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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	
Examiner's Initials	
Question	Mark
1	2
2	4
3	1
4	2
5	2
6	3
7	2
8	4
9	2
10	4
11	5
12	3
13	4
14	4
15	10
TOTAL	52



J U N 1 2 4 8 1 0 3 0 1

G/T80578 6/6/6/

48103

## 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.

In the film industry previews are used to assess how an audience responds to a new film. For example, clips of a new horror film would be shown to horror film enthusiasts and then developed and changed according to the feedback. (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.

In the film industry the series of Harry Potter films appeal to a broad audience of people, young and old. However, they specifically appeal to the people that have read the books, meaning that they're aimed at an educated audience who enjoy magical storylines, yet involve real life characters that the audience can relate to. In the advertising industry, the ASDA price guarantee adverts made by Saatchi and Saatchi would appeal to struggling families as it promises them more for their money. (4 marks)

Extra space

4
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.

In the <sup>Print</sup> ~~Print~~ industry, <sup>News Corporation</sup> ~~News Corporation~~ have a large concentration of ownership as they own papers like The Sun and The Daily Mail and control much of the media we consume. This means that the media we read is all influenced and controlled by the Murdoch's, meaning they have a lot of media power. ✓

(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.

In the <sup>film</sup> industry, DVD's are sold when a film is released, but film companies make more money by ~~selling~~ selling boxsets and DVDs with special features. This makes the customer think that they're getting more for their money, thus enticing them to buy and helping film companies earn more money. In the advertising industry free samples are often advertised;

(4 marks)

Extra space Such as small sachets of moisturiser on the Nivea advert. This free sample usually encourages customers to purchase the real product, thus raising revenue

2

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 fixed term contract is given to freelance workers and is for a fixed period of time. This is popular within the media industry because for example, in the film industry workers are only needed whilst the film is being made. An actor would be on a fixed term contract for say, 6 months, and then would no longer be needed.\*

(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.

In the film industry, a casting director is important because they decide who fits the role best and assesses the chemistry between certain actors. Without them, the wrong actors could be cast, causing a detriment to the ~~film~~ film in question. In the advertising industry, the ~~CEO~~ CEO runs the company and approves all work. Without the CEO,

(4 marks)

Extra space ~~the~~ a company such as Red Bee Media would lack central management and the quality and style of work could drastically alter.

3
4

\* reflecting the uncertainty and instability of working freelance in the media.

2 best convincing examples



## 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.

In the film industry, the British Board of Film Classification (BBFC) decides on the age certification of films. For example, the BBFC classified the Human Centipede 2 as an 18 due to the disturbing themes and extreme violence, but later banned it as it wasn't seen as fit for public consumption due to the nature of the storyline. (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.

In the advertising industry, recently a law has been passed saying that junk food cannot be specifically marketed to children due to the rising levels of obesity. Companies such as KFC have diverted this issue by launching a new campaign towards parents suggesting that their food is a treat that can bring the whole family together. In the film industry, companies have to be careful (4 marks)

Extra space about product placement and accidentally endorsing a product. This is because the law states that films and television programmes cannot obviously and purposely intend to market a certain product as it can manipulate the consumer.

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 advertising industry, new technology is increasing interactivity with user generated content. Sites such as YouTube, Wikipedia and Facebook can turn the viewer into the creator and are now allowing the general public to shape the media that we are exposed to on a daily basis.

(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 film industry, the film and the actors in that film will have a Facebook and a Twitter account. This means that teenagers can follow the lives of the actors and can get involved with the film by following their accounts, which generates a buzz and makes the viewer feel involved, playing on the love/belonging section of Maslow's hierarchy of Needs. In the advertising industry specialised advertising on sites

Extra space such as Facebook means that

only adverts that relate to your interests and lifestyle are marketed to you, targeting vulnerable younger people who will instantly buy into the hype and be tempted to buy something that interests them.

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?

Television audiences could be falling because television is an example of old media, and new media such as the internet and mobile phones offer more than television can. For example, mobile phone and computer applications that offer on demand services are far more attractive than television that can't offer such flexible programming. Television has tried to keep up with the trend, ~~but~~ with inventions such as the Sky+ box which can pause live TV, but when you can get breaking news sent to your phone, and can watch films online for free, people are becoming more and more reluctant to invest in television. Also, television isn't portable, whereas smartphones and the internet can be, thus eliminating the need for the entire family to gather around the television and watch a programme.

(5 marks)

5
5

Variety of reasons  
given.

Clear + logical  
articulate  
response





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?

Since the 1990's, services such as iTunes have been created, and music has become more portable. Instead of having a stereo, people now have MP3 players and docking stations which are far less space consuming than a CD collection. Music is now predominantly downloads, however illegal downloads are on the rise as in 2009, only 1.9 out of 115 million singles were downloaded from iTunes due to ~~the~~ illegal services such as LimeWire which have since been eradicated. Ease of ~~download~~ downloading has now ensured that it is far more popular than CD's because it's cheaper and easier.

Marketing  
Ease  
Price

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?

The decline in newspaper sales mean that hard copies of newspapers may be eradicated, thus eliminating the print industry. However, journalists can't work for free, so free newspaper websites could become expensive and readers could be charged to become a member of the website, or to read certain articles or issues. This could destroy the newspaper industry and alienate elderly consumers who purchase a daily paper, whilst also alienating regular website visitors who could be put off by having to pay to read.

4
5

Clear rationale offered  
on to implications.

Turn over ▶



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

I feel that social networking sites are amongst the most popular in the survey because they appeal to the younger generation. Things such as meeting new people, keeping in touch with old friends and peer pressure all encourage people to regularly use social networking sites. As technology advances, social networking sites such as Facebook are always ahead of the game and offer its users a wealth of services. For example games on Facebook such as Farmville curb boredom, and applications allow you to chat with friends, shop and share videos/links from other websites, making it a media platform. (5 marks)

Clear response

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.

In the survey, new media technology ~~is~~ predominantly overshadows old technology such as television and print. ~~As you can see~~

As you can see, media consumption is growing and everchanging, but the way people are accessing media could spell trouble for some industries. For example, illegal downloads in the music and film industry could destroy both industries and leave them unable to provide their service.

see ASL2

①

RS



**GCSE, GCE, VCE and GNVQ Examining Bodies**

Examining body	AQA	Centre number	
Candidate name		Candidate number	
Paper reference	4810'S	Sheet number	1

Question  
number

Leave  
blank

15 inquiry could tarnish the reputation of the print industry and force people to look elsewhere for ~~the~~ updates on current affairs, thus eliminating the need for newspapers. For example, within the next ten years ~~there will be~~ sites such as Facebook and Twitter could become multi-media conglomerates offering music downloads, television and news, eradicating separate industries and condensing them into one, concentrated media organisation offering everything that a consumer could need. Facebook is now owned by shareholders, therefore unlike companies such as News Corporation, it isn't being controlled and influenced by one singular person, however it is still commercial, so still runs off profit which could lead to media bias and unfair portrayals of certain stories.

Overall I feel that new e-media is taking over old media, but old media will still continue to remain for elderly people; however will be eventually eradicated for the next generation. This type of media transformation requires close regulation as

The internet and sites such as Facebook aren't governed by English law and could swiftly be taken too far if proper restrictions aren't put into place, as growing industries need laws that grow with them to ensure safety. //

This is because without consumers buying  
CD's / ~~single~~ single downloads and cinema  
tickets, revenue will fall and music  
and film companies won't earn enough  
profit to continue providing their service.  
This could mean that free sites such as  
YouTube and Facebook could become  
industry leaders and user generated  
content could replace professionally  
ep ✓ produced music and film, sending  
(10 marks)

Extra space companies such as Sony and  
Disney into receivership. ✓

My second argument is that ~~issues~~  
media issues such as the ~~Leveson~~  
Leveson

10
10

END OF QUESTIONS

Detailed +  
comprehensive  
argument.  
Some real insight  
offered.  
Well expressed!



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## Commentaries

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### Unit 3 - June 2012

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#### **Candidate A – Grade A\***

##### **Section A**

**(26 marks)**

The candidate offers articulate answers which are supported by examples drawn from the two media industries studied: film and advertising. The candidate goes far beyond merely stating the basic information required and offers cogent and well-argued responses.

##### **Section B**

**(26 marks)**

Informed, detailed and persuasive responses see this candidate score highly across Section B questions, with full marks for Question 15. The candidate analyses the survey data in great detail and interprets the information with considerable perception. The depth of understanding is impressive for GCSE.

##### **Overall**

**(52 marks)**

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 across both sections of the paper.