

Friday 23 May 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 6: Social media and globalisation

Time allowed: 1 hour 30 minutes

C364/2506

No extra materials are needed.



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)

Last name

Date of birth

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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.

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 has **12** pages.

ADVICE

- Read each question carefully before you start your answer.

2
Section A

- 1**
- (a)** Identify **four** social media products used by media industries to distribute television programmes.
- 1
- 2
- 3
- 4 **[4]**
- (b)** Identify **two** personal uses of social media.
- 1
-
- 2
- **[2]**
- (c)** Identify and explain **one** reason why the concept of globalisation can be linked to the use of social media technologies.
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- **[3]**

2

- (a) Explain how media producers have benefitted from a greater **generation of funding** from social media use.

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..... [3]

- (b) Identify and explain **one** way that bias and ideology might have an impact on the content posted across social media channels.

Use an example from **social media content you have studied** to support your answer.

Social media example:

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..... [4]

- 3** Identify **two** online project planning tools that industry professionals could use to collaborate with team members.

1

2

[2]

- 4** Explain how **two** social media marketing campaigns for films you have studied targeted their audience.

1

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2

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[4]

- 5** Discuss how **two** social media products have been used to communicate **one** news story to audiences.

Use examples to support your answer.

News story:

[8]

Section B

VicDocuRadio is a new, commercial radio station, focused on the broadcasting of biographical and music documentaries.

The primary target audience is 24–55-year-old adults interested in niche and mainstream musicians.

VicDocuRadio want a social media marketing campaign to promote the launch of the station in six months' time.

The campaign will link to the social media accounts of well-known music journalists, Kai Douglas and Jamila Hutton, who will be presenters.

VicDocuRadio have sponsorship from the music channel AutoTune TV and clothing company RetroMusic Co. Fashion.

- 6*** Develop a social media marketing campaign that will promote the launch of the VicDocuRadio station.

In your campaign, you must include the following aspects:

- creative content for the campaign and key milestones when releasing it
- social media channels used to reach the full age range of the target audience
- use of marketing tools to maximise the success of the key objectives of the campaign and monitor engagement.

You should justify your choices and decisions made.

[30]

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