

## *Teacher Resource Bank*

### **GCSE Media Studies**

#### **Unit 3: Exploring Media Industries**

**A\* Grade Exemplar Script**

**Candidate A**

June 2011

Version 1.1



## 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 Identify **one** way in which **audience size** is reported in **one** of the media industries you have studied. You must name the industry.

Industry: In the TV industry, BARB is used to get viewing figures of TV programs, to see how many people are watching a program.

(2 marks)

2
2

- 2 Offer **two** reasons, one from each of the media industries you have studied, why consideration of their **target audience** is important to media producers when creating a media product.

Consideration of the target audience is important, because if it is not <sup>consumed</sup> watched by the target audience, then it ~~is not~~ <sup>may not be</sup> a successful media product. In print, consideration is taken on what type of persons a newspaper is being aimed at and what social grading they fall into e.g. The Sun is for C1, C2, D and E people according to the chief income earner. In TV, consideration of the target audience is taken that the program is shown

(4 marks)

Extra space at an appropriate time e.g. for a drama, it would be shown at prime time of 9pm when people are watching TV. ~~Example~~ <sup>Example</sup> This ensures they are getting the correct demographic.

4
4



## Ownership, Control and Finance

- 3 From your studies of the media industries you will know that media organisations can vary in size and nature. What is a 'media conglomerate'?

Media industries can vary in size and nature depending on what they are selling, and how well they sell and advertise their products. Bigger companies can take over smaller ones and dominate the market, by making sure they are the only decent seller of something.

allow

(2 marks)

2
2

- 4 Media organisations need to find money to finance their operations. For each of the media industries you have studied, name one way in which an organisation in that industry generates income.

Money to finance operations can come from advertising, or if it is a public service broadcaster, the licence fee. In print, the money you spend on the newspaper covers the cost of the ink and paper, so to make profits newspapers, like the Sun, will let people advertise in their newspapers, in order to make a profit on the sales of newspapers. In TV, the BBC is a public service broadcaster, meaning they are funded by everyone paying a licence fee.

(4 marks)

Extra space everyone pays it, they have to represent everyone fairly, and meet the need of everyone who pays a licence fee.

4
4

Turn over for the next question

Turn over ►



## Working Practices and Job Roles

- 5 Using an example from **one** media industry you have studied, identify a **job role** and what it contributes to the production process.

In the TV industry, everyone starts out as a 'runner'. These runners do a lot of work running from department to department doing all the small jobs for people higher up than them. They are paid very little, but get promotions to move up the chain. (2 marks)

2
2

- 6 **Freelance working** is common in the media industries. Explain what a 'freelance' worker is and give **two** examples, **one** from each of the industries you have studied, of this working practice.

Freelance working enables someone to be independent from a company, and to sell their work to companies to be published. For example, in the print industry, a journalist will be paid by a newspaper per article, or per word in their article. This is because most journalists specialise in a certain subject, so do not work all year round. Therefore it is more cost effective for ~~per~~ them to be paid per article. In TV, cameramen may be given a (4 marks)

Extra space Short term contract, to film a certain TV show. This is more cost effective than being on a yearly contract because they only work for a few months of the year, and TV shows have a finite lifespan, so may be discontinued if viewing figures are low. //

4
4



## Regulation and Ethical/Legal Constraints

- 7 How is **one** of the media industries you have studied **regulated**? You must name the industry.

Industry: The TV industry is regulated by an independent company called OFCOM. OFCOM ensure people are represented fairly, and deal with complaints about TV programs. They are an independent company so that they are unbiased towards a TV company.

(2 marks)

2
2

- 8 Offer **two** examples, one from each of the media industries you have studied, where consideration of **legal constraints** would be important in the creation of a media product.

eg. In the TV industry, copyright laws must be abided by, as if they did not follow them, they would be heavily fined. For example, if on the Xfactor, they did not have a copyright licence that allowed them to play certain songs, the music label who owned the copyright could sue them. In the print industry, newspaper have to be careful not to affect the laws of a super injunction. A super injunction can be taken out to put a gagging order on the press, to prevent them

(4 marks)

eg. Extra space from a certain subject to do with someone's personal life. If they spoke about it, they could be sued by the person who took out the super injunction. For example, the recent super injunction taken out by Ryan Giggs was not talked about by the press until it was mentioned in parliament.

4
4

Turn over ►



Technological Developments

9 From one of the media industries you have studied, offer one example of where that industry has encouraged 'interactivity' with its audience.

In the TV industry, interactivity is shown to be used more as it is a way that interacts with the audience and makes them feel involved. It is used on shows like the Xfactor as it encourages people to have their say, and also creates revenue for the company.

(2 marks)

Not clear how!

1
2

10 User generated content is becoming increasingly common in the media industries. Give two examples of this, one from each of the media industries you have studied.

Not UGC

User generated content is becoming more common, as forms of interactivity are being used more. In TV, voting figures on shows like the Xfactor are user generated, because it is the users that (watchers) of the program that have their interactivity input through interactivity, and therefore generate the content used. In the print industry, new developments in the internet have meant there are online newspapers, which have blogs about

(4 marks)

Extra space them, or the user is able to comment on an article. This enables user generated content, as users can comment on things and therefore generate content that can be discussed by other users.

2
4



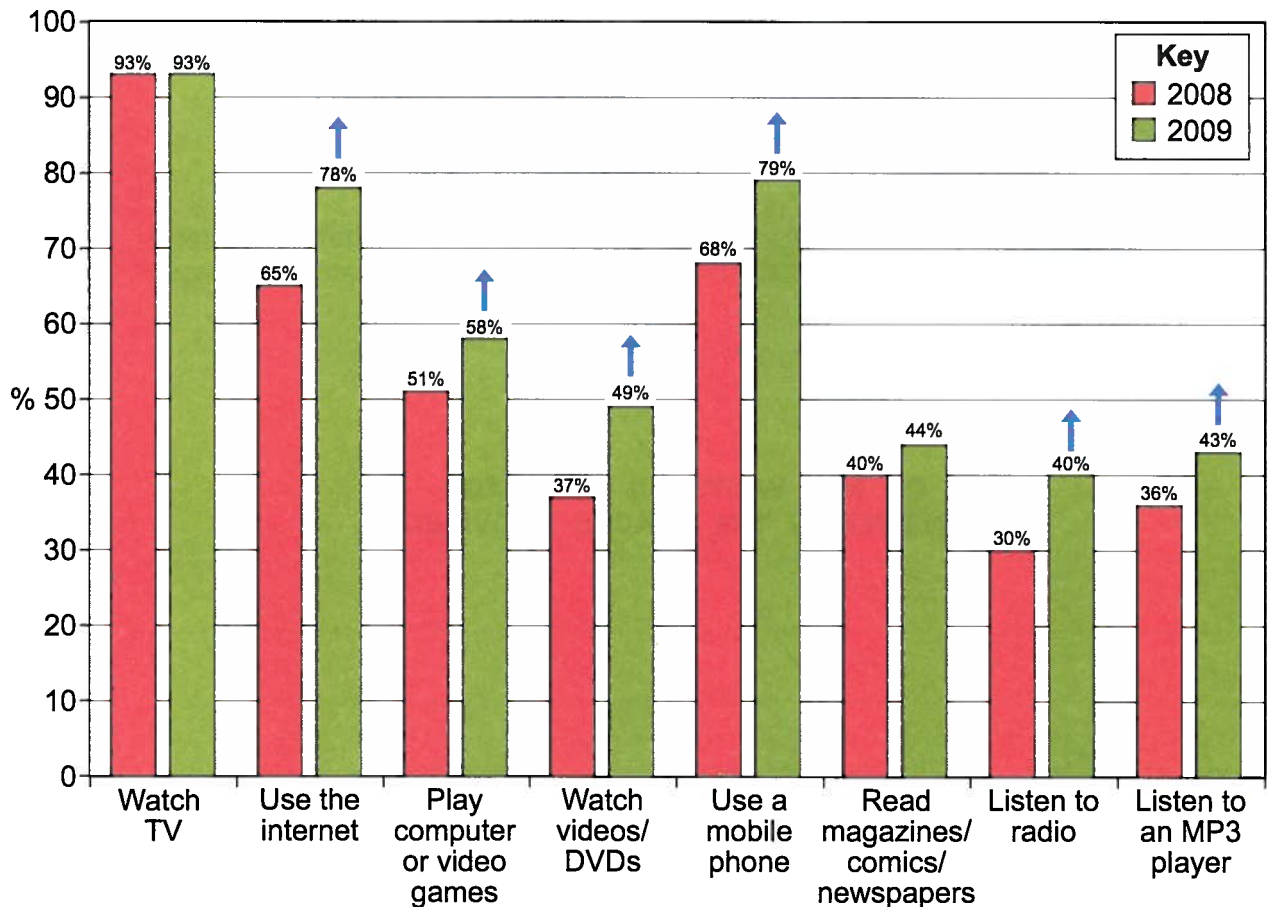
## Section B

There are 30 marks for this section.

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

Detach this page by tearing along the perforations.

### Young people and their media activity



This chart shows how the media activity of young people aged 12-15 changed between 2008 and 2009. The blue arrows show an increase in consumption of 5% or more between 2008 and 2009.

The chart is part of a survey of UK children's media literacy produced by the UK communications industries regulator Ofcom.



- 11 From the chart choose **one fast growing media activity** among 12–15 year olds. Account for this increase.

MA

egs

Using the internet has increased massively from 2008 to 2009, which could be a result of social media websites like Facebook and Twitter are now used more by young teenagers because it is a way of communicating with each other. They are now multi-platform devices, in which you can chat (instant message) with each other, play games, comment on photos etc and generally interact with friends. It is also free, which appeals to young teenagers as they don't have a lot of money. They are mainly made up of user generated content, which people can talk about with their friends and post new things. User generated content also makes it more interactive, as it allows users to interact with each other, and comment on things. (5 marks)

Clear + confident

5

5

- 12 Critics have claimed that **new media are replacing traditional media** in the lives of young people. From your analysis of the chart, what evidence is there of this being the case?

New media like using the internet, using a mobile phone and playing computer games is increasing much more than older media like reading magazines or comics. This is because as technology develops, new media now offers more to the consumer than old media. For example, someone could use the internet to read up on something, rather than going to buy a magazine. It is more accessible, but also cheaper in the long run. There is an initial cost to a computer and internet, but after that it is free to find. Using a mobile phone can now be seen as a fashion accessory, with the new smart phones now being able to do more like use the internet and social networking. Watching TV has stayed the same, as it is both new and old - terrestrial TV old, but digital TV is new, and (5 marks) therefore there is more choice for the consumer.

Clear + confident

Turn over ▶

5

5





13

The chart shows that the internet and mobile phones are popular with the 12–15 age group. Parents, however, are concerned about the **regulation of these industries** and their children's **safety and exposure to unsuitable material**. Are parents right to be concerned? Provide examples to support your views.

The use of the internet has rapidly increased with the use of social networking and other internet sites. Using a mobile phone ~~has also~~ increased the use of the internet, with smart phones being able to access the internet. OFCOM monitors all forms of communication including mobiles, but it is hard to regulate the exposure to unsuitable material. Age limits and filters of unsuitable content can be set on internet browsers, and therefore the internet for mobiles, by parents to ensure there is no exposure to unsuitable material. Parents are correct to be concerned, but there are ways of blocking unwanted content if needed. More could be done by internet and phone providers to ensure certain content can be blocked for younger teenagers!

Cohesive argument (5 marks)

5
5

14

For someone **considering working in the media** what advice would you give them based on your analysis of the chart and your knowledge of current working practices?

Young people are wanting more access to new media rather than old media. It appeals to them much more because a lot of the internet is free, and young people do not have a lot of money. Mobile phones are also relatively cheap, seeing as it enables young people to interact with each other, and communicate. They want media that is easily accessible to them, ~~eg~~ because they use the internet more and read magazines less. The best way of advertising to them would be through multi-platform devices such as the internet and social networking sites, because they are most likely to consume them. Working in the media can be hard, as there is a lot of competition for work, and finding work can be hard as a lot of it is freelance. But new media is creating newer ways of advertising, and new forms of media (5 marks) that mean there are more ways of using media to interact with people.

5
5

Apposite advice  
ref. to chart  
implicit



15

The chart indicates young people engage with an increasing variety of media forms. Suggest **two** ways in which **new technology** may change the way young people use the media. Give reasons for your suggestions.

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

① New technology is allowing young people newer and better ways of consuming media. The development of ~~the internet~~ mobile phones is allowing young people to be able to communicate with each other, using newer smart phones that are being developed. These smart phones are now multi-platform devices that mean young people can access the internet and social networking sites from their phones, along with play games and contact people. Young people see smart phones as a fashion accessory that they can show off to their friends with. New media allow them forms of accessibility on multi-platform devices that appeal to them.

② The development of the internet is meaning more people are using it for a range of different reasons. It allows young people to use social networking sites, which appeal to them because they are multi-platform ~~and~~ allow them to interact with friends and are also free. Young people do not have much money, so if it is free they are more likely to use it. It has also developed <sup>with the use of the internet</sup> with new on demand services, that allow young people to watch TV when they want with the use of the internet. It can also help people of that age with ~~their~~ their homework. Overall, new technology is going to revolutionise the way young people use the media, with popular things like the internet and smart phones allowing young people more ways of using media, to communicate with their friends. (10 marks)

9
10

END OF QUESTIONS

Some repetition  
but caught  
argument.



## Script Commentary

### Section A

The candidate offers articulate responses which are supported by examples drawn from the two media industries studied: television and print. The candidate goes far beyond merely stating the basic information required and offers a cogent and well argued rationale.

**Marks awarded: 27**

### Section B

Informed, detailed and highly persuasive responses see this candidate score almost full marks for all Section B questions. The candidate analyses the chart in great detail and interprets the information with considerable perception. The depth of understanding is impressive for GCSE.

**Marks awarded: 29**

### Overall

A candidate who exhibits a detailed knowledge and understanding of the issues at the heart of Unit 3. An articulate response to the paper, exhibiting a fluency in media terminology and offering a range of apposite examples.

**Grade awarded: A\***