

Cambridge Technicals
Digital Media

Unit 1: Media products and Audiences

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for June 2017

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Question		Answer/Indicative content	Mark	Guidance
Section A				
1	a	Two marks for full explanation e.g. <ul style="list-style-type: none"> Social grade is sometimes called ABC1s. which is based on a household's income (1) Media companies use this to target audiences for products and brands (1) 	2	Candidates may demonstrate understanding by stating the social grade system was originally used by the NRS, but has been appropriated by other organisations that analyse media data. Answers should reference the product/brand/company.
1	b	Two marks for each interpretation. (Max Four). e.g. <ul style="list-style-type: none"> Difference in terms of age (1) as middle aged people are likely to have better jobs and therefore have higher disposable income (1) Difference in social grades (ABC1) (1) as the higher the social grade the more disposable income (1) 	4	Candidates will outline two interpretations. It is likely the candidates will respond with the fact that middle age and those of a higher grade have a greater disposable income and can afford a large screen TV. Candidates may reference specific job roles as examples.
2	a	<ul style="list-style-type: none"> Two marks for an explanation e.g. People watching programmes on demand (1) instead of at the scheduled time (1) TV audiences watching programmes at different times (1) to traditional scheduling models (1). 	2	Candidates may reference catch up services such as All 4. If candidates mention repeat in the answer this should also be rewarded.
2	b	Two marks for each well stated reason (max Six) e.g. <ul style="list-style-type: none"> Proliferation of other media and online content (1) means that audiences can watch whenever they want (1) People are living increasingly busy lives (1) and demand TV means can still watch programmes (1) Technology is portable (1) so people can watch TV in places other than at home (1). 	6	Candidates may reference examples of online streaming or video on demand / catch up services (e.g. BBC iPlayer, All 4) or technologies (e.g. iPad, Kindle Fire) as part of their answer.
3	a	Two marks for each full explanation of how data can be used e.g <ul style="list-style-type: none"> 73% of adults read magazines (1) so online editions and apps should be produced (1) 	4	Candidates may also comment on why women's magazines are popular, which may reference celebrity content/price compared to more niche publications. Need to use the data for full two marks.

Question		Answer/Indicative content	Mark	Guidance
		<ul style="list-style-type: none"> 71% of adults consume magazines on a weekly basis other than titles aimed at women (1) so there is still a large market for magazines targeting men or niche interests (1) 		
Section B				
4	a	<p>Up to Four marks for a full explanation e.g.</p> <ul style="list-style-type: none"> Conglomerate ownership is when a large company, such as New Corp (1) holds a number of subsidiary companies (1) whereas an independent company, such as Sumo Digital(1) is not owned by a parent company(1). 	4	Candidates will explain the difference between a conglomerate and independent company. Other examples of conglomerates may include Disney or Viacom, and an independent company might be Warp or Let There Be Light Productions.
4	b	<p>Three marks for each advantage with expansion and example e.g</p> <ul style="list-style-type: none"> Conglomerate companies use horizontal integration (1) to promote products (1) with Disney promoting Star wars with the cartoons and films (1) Conglomerate companies have more money (1) so can advertise and market their products more (1) such as Sky Sports appearing in adverts on a number of different platforms (1) 	6	Candidates may reference large conglomerate such as Viacom, Sony, Disney, News Corp and their specific products.
4	c)	<ul style="list-style-type: none"> One mark each for the name of a cross media company It may be a conglomerate or public service company. 	2	Candidates are likely to give answers such as BBC, Sony, Disney and possibly provide examples of the difference subsidiaries (e.g. BBC Worldwide, BBC Online).
5		<ul style="list-style-type: none"> Two marks for each job role with explanation of contribution to the production process e.g. Camera operator (1) will contribute to the filming of a TV programme or feature film at the stage of production (1) Script writer (1) will contribute to writing the screenplay at the stage of pre-production when making an audio-visual media product. 	4	Candidates can pick any media sector they have studied so answers may feature job roles across a variety of mediums including games, film, TV, animation, radio, print and web.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
6		<ul style="list-style-type: none"> The answer will be dependent on the media sector and the products discussed in class.. The answer will provide examples of how generic conventions of a particular medium and specific genre create meaning for the audience. 	12	<ul style="list-style-type: none"> This answer will be an extended response that will discuss how genre has been used to create meaning in a specific product. Answer will focus on a specific medium and will look at how the macro concept of genre has been used by producers. Examples will be dependent on medium (e.g. for audio-visual texts it will be expected that terminology such as mise-en-scene, camerawork (including shot types (CU, LS, MS etc., angles, composition and movement), editing techniques (continuity and non-continuity) and sound are used). The answer will address meaning using genre theory (Neale, Altman). 	<p>9-12 Excellent understanding of how genre conventions have been used by producers to create meaning within a specific media product is demonstrated. The examples used from products to support ideas are wholly appropriate and justified. Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology.</p> <p>5-8 Good understanding of how genre conventions have been used by producers to create meaning within a specific media product is demonstrated The examples used from products to support ideas are appropriate and partly justified. There will be some errors of spelling punctuation and grammar some of which may be noticeable and intrusive.</p> <p>1-4 Limited understanding of how genre conventions have been used by producers to create meaning within a specific media product is demonstrated The examples used from products to support ideas are</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>sometimes appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility.</p> <p>0– no response or no response worthy of credit.</p>

MARK SCHEME FORMAT 1

Question		Answer/Indicative content	Mark	Guidance
7		Two marks for each technical convention with example e.g. <ul style="list-style-type: none"> In printed magazines a consistent house style (1) will be used to show the importance of articles (1) The quick use of cutting to different camera shots(1) conveys speed of action in films (1) 	4	Candidates will reference a specific media product and therefore a variety of technical conventions will be referred to (e.g. use of a consistent house style is a likely answer for print, variety of camera movements such as a tracking, panning, zoom etc. are likely to be referenced for audio-visual).
8	a	Three marks per explanation of how social media can be used plus expansion and example e.g. <ul style="list-style-type: none"> Twitter (1) has been used to promote the Hunger Games films (1) by pushing messages about the Hunger Games online game (1) Pinterest (1) was used by Nike in their Nike Women campaign (1) by posting images of Ellie Goulding in their kit running (1) 	6	Candidate answers are likely to include social media channels such as Facebook, Twitter, YouTube, Pinterest, Instagram, Flickr and therefore responses will be wide ranging.
8	b	Two marks for each description of an advantage e.g. <ul style="list-style-type: none"> Viral nature of social media allows for mass distribution of information (1) such as “Dumb Ways To Die” animation for Australian Health and Safety (1) Multimedia distribution is possible across a variety of platforms (1) as used by Coca Cola with the Coca Cola Life product on billboards, digital screens, as well as TV and mobile devices (1) 	4	These will include specific advantages and candidates may compare against traditional advertising methods to explain these further.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
9		<ul style="list-style-type: none"> The answer will feature a specific sector and the regulatory practices and organisation will be identified. 	12	<ul style="list-style-type: none"> Candidates can pick any product they have studied and will look at the regulatory practice 	Level 4 16-20 An excellent understanding of media regulation and related theory is

Question		Answer/Indicative Content	Marks	Guidance	
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		<ul style="list-style-type: none"> The candidate will make reference to the media effects debate and theoretical ideas as part of their answer. The answer will show consideration of both problems of current regulation in the sector and the effectiveness; reward should be given for building of an argument. The answer will feature examples from the media product. 		<ul style="list-style-type: none"> This answer may not be balanced. Top answers are likely to demonstrate and understanding of relevant media effects theory and contemporary debate (Mulvey, Cohen, Gauntlett) and choice of theorists is likely to depend on the medium and product chosen. The answer may reference the history of regulatory bodies and practice in order to support ideas about problems of contemporary practice. 	<p>demonstrated for a specific sector. The examples used from media products and audiences to support ideas are wholly appropriate and justified. Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology. There may be few, if any, errors of spelling, punctuation and grammar.</p> <p>Level 3 11-15 A good understanding of media regulation and related theory is demonstrated for a specific sector. The examples used from media products and audiences to support ideas are appropriate and sometimes justified. There will be some errors of spelling punctuation and grammar but these are unlikely to be intrusive or obscure meaning.</p> <p>Level 2 6-10 A basic understanding of media regulation and related theory is demonstrated for a specific sector. The examples used from media products and audiences to support ideas are mostly appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>Level 1 1-5</p> <p>Limited understanding of media regulation and related theory is demonstrated for a specific sector. The examples used from media products and audiences to support ideas are sometimes appropriate. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility.</p> <p>0– no response or no response worthy of credit.</p>

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