

Teacher Resource Bank

GCSE Media Studies

Unit 3: Exploring Media Industries

F Grade Exemplar Script

Candidate D

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 music industry, ~~the~~ it usually has a large target audience due to the fact there is a large target audience.

(2 marks)

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| ○ |
| 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 the music industry considering your target audience is used so they can aim it at a certain type of people in the food industry it's so considering the people must you be find it suitable for you to sell some allergens in the TV

(4 marks)

Extra space In doing it's to talk about what shows are on and ~~how~~ what it is suitable for two less convincing reasons

| |
|---|
| 3 |
| 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 when a certain product is any a certain size group of people

(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.

Industry can increase there income by making people pay for products, eg. TV licence

(4 marks)

Extra space

2
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.

~~the~~ Having people advertise
in the music industry ~~to~~ helps
~~for~~ people hear about ARTIST

(2 marks)

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|---|
| 0 |
| 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.

Free lance working when
you are self employed. In
music, its pretty your
music on a website.
in Food, its selling at
the markets and on TV
to many your own ideas

(4 marks)

Extra space

.....

.....

.....

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|---|
| 1 |
| 4 |



Regulation and Ethical/Legal Constraints

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

Industry: TV is regulated as it has certain rules which you have to stick to or use if

(2 marks)

0/2

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.

They have to make the product suitable for the target audience so that it is not too inappropriate for certain people

(4 marks)

Extra space

0/4

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 music industry, some bands may give out free CD's and merchandise to get themselves known.

(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.

Music through I know to be able to listen to new fall row music. Food through free recipe books TV through down loading movies

(4 marks)

Extra space

0
4



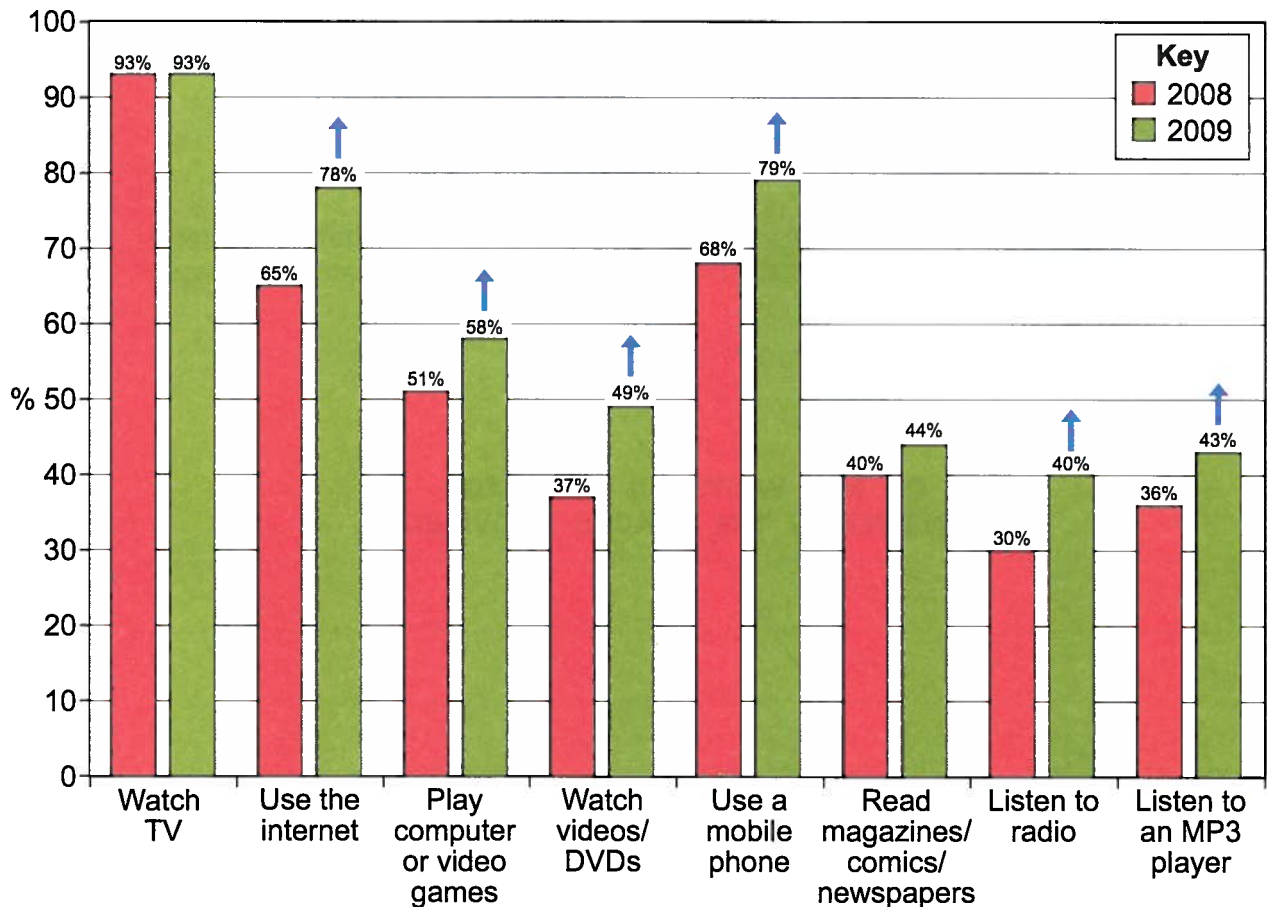
Section B

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

use of the internet has grown due to the change in the ways and different websites can be used. It has risen by 13% in the space of a year

limited argument

(5 marks)

1
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?

* the amount of new media make the highest percentage of increased usage

some ref to chart

(5 marks)

1
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.

yes because if there is no lock on inappropriate material, then children could be downloading stuff such as pornography onto their phone or get sent it by some people.

some relevant argument encompassing both media. (5 marks)

| |
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| 2 |
| 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?

if you are planning to work in the media stick with new media as it is more popular and the percentages increase is higher.

some advice offered with implicit ref to cost (5 marks)

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| 2 |
| 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.

Young people tend to use new media as it tends to be cheaper, easier and faster when one child uses a certain website to download things, other usually do the same. Using apps is also another handy way of which to download videos, music, pictures and games which is easier, cheaper and faster. Children may also want to experiment with new things and new media might be in a certain trend and cool to do or have.

some rationale

(10 marks)

3

10

END OF QUESTIONS



Script Commentary

Section A

The candidate offers a response to every question, but scores zero on six occasions. The responses are often confusing and inaccurate, but there is some sense of basic understanding in places and examples are drawn from the two media industries studied: television and music.

Marks awarded: 7

Section B

Responses are in the lower mark bands and it is clear that this candidate is struggling to interpret the chart and develop meaningful argument.

Marks awarded: 9

Overall

A candidate with a limited knowledge and understanding of the issues at the heart of Unit 3. What is unusual in this paper is that all questions have been attempted. This is highly unrepresentative of candidates at this mark.

Grade awarded: F