

## Tuesday 10 January 2023 – Afternoon

### Level 3 Cambridge Technical in Digital Media

**05843/05844/05845/05846/05875** Unit 1: Media products and audiences

**Time allowed: 2 hours**

**C360/2301**



**You must have:**

- the Insert



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

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Last name

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Date of birth

D	D	M	M	Y	Y	Y	Y
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#### INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.
- Use the Insert to answer the questions in Section A.

#### INFORMATION

- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document has **12** pages.

#### ADVICE

- Read each question carefully before you start your answer.

**SECTION A**

Answer **all** the questions.

Use **Fig. 1** and your own knowledge to answer the following questions.

**1 (a)** Identify **three** interpretations about the relationship between age and social media use.

1 .....

.....

2 .....

.....

3 .....

.....

**[3]**

**(b)** Explain **one** of the interpretations that you made in **1(a)**.

Interpretation number from **1(a)** .....

.....

.....

.....

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.....

.....

**[3]**

Use **Fig. 2** and your own knowledge to answer the following questions.

**2 (a)** Identify **three** interpretations about the relationship between different activities and social media use.

1 .....

.....

2 .....

.....

3 .....

.....

**[3]**

**(b)** Explain **two** reasons for **any** of the percentages for the 'Out socialising and shopping' activity.

1 .....

.....

.....

.....

2 .....

.....

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.....

**[4]**

Use **Fig. 3** and your own knowledge to answer the following questions.

- 3 (a) Identify **one** interpretation that can be made about the devices audiences use to watch the most popular TV programmes.

.....  
..... **[1]**

- (b) Identify and explain **two** reasons that could account for the popularity of soap operas in the list of most popular TV programmes.

1 .....

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2 .....

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..... **[6]**

**SECTION B**

Answer **all** the questions.

- 4 (a)** Identify **four** specialist providers in a media industry you have studied.

Media industry: .....

- 1 .....
- 2 .....
- 3 .....
- 4 .....

**[4]**

- (b)** Referring to **one** of the specialist providers identified in **4(a)**.

Identify and describe **two** ways that the products they produce reflect their ownership model.

Specialist provider: .....

- 1 .....
- .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....

**[4]**

5 (a) Using a **different** media industry to the one used to answer **Question 4**.

Identify **two** production processes that are used when creating products in this media industry.

Media industry: .....

1 .....  
.....

2 .....  
.....

[2]

(b) Identify **one** job role in the industry identified in **5(a)** and explain how this role contributes to the production of a digital media product.

Job role: .....

.....  
.....  
.....  
.....  
..... [3]



7 (a) Identify **one** difference between a mainstream and a niche audience.

.....  
..... [1]

(b) Identify **two** niche digital media products and explain how the content appeals to their target audiences.

Use examples to support your answer.

1 .....

.....

.....

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2 .....

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[4]



- 8 (a) Explain how the use of 'pop-up' advertisements relates to the concept of technological convergence.

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..... [3]

- (b) Identify **one** method of traditional advertising. Explain why this method of advertising is still relevant today.

Method of advertising: .....

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..... [4]

9\* 'The self-regulation of digital media products in the digital age can adequately protect an individual audience member.'

Using your knowledge about the media effects debate and regulation, discuss the accuracy of this statement.

Use examples to support your answer.

[20]

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**END OF QUESTION PAPER**



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