accurate and one less accurate benefit or drawback, linked to the audience <i>or</i> two accurate benefits/drawbacks but no clear link to audience.
2 marks	One example drawn from the media industries with either one accurate benefit or drawback with link to audience <i>or</i> two less accurate benefits/drawback with no clear link to audience.
1 mark	One technological development identified but no benefit or drawback for audiences is offered.
0 marks	No work worth the award of a mark.

Indicative content examples:

*This does not just mean ‘new’ technology **any technological development is valid** (from the printing press onwards) the focus in the answer is on the impact on the audience **NOT** the Institution. It should be noted that, with candidates potentially being able to pick from 500 years of media technologies, indicative content is in no way exhaustive and is suggestive of what candidates might focus on.*

Print/Electronic Publishing: *Online newspapers/magazines (portable, interactive, wider range of personalised content, instant access, updated in real-time, sometimes cheaper)*

Historical answers – *first mass media products, created social cohesion, allowed for wider communication of ideas, platform for development and distribution before other media form*

Drawbacks include – *control by biased organisations/individuals (eg tabloids, William Randolph Hearst) leading to manipulation of audience; initially expensive so small number of providers; e-publishing leads to lack of quality control and regulation meaning content not always appropriate*

Advertising & Marketing: *Viral advertising, multi-platform campaigns (interactive, a greater understanding of the product, ability to shape content)*

Historical answers – *billboards/TV adverts. Radio adverts allowed development of some products; fuelled consumer society, showed available options, created demand and aspiration*

Drawbacks include – *audience being manipulated by unscrupulous organisations. Product placement generally perceived to be slightly negative*

Television: *HD, 3D, On Demand, Second Screen(ing) (viewing experience, home cinema experience, control, choice)*

Historical answers – *launch of TV in early C20 provided audiences with alternative experience of media consumption; created new cultural forms and products which audiences consumed; provided access to events which would otherwise be inaccessible (eg coronation); made politicians etc. more accountable and visible (eg Nixon/Kennedy debate); allowed news/current events to be more available (eg. Vietnam); rise of VHS and then DVR led to self-scheduling*

Drawbacks include – *rise of “couch potato”; control by small number of providers; (initially) lack of choice; relative cost of various platforms in order to access content; issues with quality*

Film: *CGI, 3D, IMAX, online streaming (viewing experience, immersive, instant access).*

Historical answers – *invention of moving pictures in C19 created new media experience for audience; aspiration to “Hollywood” stardom; different cultural experience; access to world events via newsreels; cultural impact of stars; financial impact; rise of the multiplex leading to increased choice*

Drawbacks include – *initial competition between studios leading to restricted choice; quality of products variable; rising cost due to introduction of eg 3D; multiplex leading to dominance of “blockbuster” movies leading to restricted choice of viewing*

Radio: *DAB, Podcasting (time shifting, better quality audio, choice);*

Historical answers– *first broadcast media, created listening habits which transferred to TV, first immediate platform for news/drama etc.; cultural importance during eg WW1/2 (TV shut down); “events” such as Orson Welles’ “War of the Worlds” demonstrating impact on audience; starting point*

for many stars; cultural impact eg longest running UK soap (“The Archers”); radio news still vital in terms of setting news agenda (eg “Today”; “The World Tonight” on R4; impact of pirate radio and Radio One on developing teenage culture in 1960s; relationship with popular music; opportunities in 1980s for community radio etc.

Drawbacks Include – variable signal quality; selling off of AM band leading to loss of service for some audiences

Popular Music: Downloads, Portable devices, crowd funding, online streaming services (access, choice, control, UGC)

Historical answers – creation of wax disc; vinyl disc; cd all revolutionised music distribution and made it accessible to audience; range of cultural phenomena linked to media platforms – rise of rock/pop stars from Buddy Holly onwards creating aspirational icons and setting of trends (eg rockers/mods/punks/new romantics etc.) – created sense of identity; audience often defined itself by music listened to

Drawbacks include – cost of technologies when first new (particularly CDs); vinyl/ wax discs easily damaged and CDs not unbreakable as first advertised; illegal downloads can lead to prosecution of audience or failure of smaller labels leading to loss of some bands/acts; digital files easily deleted; cost of digital files can be higher than analogue equivalents; dominance of some digital providers can lead to restriction of choice (eg issues with Spotify)

Web-based Technologies/New Media: Hands free gaming – eg Kinect, web 2.0, apps, user upload sites (portability, experience, multi device gameplay, UGC)

Historical examples: first home computers allowed audiences access to range of new experiences (entertainment and work-related) giving more control; wide range of software increased productivity (eg Word Processors replacing typewriters; DTP replacing manual typesetting etc.); creation of internet revolutionised communication as well as distribution for almost all other media platforms; continual evolution of gaming platforms created new cultural experience eventually outstripping film in terms of popularity with audience (from Magnavox Odyssey onwards).

Drawbacks Include– issues to do with cyber-bullying, copyright, quality control, misuse, lack of regulation. Gaming – spending too much time on games (addiction); cost (particularly of “free to play” games such as Clash of Clans); quality of software/hardware (eg. X-Box 360 “red ring of death”, Sega Dreamcast lacking launch titles, Wii U failing to compete with Microsoft/ Sony consoles)

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

- 11 Give **two** examples of identified skills gaps and explain why these skills are so important to the media industries concerned. **(5 marks)**

4-5 marks Two examples clearly identified and confident explanation offered.

2-3marks Two examples identified with some explanation *or* one example identified with coherent explanation and one example identified some explanation.

1 mark One example identified with limited explanation *or* two examples with no explanation.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: *strategic analysis of e-publishing opportunities; creative digital marketing; multi-media journalism; Intellectual Property rights; high-end business management and leadership skills needed to develop and drive creative and commercial strategy; updated technical skills necessary*

Advertising & Marketing: *creative and IT roles, linked to growing digital and interactive media; communication planning; Intellectual property and the ownership of ideas; organisation and logistics; management and leadership.*

Television: *people with commercial skills and entrepreneurial talent needed for a sector that must compete globally; creative and talented people with great ideas and the talent to realise them; broadcast technology; management and leadership.*

Film: *craft, technical and production skills remain in demand; individuals with a sophisticated understanding of how the different sectors of the industry inter-relate and have awareness of the impact of new technologies.*

Radio: *business management and leadership skills needed to develop and run the commercial elements of the business; creative and technical production skills which need constantly updating because of developments in new technology; radio engineers with the range of skills required to meet the demands of a changing industry*

Popular Music: *Management skills; sales and marketing skills; IT and digital skills; negotiation skills; performing skills.*

Web-based Technologies/New Media: *cross-disciplinary awareness and the right mix of creative and technical thinking; awareness of how products and content can be created across multiple platforms; the way intellectual property can be used beyond its original medium.*

12 Why do you think that there is such a high proportion of freelance workers in the media? Offer **two** explanations. **(5 marks)**

4-5 marks Two clear and confident explanations offered.

2-3 marks Two explanations offered with some clarity *or* one coherent explanation and one less confident explanation *or* one explanation with clear and confident reasoning.

1 mark One limited explanation.

0 marks No work worth the award of a mark.

Definition: Freelance: self-employed and no long term commitment to a particular employer.

Indicative content examples:

Offers employees and 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

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)**

4-5 marks Two coherent and convincing examples given.

2-3marks Two examples given with some clarity *or* one coherent example given and one example given with limited clarity *or* one example with clear and confident reasoning.

1 mark One example given with limited clarity *or* two examples with no explanation.

0 marks No work worth the award of a mark.

Indicative content examples:

- *'New media' on rise in the planning and production of content*
- *Multi-platform devices providing opportunities for user generated content and audience interaction*
- *Convergence of technologies*
- *Cross-media campaigns*
- *Synergy*
- *'Traditional' working practices no longer applicable*

Print/Electronic Publishing: *multiplatform approach – magazine, website, app, social media, radio, TV e.g. The Guardian, Heatworld, BuzzFeed.*

Advertising & Marketing: synergy: multiplatform – Sainsbury’s and British Legion. Mercedes ad campaign (directed by Twitter users). Development of ad campaign stories via YouTube (John Lewis Monty the Penguin, Compare the Market Meerkats).

Television: multiplatform – iPlayer. Cross-media – X Factor – magazine, app, YouTube channel, website. Dr Who – authorised and unauthorised cross platform content.

Radio: multiplatform – iPlayer, live streaming, DAB, analogue, podcasts e.g. BBC Music, Radio 1 Access all Areas, Kerrang radio, magazine, tour.

Popular Music: multiplatform – downloads, physical copies, radio, streaming, music videos. Cross-media – guest appearances X Factor, Strictly Come Dancing, tours, merchandise, books, magazines.

Web-based Technologies: Use by other media. Netflix and YouTube as producers of content. Cross-media nature of web-based technology.

- 14 How are developments in technology creating new copyright and intellectual property rights issues for the media industries? Give **two** examples. **(5 marks)**

4-5 marks Two examples given with clear and confident understanding of issues.

2-3 marks Two examples given with some understanding of issues or one coherent example and one less confident example *or* one example with clear and confident understanding of the issues.

1 mark One example given with limited understanding of issues *or* two examples with no explanation of issues.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: Firewalls and subscriptions/Journalists using existing content without acknowledgement/Ownership of stories/Use of UGC

Advertising & Marketing: Intellectual Property and Ownership of ideas – creatives coming up with original concepts

Television: Illegal Downloading and File Sharing/Streaming of Sports events/Show concepts (X Factor/ Pop Idol)/Use of UGC

Film: Recording in cinemas/Illegal Downloading and File Sharing/Joint Projects within the same organisation (Marvel Universal/Lucas Films Disney)/Fan products – trailers, mash ups, swedes

Radio: Show and feature concepts/BBC I-Player radio-limited download window/ Shortened tracks on Podcasts (Desert Island Discs)

Popular Music: Illegal Downloading and file sharing/UGC – Fan/parody versions of songs and music videos/Uploading of concert footage and music videos

Web-based Technologies/New Media: Illegal Downloading and File sharing. Corporations owning UGC – Facebook, Whats app/ Recorded gameplay – YouTube/Twitch/Game clones – Flappy Bird, Flappy Crocodile, Splashy Fish

- 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.

7-10 marks Two examples, 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 examples 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.

2-3marks Two valid examples, or one valid example and one less valid example 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 example with no rationale.

0 marks No work worth the award of a mark.

Indicative content examples:

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. People will be needed to manage that content as it comes in.

Facebook and Twitter have provided users with the opportunity to create their own content and comment on existing content or issues of a topical nature. This content is heavily promoted and encouraged by media outlets and those organisations will increasingly need people to manage their social media operation.

Technology will dictate that consumption will be increasingly 'mobile' and 'multi-platform'. Consumers will access content via a variety of portable devices. Mobile phones are now multi-platform devices and offer young people access to many forms of communication beyond phone calls, for example, the web, text messaging, instant messaging etc. which tend to appeal more towards younger consumers. Opportunities will exist for programmers, coders, content creators etc.

Two major gaming developments have opened up job opportunities: the emergence of online multi-player gaming on the Internet and wireless platforms, where smartphones and other handheld gaming devices allow for wireless transmitted interactive content. Big opportunities will exist in games creation, development and promotion.

People are already using digital media technology in a more interactive way than has been the case in previous times and media producers will continue to respond to the audience's desire for interactivity and on-demand. For example, the BBC's services are available on all digital platforms – desktop, mobile, tablet and connected TV and there are opportunities to access additional content via the Red Button Opportunities for content creation and platform development will be available.