



General Certificate of Secondary Education

Media Studies

Unit 3: Exploring Media Industries

Mark Scheme for Specimen Paper

*Answers assume that a candidate has studied the **television** and **print** industries. These answers are not intended to be definitive and are suggested as one possible response to the paper.*

Guidance to Examiners

Examiners are expected to mark fairly, consistently and positively. When you are marking scripts your aim should be to identify and reward the achievement of all candidates.

Quality of Written Communication

Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification. Quality of Written Communication will be assessed in question 15 only. In this question candidates will be marked on their ability to use good English, organise information clearly and use media terminology where appropriate. Examiners should reward responses which are well organised, clearly expressed and use appropriate terminology. Meaning should be clear.

Assessment Objectives

This unit addresses the following assessment objectives:

AO1	Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed. (10%)
AO2	Analyse and respond to media texts/topics using media key concepts and appropriate terminology. (10%)

Examiners should note that Section A questions test Assessment Objective AO1 and Section B questions test Assessment Objective AO2.

The maximum mark for this paper is 60.

**Section A
(AO1)**

Total 30 marks

Audiences and Media Products

1 Suggest **one** primary and **one** secondary research method that a media organisation you have studied might use in gathering information on its audience. **(2 marks)**

2 marks Two accurate methods of research identified, one primary and one secondary.

1 mark One accurate method of research identified, either primary or secondary.

0 marks No work worth the award of a mark.

Indicative content examples:

A primary research method a media organisation might use is a focus group.

A secondary research method a media organisation might use is a web search engine such as Google.

2 Why is research important when creating a media product? Give **two** examples, one for each of the media industries you have studied. **(4 marks)**

4 marks Two convincing examples offered why research is important, one for each of the media industries studied.

3 marks Two less convincing examples offered or one convincing and one less convincing example offered each from a different industry.

2 marks One convincing example offered why research is important. Media industry identified.

1 mark One less convincing example offered. No media industry identified.

0 marks No work worth the award of a mark.

Indicative content examples:

Primary research is an important tool with regard to identifying appropriate content for, for example, a television programme or magazine.

A focus group made up of members of the target audience might be offered a range of ideas for possible content, with the opinions offered by the group being incorporated into the final product in order to make it more popular with the audience.

Secondary research is also important in order to make sure that facts are correct and that content is appropriate (for example biographical details used in a magazine article)

If this kind of research is not undertaken, there is the danger of copyright infringement, duplication of something already in existence, or factual errors which would need to be corrected in future editions of a magazine or newspaper.

Ownership, control and finance

- 3** From the media industries you have studied, identify **two** different types of media ownership, one from each industry? **(2 marks)**

2 marks Two different types of ownership correctly identified, one from each media industry studied.

1 mark One type of ownership correctly identified from one of the media industries studied.

0 marks No work worth the award of a mark.

Indicative content example:

Two different kinds of media ownership are commercial and public.

- 4** How might the ownership of a media organisation affect its output? Give **two** examples, one from each of the media industries you have studied. **(4 marks)**

4 marks Two convincing examples each from a different industry.

3 marks Two less convincing examples each from a different industry or two convincing examples from the same industry.

2 marks One convincing example or two less convincing examples from the same industry.

1 mark One less convincing example.

0 marks No work worth the award of a mark.

Indicative content examples:

A commercial media organisation (for example, News Corporation, which owns BSKYB, The Times and The Sun amongst many others) is required by its shareholders to make a profit. This means that the output of the organisation will aim to be as popular as possible in order to achieve the biggest audience (which will then lead to greater advertising or subscription revenue).

This will lead to an emphasis of some, more popular types of programme or news story over others, meaning that a balanced output is not possible.

There is also the possibility that a programme or story which is not in the interest of the owner of the company or its shareholders may not be broadcast or printed, leading to the possibility of media bias and unfairness.

An example of a public media organisation is the BBC, which is financed by the licence fee paid by all television owners. The BBC is not allowed to carry advertising.

The BBC is not owned by shareholders and therefore the profit motive isn't paramount. It has to provide a broad and varied programming output and serve the whole nation. It has a duty to be impartial in its coverage of news stories.

Working Practices and Job Roles

5 Using **one** media industry you have studied, identify and explain a job role within that industry. **(2 marks)**

2 marks One recognisable job role identified and explanation offered.

1 mark One recognisable job role identified, but no explanation offered.

0 marks No work worth the award of a mark.

Indicative content examples:

Job role... In the print industry, a key job role is that of a journalist.

Explanation... A journalist's main responsibility is to research, report on and write articles for newspapers and magazines.

6 Why are **freelance** workers such a feature of the media industries? Give **two** examples, one from each of the media industries you have studied. **(4 marks)**

4 marks A detailed explanation why freelance workers are such a feature of the media industries and two convincing examples each from a different industry.

3 marks A clear explanation of why freelance workers are such a feature of the media industries and two less convincing examples each from a different industry or two convincing examples from the same industry.

2 marks A basic explanation of why freelance workers are such a feature of the media industries and one convincing example or two less convincing examples.

1 mark No explanation of why freelance workers are such a feature of the media industries offered. One less convincing example.

0 marks No work worth the award of a mark.

Indicative content examples:

Most media industries lack stability, since different forms and products fluctuate in popularity over time. In the television industry, the majority of programmes only have a finite lifespan whilst in the print industry the majority of newspapers and magazines operate on a tight budget.

For this reason, most media industries employ very few full time workers. The majority of people working in the media are self-employed freelancers.

Freelancers are employed on temporary contracts based on (usually) short term assignments. This might be working on a particular television programme (for example, as a costume designer) or for a magazine submitting occasional articles based on a particular specialism (for example, gardening).

Because the freelancer is only employed for the duration of their contract, or for the particular piece they have written, the industry for which they are working is not compelled to employ them once their work is completed. This means that if a programme or publication ceases to be popular, industries do not have the additional issue of dealing with the cost of large-scale redundancies. Freelance workers bidding for assignments can also drive down employment costs.

Regulation and Ethical/Legal Constraints

- 7** Identify the regulatory body from **one** of the media industries you have studied. You must name the industry. **(2 marks)**

2 marks One accurate regulatory body identified and linked to correct industry.

1 mark One accurate regulatory body identified but linked to incorrect or no industry.

0 marks No work worth the award of a mark.

Indicative content examples:

OFCOM is a regulatory body in the media.

Its main function is to regulate and monitor the communication industries including television, radio and mobile phones.

- 8** With reference to **both** of the media industries you have studied, explain why media regulation is important. **(4 marks)**

4 marks Two accurate examples with a clear and knowledgeable explanation of the importance of regulation.

3 marks Two less accurate examples with some understanding of the importance of regulation.

2 marks One example identified with a basic understanding of the importance of regulation.

1 mark One example identified with no/limited understanding of the importance of regulation.

0 marks No work worth the award of a mark.

Indicative content examples:

The UK media industries pride themselves on their freedom and independence compared to many others in the world. However, sometimes this freedom can be taken too far.

Organisations such as OFCOM and the Press Complaints Commission are essential in order to make sure that the media industries do not overstep the mark and, if they do, are held to account by members of the public.

For example, OFCOM recently received many thousands of complaints about an incident on BBC radio where Russell Brand and Jonathan Ross made a lewd phone call to an actor called Andrew Sachs. Although the BBC was aware that people had complained about the programme and dealt with the two broadcasters, OFCOM offered an independent judgement which demonstrated to other broadcasters that such behaviour was not acceptable. The BBC was also fined.

With regard to the press, which is often less willing to accept responsibility, the Press Complaints Commission offers members of the public (and indeed anyone who has an issue with a paper or papers) a way of setting their story straight. Otherwise, the press might be able to do what they pleased without fear of the consequences.

Technological Developments

- 9** Choosing **one** media industry you have studied, identify **two** technological developments which have had an impact on that industry. **(2 marks)**

2 marks Two technological developments correctly identified and linked to the correct industry.

1 mark One technological development correctly identified and linked to the correct industry.

0 marks No work worth the award of a mark.

Indicative content examples:

In the television industry, two technological developments which have had an impact are On Demand services and Digital Broadcasting.

- 10** For **each** of the developments you have identified in Q9, explain why they have had such an impact. **(4 marks)**

4 marks Two convincing explanations.

3 marks Two less convincing explanations or one convincing and one less convincing explanation.

2 marks One convincing explanation.

1 mark One less convincing explanation.

0 marks No work worth the award of a mark.

Indicative content examples:

On Demand services have had a major impact because for the first time viewers can choose what to watch when they want to watch it without pre-recording. This means that for many viewers the tradition of sitting down and watching programmes at a particular time is over, leading to a situation where individual viewers can create their own television schedules.

A key effect of this for commercial television has been the impact on advertising since most On Demand services are provided through subscription platforms and do not include the same adverts as are featured when the programme is broadcast live. This means that companies such as ITV, which rely on advertising, have had to find alternative sources of funding.

Digital Broadcasting has had a significant impact because it has increased the number of channels available to viewers. For example, the BBC has added BBC3, BBC4, BBC News, CBBC and CBeebies amongst others to its services, meaning that many more audiences can be catered for.

An impact of this has been an increase both in television production and in the importance of repeats, since this extra time needs to be filled somehow. Many more programmes are now being made solely for digital channels (although some of these, for example "Gavin and Stacey" and "Little Britain" become so popular that they move to terrestrial channels like BBC1). Some programmes are also being made specifically so that they can be repeated on Digital Channels in order to increase audience coverage (for example, "Doctor Who", which is shown on BBC1, then on BBC3, then often on G.O.L.D.).

**Section B
(AO2)****Total 30 marks**

- 11** What does the survey suggest is the most popular means of communication among 14-21 year olds? Suggest **two** reasons why this might be. **(5 marks)**

- 4-5 marks Identification of mobile phones and two clear and confident reasons offered for their popularity.
- 2-3 marks Identification of mobile phones with one clear and one less clear reason offered for their popularity.
- 1 mark Identification of mobile phones and one limited reason offered for their popularity.
- 0 marks No work worth the award of a mark.

Indicative content examples:

The survey suggests that mobile phones are the most popular form of communication among 14-21 year olds, since 96% claim to have access to one.

Four reasons why this might be the case are:

Mobile phones are comparatively cheap to buy and operate and are therefore within the means of most 14-21 year olds.

Mobile phones are now multi-platform devices and offer young people access to many forms of communication beyond phone calls, for example, the web, text messaging, instant messaging etc. which tend to appeal more towards younger consumers.

Mobile phones also offer access to other media technologies such as cameras and mp3 players in a compact form, again making them appealing to a younger consumer who is used to dealing with new technologies.

Many mobile phones also have the connotation of being fashion accessories, another important consideration for younger consumers.

- 12** One third of all young people in the survey say they have their own weblog or internet site. What might this suggest about the way in which young people use media technology? Offer **two** explanations. **(5 marks)**

- 4-5 marks Identification of change in young people's usage and two clear and confident explanations offered for this change
- 2-3 marks Identification of change in young people's usage with one clear and one less clear reason offered for this change
- 1 mark Identification of change in young people's usage and one limited reason offered for this change.
- 0 marks No work worth the award of a mark.

Indicative content examples:

It is clear from the survey that young people are using media technology in a more interactive way than has been the case in previous times.

Traditionally, the media has not been particularly interactive, with audiences watching or reading programmes or newspapers with limited opportunities to respond.

The rise of new media technologies such as Web 2.0 sites like Facebook and YouTube has provided users, particularly younger people who have more experience with these technologies, with many more opportunities than previous audiences to create their own content and upload it to hosting sites.

As well as this, many traditional media companies such as the BBC and newspapers are encouraging their audiences to submit User Generated Content (such as photographs and short video clips) in order to include it as part of their own output. These opportunities are particularly appealing to young people since there is the possibility for an immediate impact on a national scale.

Young people therefore have an opportunity which no-one has really had before – to use minimal resources and have access to a national, even global, platform from which to express themselves.

- 13** Downloading music appears as the third most popular online activity in the survey. Why do you feel this activity is so popular and can you identify **two** ethical and/or legal issues that might apply to this activity? **(5 marks)**

- 4-5 marks Clear and confident explanation offered in terms of popularity of downloading music and two appropriate legal and/or ethical issues identified.
- 2-3 marks Competent explanation offered in terms of popularity of downloading music and with one appropriate and one less appropriate legal and/or ethical issue identified.
- 1 mark Limited explanation offered in terms of popularity of downloading music or one feasible legal and/or ethical issue identified.
- 0 marks No work worth the award of a mark.

Indicative content examples:

Music has always had an appeal, particularly for a younger audience, and downloading is the easiest and most immediate way to access music for most consumers.

Access to music downloads means that an audience can stay up to date with what is happening with a particular band or scene often without waiting for a CD or LP to be released. Often tracks are released exclusively on websites in order to reward loyalty to a band or label, or to create a “buzz” designed to increase the popularity of a band or scene.

The key ethical and legal issue is that of illegal downloads (i.e. using file-sharing software which allows downloaders to access music without paying for it).

The ethical issue here is that many musicians, bands and labels depend upon the money they receive from selling CDs or downloads in order to survive. If the music is not paid for, then the bands and labels will eventually be unable to produce any more. There is also the fact that, effectively, something which has been worked on hard by a group of people has been taken without any payment, which might be regarded as theft.

The legal issue is that most music is subject to copyright law, meaning that it is actually owned by (usually) the artist who produced it and the company they are contracted to. Technically, if anyone acquires the music without paying for it (for example, by downloading it or copying a CD) they have “infringed” the copyright and could possibly be sued for damages.

14 What do you feel these figures say about the use of ‘old’ media by young people? Offer **two** reasons why young people could be moving away from old media? **(5 marks)**

4-5 marks Clear and confident explanation offered in terms of use of ‘old’ media by young people and two appropriate reasons identified for the move away.

2-3 marks Competent explanation offered in terms of use of ‘old’ media by young people and one appropriate reason identified for the move away.

1 mark Limited explanation offered in terms of use of ‘old’ media by young people and one or one feasible reason identified.

0 marks No work worth the award of a mark.

Indicative content examples:

The figures suggest that whilst some ‘old’ media have lessened in popularity (for example radio, which is not mentioned at all), other ‘old’ media (for example terrestrial TV) are still reasonably popular. However, most media mentioned in the survey are clearly ‘new’ media.

There are several reasons for this:

Traditional media forms are not as interactive as new media forms, and younger audience have been brought up to expect an interactive quality to their media.

Most young people probably do not have the same levels of access to traditional media forms, meaning that they are more likely to access new media forms as a matter of course rather than choice.

With the rise of interactive technologies, if young people are to maintain their place within their peer groups they will need to become proficient in the use of new technologies, with the result that there is no need to use traditional media forms.

Most traditional media forms (such as television, print and radio) are now available via new technologies (for example digital TV, mobile phones, the web) meaning that the older platforms (such as terrestrial TV and analogue radio) are now virtually redundant.

- 15** The results of the survey suggest traditional media producers face a challenge in reaching young people. Offer **three** suggestions for how they could go about attracting 14-21 year olds. **(10 marks)**

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

- 7-10 marks Three valid suggestions identified by which traditional media producers could go about attracting 14-21 year olds, with a cogently argued and confident rationale. Communicated effectively and clearly with accurate spelling, punctuation and grammar and good use of media terminology.
- 4-6 marks Three valid suggestions identified by which traditional media producers could go about attracting 14-21 year olds with a clear rationale. Communicated with generally accurate spelling, punctuation and grammar and some use of media terminology.
- 1-3 marks Some suggestions, three or less, identified which traditional media producers could go about attracting 14-21 year olds with limited rationale. Communication and use of spelling, punctuation and grammar may not be wholly effective. Little or no use of media terminology.
- 0 marks No work worth the award of a mark.

Indicative content example:

- *Increased interactivity within existing products (for example, use of the “red button” during a range of television programmes)*
- *Opportunities for immediate text/Twitter-style interactions (for example, during live TV broadcasts)*
- *Increased access to content via portable media devices (for example, iPlayer plug-in for Mobile Phones and various other Apps)*
- *Dedicated content for target audience of young people available directly from home-page (and potentially linked to social networking sites such as Facebook and YouTube)*
- *Increased use of audio/video podcasts in order to present traditional products in a more ‘digestible’ form (for example, Radio 4’s provision of analogue content via the BBC website)*

(Clearly there are many other examples which might be given; these are just a representative sample, although they are linked to the answers given in question 14)