

## Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

### Unit 6: Social media and globalisation

Wednesday 7 June 2017 - Morning

Time allowed: 1 hour 30 minutes

You must have:

- none

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

#### INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

#### INFORMATION

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document consists of **12** pages.

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Question No	Mark
1	/10
2	/9
3	/3
4	/8
5	/30
<b>Total</b>	<b>/60</b>

**SECTION A**

Answer **all** the questions.

- 1 (a) Identify **three** social media channels that professional photographers can use to share digital photographs.

1 .....

2 .....

3 ..... [3]

- (b) Explain **one** way that social media channels can be used to distribute audio-visual media content.

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..... [3]

- (c) Explain **two** differences between the way in which individuals and media professionals use social media channels.

1 .....

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2 .....

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..... [4]

2 (a) Identify **one** global media company that uses social media to distribute its specialist content.

.....[1]

(b) Explain **two** different ways that the term 'global village' can relate to the use of social media technologies.

1 .....

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2 .....

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.....[4]

(c) Explain **two** advantages that independent media producers might gain from using social media channels.

1 .....

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2 .....

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.....[4]

3 (a) Identify **two** ways that the term 'moral panic' relates to the use of social media channels.

1 .....

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[2]

(b) Identify **one** reason why media audiences need to regulate the personal information they share across social media channels.

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.....[1]



**SECTION B**

InTouch Radio is a new online radio station that will be launched in June ready for the summer holidays. Listeners will be able to stream a live broadcast every evening between 7pm and 11pm. Listeners will also be able to use a downloadable app or the station website to stream podcasts at other times.

InTouch Radio will play contemporary summer chart hits and classic dance tracks aimed at a 16 to 30-year-old target audience. Initial research has shown that this demographic tend to use these types of music to get into the ‘holiday spirit’. This is where InTouch Radio aims to pitch itself.

InTouch Radio already has two main sponsors. They consider that the radio station will help the marketing of their products;

- SwimWithU – a popular line in swimwear for both men and women
- Shine – a well-known brand of sunscreen and tanning products.

**5\*** Develop a social media campaign for the launch of InTouch Radio.

In your campaign you must include the following aspects:

- key content of the campaign, including use of synergy and key sponsors
- distribution channels used by the marketing team to reach audiences to promote the launch
- key milestones in the campaign and review dates at each stage.

**[30]**

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**END OF QUESTION PAPER**



**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

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A series of horizontal dotted lines for writing, spanning the width of the page.

A series of horizontal dotted lines for writing, spanning the width of the page.



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