

Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

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
plus your additional time allowance**

No extra materials are needed.

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined pages 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 (*).

ADVICE

Read each question carefully before you start your answer.

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.

[3]

2

- (a) Explain how media producers have benefitted from a greater **GENERATION OF FUNDING** from social media use.

[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: _____

[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

2

[4]

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

Use examples to support your answer. [8]

News story: _____

[illegible]

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]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

EXTRA ANSWER SPACE

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

[illegible]

[illegible]



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