OCR
Oxford Cambridge and RSA

Thursday 9 January 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Time allowed: 2 hours
C360/2501

C360/2501

You must have:
- the Insert (inside this document)

05843-01

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

Centre number | | | | | | Candidate number | | | | |

First name(s) _____

Last name _____

Date of birth | D | D | M | M | Y | Y | Y | Y |

INSTRUCTIONS
- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined page at the end of this booklet. The question numbers must be clearly shown.
- 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

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

1

(a) Identify **three** interpretations that can be made about the best-selling video games.

1 .....

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2 .....

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3 .....

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

(b) Explain **one** possible reason why a lot of the video games feature Mario.

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

(c) Explain **one** possible reason for the popularity of the number one best-selling video game.

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

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

2

(a) More males than females play video games based on the 'addictive' characteristic.

Identify **two** other interpretations for the different ways male and female gamers play.

1 .....

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2 .....

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[2]

(b) Identify and explain **two** possible reasons why more males might play **addictive** video games than females.

1 .....

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2 .....

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[4]

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

3

(a) Identify **one comparison** about the value of the gaming industry between the years of 2016 and 2022.

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

(b) Identify and explain **two** possible reasons why there has been a **continual increase** in the revenue of video games in the UK since 2016.

1 .....

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2 .....

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[4]

Section B

4

(a) Identify **three** different operating models of media ownership.

1 .....

2 .....

3 .....

[3]

(b) Explain how **one** television company you have studied uses their structure to promote **one** of their programmes.

Television company: .....

Programme: .....

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[4]

(c) Identify **two** commercial objectives of a digital media company.

1 .....

2 .....

[2]

5 Identify and explain **two** parts of the production process for a digital media product.

1 .....

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2 .....

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[6]

6* Discuss how **mise-en-scene** and **camerawork** are used to create representations in a digital media product you have studied.

Use examples and theoretical ideas to support your answer. **[15]**

7

(a) Explain the term **mainstream target audience**.

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..... **[2]**

(b) Identify **three** differences between qualitative and quantitative data.

1 .....

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2 .....

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3 .....

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[3]

8

(a) Explain why **technological convergence** relates to the use of social media.

Use examples to support your answer.

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

(b) Identify and explain how **one** film trailer you have studied has been successful in promoting the film.

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..... **[2]**

9* ‘Every media product in the digital age should be censored so that it does not cause harm or offence’.

Discuss the accuracy of this statement considering the effects of digital media and the role of regulatory bodies.

Use examples and theoretical ideas to support your answer. **[20]**

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END OF QUESTION PAPER

EXTRA ANSWER SPACE

If you need extra space use this lined page. You must write the question numbers clearly in the margin.