

## *Teacher Resource Bank*

### **GCSE Media Studies**

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

#### **C Grade Exemplar Script**

#### **Candidate C**

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 television, audience size is reported by monitoring how many people are watching specific channels*

(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.

*In television, consideration of their target audience is very important because it determines whether people will watch it and if its suitable. For example a childrens program must remain clean of swearing etc. Also it important in magazines because it determines*

(4 marks)

Extra space *whether people will buy/read the product depending on how it fits their stereotypical likes. e.g. a girl will rather read about celebrity gossip than sports. Consideration for their target audience maybe clarified using a focus group.*

2
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 conglomerate is ~~used~~ the measurement of size and nature of one media organisation compared to another. <sup>business?</sup>

(2 marks)

0
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.

In television income is dependant on how many people ~~are~~ watching a certain channel, for example if more people are watching the BBC than channel 4 then the BBC will generate more income.

In print magazines, income is similarly generated depending on how many

(4 marks)

Extra space ... people buy the magazines, for example 'NYLON' - a high end, well known magazine generates more income than a small not well-known one such as 'KERRANG'.

0
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 television a common job role is actor - an actor can contribute well to the programme/ad as their celebrity status can bring in more income and make it more likable/popular - producing more income. (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.

1. A freelance worker is when someone is contributing to the work illegally. An example of a freelance worker in television is possibly an underage child doing the paper work unknowingly to others.

A freelance worker in a magazine industry is someone who is

(4 marks)

Extra space transporting the products without a drivers licence or not a UK citizen

Misunderstood?

0
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 regulating body of television is Ofcom*

(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.

*In television, consideration of legal constraints is important when filming outside of a studio as the public may ~~be~~ cause havoc on set.*

*In the print industry, legal constraints is important when copy writing their logos / pictures so not to be ripped off and lose out on*

(4 marks)

Extra space

*money*

2
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 television, interactivity is encouraged with its audience ~~when~~ on shows such as 'Jeremy Kyle' where he gets feedback from the show audience of what they think ?

(2 marks)

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.

In television user generated content is used widely in adverts, for e.g. '9 out of 10 people would ~~recommend~~ recommend our product' this helps to boost product sale.

User generated content is also used in magazines where they have an email of a regular reader

(4 marks)

Extra space ... expressing what they think of the magazine (usually good feedback) - help boost popularity of it.

2
4



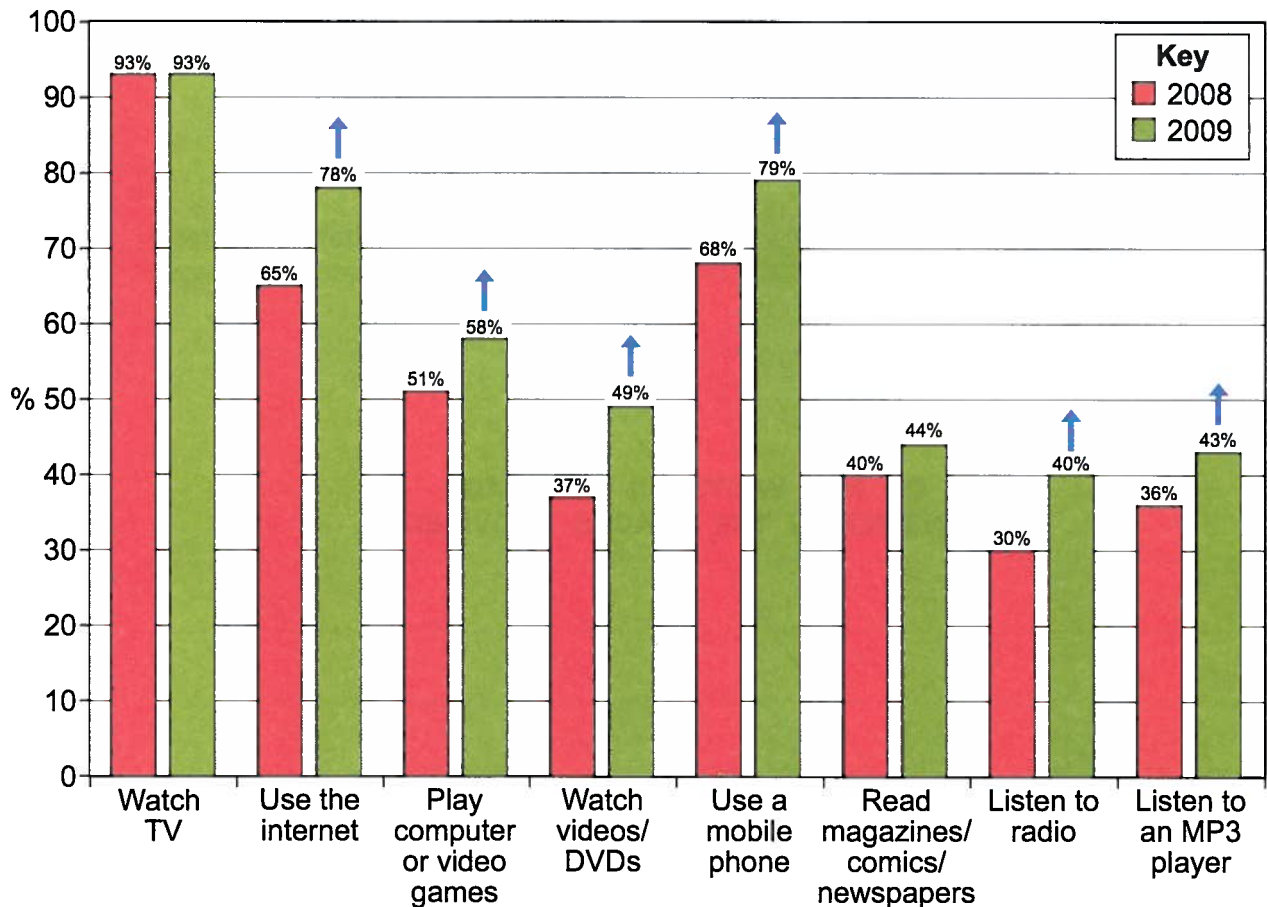
## Section B

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  
The very fast growing media activity is use of the internet. There is a large increase in internet use because more things are becoming available on the internet, for example, being able to watch TV online (iPod catch-up... etc), also being able to play more and more online games as well as being able to talk and converse with people over the internet, e.g. skype / facebook.

clearer  
computer (5 marks)

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?

LC  
New media is replacing traditional media because from the graph it shows television and reading comics/magazines has had much less of an increase than new media such as mobile phones and videos / DVDs. This shows that the old media (TV and comics/magazines) is less exciting to us or it has already been around for a very long time and new media excites us more as it has features we may have never seen before.

(5 marks)

3
5

Turn over ▶





- 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.

Parents are right to be concerned of their children's exposure to unsuitable material because firstly, its hard to control what people search on the internet or what may pop-up, it could easily be something unsuitable. With mobile phones its also hard to monitor what texts/calls your child is receiving as they could be from any one/a stranger - putting their safety at risk as they may chose to be unwise about it.

Some opinion  
ref to beh

(5 marks)

3

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?

I would advise that they chose their target audience wisely and then chose a fitting media form with it. For example, if they're wanting to target young people, it'll be wise to work in computers / video games and if they desire to target the older generation then it'll be wiser to work in radio / newspaper. I would also advise that they make sure that their content is suitable using focus groups or search engines.

(5 marks)

1

5



- 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 may change the way young people use the media by many new things being introduced. Many media formats, for example, in television HD and 3D are new formats that have been introduced and have become very popular and they have changed television media as normal TV is less likeable now. Also, because many more things have become available through media, e.g. - being able to watch things online on the internet (you catch up / on demand) - ~~how~~ this changes the way in which people use the media as they may prefer to watch things online rather than on normal TV.
- ② Also, the internet was only used partly for entertainment and adding to general knowledge purposes, however, now its used for young people to meet online friends / earn money through becoming famous of the internet... etc.

Two valid ways, but  
not focused on 'change'

(10 marks)

5
10

END OF QUESTIONS



## Script Commentary

### Section A

The candidate offers competent responses with examples drawn from the two media industries studied: television and print. The candidate mostly offers the basic information required, although there are some inconsistencies and repetitions. The candidate scores zero on three questions (Qs 3, 4 & 6) where confusion and misunderstanding is apparent.

**Marks awarded: 13**

### Section B

Very much a mixed bag! Top marks for Q 11, mid mark range responses for Qs 12, 13 & 15 and a low mark for Q14. Generally, the responses to Section B are competent, but lacking depth.

**Marks awarded: 17**

### Overall

A candidate who is typical of the 'C' borderline in terms of unevenness and inconsistency. The paper clearly has strengths and weaknesses, but on the whole the strengths just outweigh the weaknesses and this is no more in evidence than in Section B. This is a candidate who has engaged with Unit 3 issues and exhibits a competent knowledge and understanding of the media industries.

**Grade awarded: C**