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# Teacher Resource Bank

## Exemplar Script

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**Unit 3: Exploring Media Industries**

**June 2012**

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**Grade: A**

Centre Number		Candidate Number				
Surname						
Other Names						
Candidate Signature						



General Certificate of Secondary Education  
June 2012

## Media Studies (Double Award) 48103

### Unit 3 Exploring Media Industries

Thursday 21 June 2012 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.

For Examiner's Use	
45	
Examiner's Initials	
PR	
Question	Mark
1	2
2	1
3	1
4	3
5	2
6	4
7	2
8	4
9	2
10	4
11	3
12	3
13	3
14	4
15	7
<b>TOTAL</b>	<b>45</b>



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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 Identify **one** method used by media industries to **conduct research** into their audiences. You must name the method and the industry.

A questionnaire is used in the TV industry to find out what time most people watch tv and what their favourite genres are.

MT

(2 marks)

2
2

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.

For a TV programme in the TV industry, ~~the~~ the product may use certain language or settings to appeal to different audiences. In the music industry, the genre of music made can be changed to appeal to a number of different audiences such as rap or Rock and Roll.

(4 marks)

Extra space

Several comment (no 'product')

1
4



## 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.

~~where~~ Where a company or a group is owned  
by one outright person. For example  
News Corp where James Murdoch owns it  
so controls what it does. ✓ Some  
understanding

(2 marks)

1
2

- 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.

es! In Television consumers may have to pay  
for extra channels ~~as~~ from broadcasters  
such as Sky ✓. So they will have  
to pay extra for Sky movies and  
Sky sports.

In the music industry people can pay  
for extra music services like iTunes  
or Spotify which allows them to reach a  
greater amount of music. 'additional' to  
what? (4 marks)

Extra space

2 - example not  
as convincing

3
4

Turn over ▶



## 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?

A person is employed to a company for a fixed term ✓ and does not leave until that term has finished. ✓  
It's popular as employers don't have to pay as much money to keep these employees for a long time contract. ✓ (2 marks)

2
2

- 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.

eg ✓ A Floor manager ✓ in the film industry.  
This person links the staff working on the set ✓ to the people making the ideas. They also have some control over what happens and makes sure everything is running smoothly.  
The head writer or editor ✓ in the journalism and press industry makes sure that the content is ok to be published ✓ and isn't too (4 marks)

Extra space ... offensive in any way.

4
4



## 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.

OF COM. They control what is shown in  
the tv industry making sure it is  
not inappropriate or obscene for the time that  
the programme is shown.

(2 marks)

2
2

- 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.

MI In the TV industry Producers need to consider  
whether their storyline or message in the  
tv show holds any ethical issues like  
racism or sexism.

MT In the music industry a song may have  
explicit language or have ethical issues so  
eg the producer will either remove this from  
the song or give the audience a  
warning before it is played

(4 marks)

Extra space

4
4

Turn over ▶



## 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.

In the TV industry, new technology allows the consumer to watch the programme on their mobile phone or laptop or watch it on an on demand service at a later date meaning less people are watching tv shows on their television. (2 marks)

2
2

- 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.

In the tv industry of most ~~the~~ TV shows these days have pages and websites on social media sites like ~~twitter~~ <sup>twitter</sup> or facebook allowing them to get news on the show ~~at all~~ ~~or~~ ~~at~~ ~~all~~ ~~the~~ ~~time~~ and allows them to engage and get involved in the show more.

Media producers in the music industry will set up social media pages for (4 marks)

eg. Extra space their artists so people can listen to their music and find out more about the ~~band~~ <sup>artist</sup> to create more of ~~interest~~ <sup>interest</sup> in the artist.

4
4



## Section B

There are 30 marks for this section.

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

Analyse the survey data in the enclosed insert (taken from FACTFILE UK – PART FOUR: EDUCATION, SPORT AND CULTURE, a supplement published in *The Guardian* newspaper on 27 April 2010) and answer the following questions.

- 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?

Less people watch television shows on their  
TV as there are now many other ways  
to watch via mobile phone, laptop,  
games console and more. Also new recording services  
like Sky + allow people to record tv shows  
and watch them at a different time.  
There are now other, ~~forms of~~ more interesting  
forms of technology around like computers and  
games consoles so people are spending more of  
their time on these rather than watching  
TV.

(5 marks)

3
5

Access to other platforms  
Recording formats  
Rival technologies





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?

Technology has influenced the way audiences now consume music as it is much easier and sometimes cheaper to download music through the internet, through programmes such as iTunes and Amazon. You can go to a shop and purchase it yourself. People want to purchase and listen to music without ~~not~~ leaving their home and can do that thanks to new technology. Also more people have computers and laptops than they did in the 1990's so more people are going to ~~not~~ consume the music through new technology and new services have become available to purchase music online ~~cheaply~~ (5 marks) *price/ease*

3
5

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?

This could mean for the future of the newspaper industry that newspapers will stop being made and less money will go into producing them. So they can put more money into making a website as it seems this is where the audience for newspapers are now. If newspaper sales continue to decline we may see the number of newspaper companies drop as they cannot afford to produce the ~~new~~ newspapers. Therefore the number of news websites could rise due to the large number of users already.

*Some implications* (5 marks)

3
5

Turn over ▶



14 Social networking sites are among the most popular sites in the survey. Why do you think this is?

More people have ways to use these social networking sites due to the increase in computers and mobile phones that people have. These websites are new and exciting and also allow user customisation so people are free to upload and put what they want on these websites. These websites are heavily invested in so they advertise a lot and draw audiences in by establishing links with other companies. They are also popular because you can do lots of things on them like talk to friends, have your own profile, play games and much more.

clear & convincing. (5 marks)

4
5

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.

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

Technological developments will influence media consumption in the next ten years as media will become less hand-based. So CD sales may continue to decline along with newspapers as companies invest more in internet technology based media like iTunes and websites. TV viewing figures may also drop as more people watch TV through different services like their mobile phone or laptop. However we



②

may see a rise in the actual numbers  
of media consumed as there are  
now more ways to access media and  
a bigger audience to do so. We may  
also find that the media industry becomes even  
more competitive as companies compete to get  
the bigger audiences in all different ways  
as there are now more ways to  
consume media. Technological developments will  
also cause a more diverse way to  
(10 marks)

Extra space consume media as consumers  
will have many ways to view these medias  
and access them.

7
10

END OF QUESTIONS

2 valid  
arguments  
coherent  
+  
coherent



## Commentaries

### Candidate B – Grade A

#### Section A

**(25 marks)**

The candidate offers articulate responses which are supported by examples drawn from three media industries studied: music, print and television. The candidate offers a clear and cogent rationale, but there are instances where the accuracy and clarity of the response is problematic (Questions 2 and 3).

#### Section B

**(20 marks)**

A relatively rare instance of a candidate scoring higher on Section A than on Section B. Informative and well-argued responses result in this candidate hitting the top mark band for two of the Section B, Questions 14 and 15, but the other questions provoke comparatively less detailed responses. The survey data is, however, analysed effectively and interpretation of the content leads to generally cogent and clearly argued responses.

#### Overall

**(45 marks)**

A candidate who, despite some hiccups, exhibits a solid knowledge and understanding of the issues at the heart of Unit 3. A good response to the paper, exhibiting a confidence in media terminology and offering a range of apposite examples.