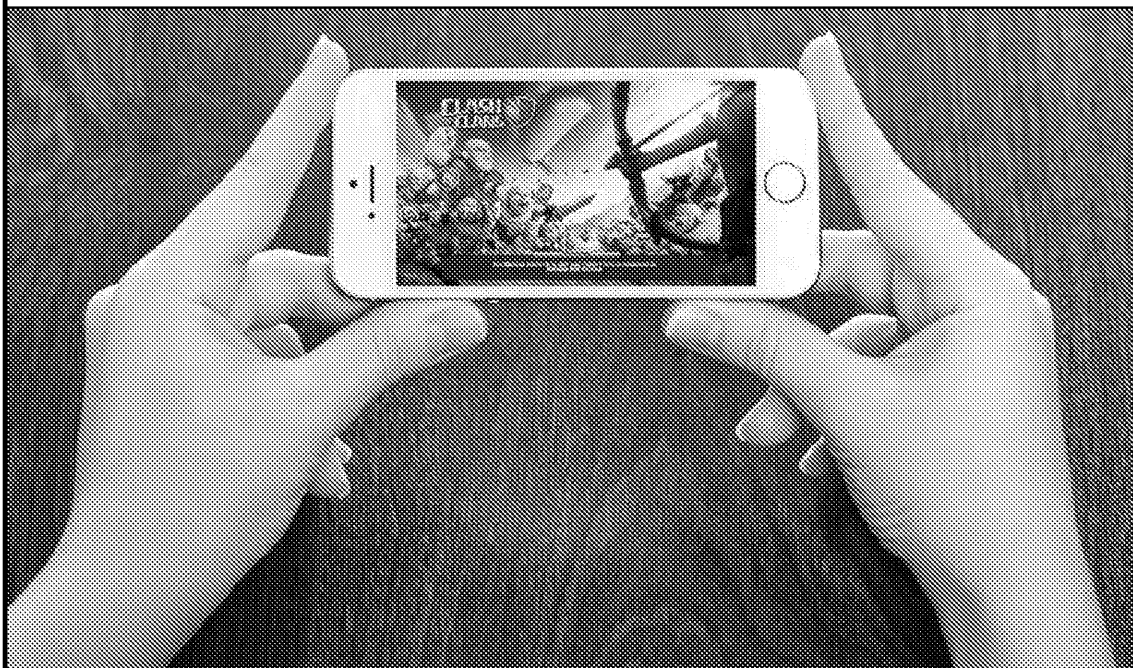


Practice Papers for BTEC First

Unit 1: Digital Media Sectors and Audiences

A KASPRZYCA



POD 5567

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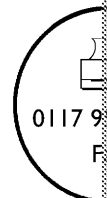
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Teacher's Introduction

Across these four practice papers, we have tried to cover as much of the Unit 1 specification as possible.

At the start of this specification, we really only have the specification, the delivery guide and the sample assessment materials available to help us to plan and structure these papers. We have tried to balance the question asked and the balance of the paper.

We have chosen to mimic the structure of the sample paper in terms of the type of questions (i.e. the format and number of marks) and the coverage of topics (i.e. the proportion of questions covering each learning aim). However, if you have looked closely at the sample paper from Edexcel, you will notice that it is heavily weighted to Learning Aim B, whereas the Delivery Guide¹ suggests weighting of 45% for Learning Aims A, B and C respectively.

However, further practice of the 8-mark 'Discuss' questions is provided at the end of the book in the 'Extension Questions'.



Analysis of sample paper produced by Edexcel (see www.btec.co.uk)

Type of question
1–4 mark questions <i>Including multiple choice</i>
5-mark multi-part questions: 1. Case study 'scenarios' 2. Simple graph to read (1 mark) and explain given trend (4 marks)
8-mark discuss/analyse questions

So the structure is roughly:

- One-third 1–2 mark individual questions
- One-third 5-mark questions (multi-part so 1–2 marks per part)
- One-third 8-mark 'discuss' and 'analyse' questions

Marking guidance from SAMs

The sample assessment materials include some marking guidance. As always we have tried to follow the material produced by the board, but here are the key points that are useful for schools.

- Mark scheme are applied positively, meaning students are rewarded for what they get right, and do not lose marks for missing things out.
- Examiners will mark crossed-out answers unless an alternative is provided.



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* resulting from minor specification changes, suggestions from teachers and peer reviews, or occasional errors reported by customers

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¹ Edexcel BTEC First Award Delivery Guide Issue 1, December 2012

ZigZag Practice Exam

Supporting Edexcel BTEC Level 1 /

Candidate Name:

Creative Digital Media Practice

Unit 1: Digital Media Sectors and Audiences

Practice Paper 1

Time: 1 hour

Total Marks

Instructions

- Fill in the box at the top of this page with your name.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need*.

Information

- The total mark for this paper is 50.
- The marks for each question are shown in brackets – *use this as a guide as to how much time to spend on each question*.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Multiple-choice questions should be answered with a cross
If you change your mind about an answer, put a line through it
and then mark your new answer with a cross
Answer ALL questions.

- 1 SLR photography is an example of an analogue media product. Give **one** other

.....

- 2 Which **one** of the following is an example of a digital gaming product?

- ☐ A Advert
☐ B Cartoon
☐ C Simulation
☐ D Music Video

- 3 Give **one** example of a pre-production task when producing a film.

.....

- 4 Which **one** of the following would be part of the production process when making a film?

- ☐ A Budgeting
☐ B Coding
☐ C Pitching
☐ D Mixing Sound

- 5 Which **one** of the following would be considered a post-production activity?

- ☐ A Designing Sets
☐ B Image Manipulation
☐ C Production Meetings
☐ D On-set Photography

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6

Game On, a video game developer, have produced a new video game that is to be distributed for video game consoles. The developers want to work along with the television and digital media sectors to create products for a campaign to promote the video game.

- (a) Disks for video game consoles are a platform through which the video game can be distributed. Give **two** other **distribution platforms** which could be used to distribute the video game.

1

2

- (b) Give **one** way in which the television industry might work with *Game On* to create a promotional campaign for the film.

.....

.....

- (c) *Game On*'s promotional campaign is an example of cross-media synergy. Give **one** advantage to media producers of using cross-media synergy.

.....

.....

- 7 How are tablets an example of 'technological convergence'?

.....

- 8 Explain **two** disadvantages of the 'uses and gratifications' model of audience behaviour.

1

.....

2

.....

- 9 Give **two** advantages of collective enjoyment when consuming media products.

1

.....

2

.....

- 10 Name the regulatory body responsible for rating video game content in Europe.

.....

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11 What does the regulatory body ASA stand for?

.....

12 Explain **one** advantage for media producers of using consumer-generated content.

.....

.....

13 What is a Primary Audience?

.....

14 Explain **some** of the ways media producers can use to interpret and present data.

.....

.....

15

Deidre is undertaking some audience research on behalf of her school for the school's magazine. The school is hoping to launch a digital edition called E-Skool News. Deidre starts by using the Internet to investigate the circulation figures for school-based digitally published magazines. Deidre also reads other school magazines. The editor of the magazine then asks Deidre to conduct a questionnaire survey of the school to find out how many pupils from each school year read the school magazine. Happy with her findings, Deidre organises face-to-face interviews where she interviews the digital edition of the magazine and asks them what they think.

(a) Identify **one** method of primary research that Deidre undertakes.

.....

(b) Identify the quantitative research Deidre undertakes.

.....

(c) Which **two** methods of secondary research does Deidre undertake?

1

2

(d) One of the questions Deidre used in the interviews was rejected by the editor. Which **one** of the following questions would have been rejected for being inappropriate?

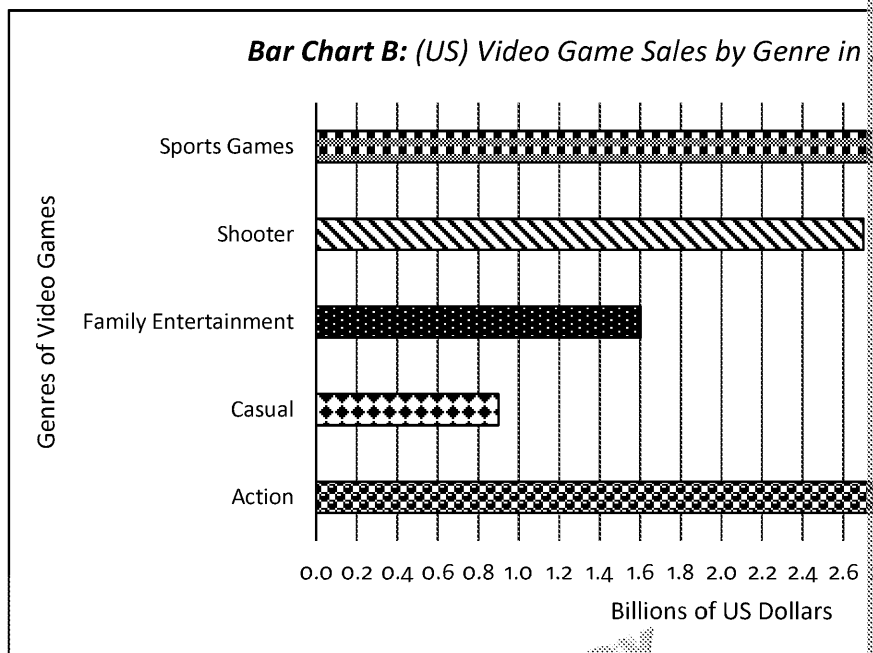
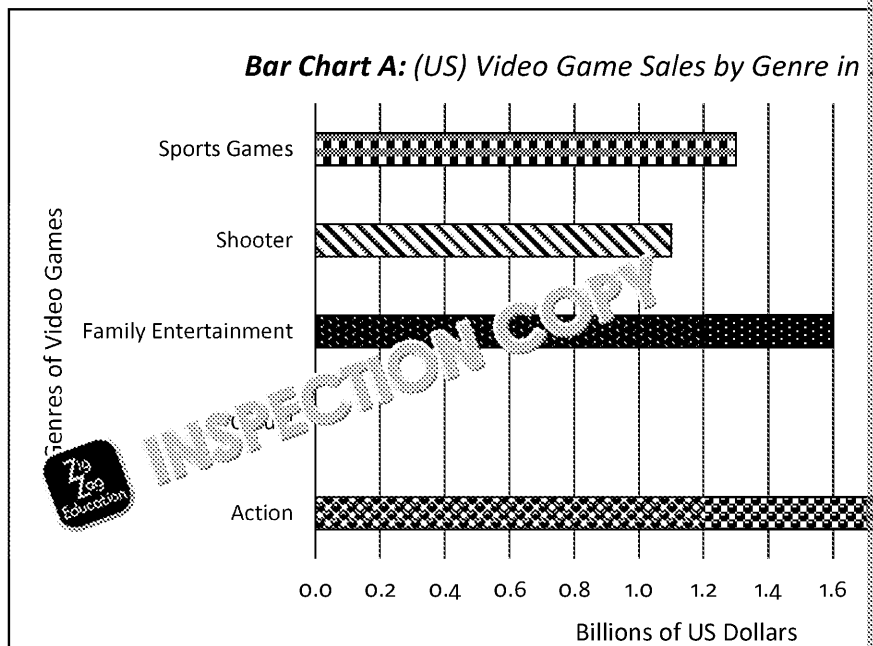
- ☐ A Have you subscribed to any e-magazines?
- ☐ B Do you read other e-magazines?
- ☐ C Do you have a digital device on which to read *E-Skool News*?
- ☐ D Did you like the fonts used on the title page?

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- 16 **Bar Chart A** and **Bar Chart B** below represent the breakdown of video game sales in 2007 and 2010.

Use the information in the bar charts to answer questions 16(a) and 16(b).



- (a) By how much have sales in action video games increased since 2007?

.....

- (b) Explain two ways in which digital media technology may have had an impact on video game sales since 2007.

1
.....

2
.....

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- 17 *Show Me* is a new photo sharing website aimed at 16–30-year-olds. The producers of the website want to capture their target audience and communicate their core values. Discuss how the producers of this website might use **navigation** to create meaning.

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- 18 Analyse how immediacy of digital media technology has changed the ways in which multimedia products are created and consumed.

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ZigZag Practice Exam
Supporting Edexcel BTEC Level 1 /

Candidate Name:

Creative Digital Media Practice Paper 2

Unit 1: Digital Media Sectors and Audiences

Practice Paper 2

Time: 1 hour

Total Marks

Instructions

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Advice

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- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Multiple-choice questions should be answered with a cross
If you change your mind about an answer, put a line through it
and then mark your new answer with a cross
Answer ALL questions.

- 1 Vinyl records are an example of what type of media product?

.....

- 2 Which **one** of the following is an example of a digital publishing product?

- ☐ A Podcasts
☐ B News papers
☐ C Television Commercial
☐ D Company Website

- 3 Give **one** example of a pre-production task when producing a podcast.

.....

- 4 Which **one** of the following would be part of the production process when making a television commercial?

- ☐ A Shooting footage
☐ B Shooting pick-up shots
☐ C Writing a script
☐ D Creating a jingle

- 5 Which **one** of the following would be considered a distribution activity?

- ☐ A Cast interviews
☐ B Shooting footage
☐ C Commercial shown on television
☐ D Casting

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6

On the Box, a television company, has produced a high-budget television drama they intend to distribute through TV broadcast. The company wants to work with other digital media sectors to create products to create audience awareness of the television drama.

- (a) TV broadcast is one platform through which the television drama is being distributed. Give **two** other platforms which could be used to distribute the television drama.

1
2

- (b) Give **one** way in which the publishing industry might work with On the Box.

.....
.....

- (c) On the Box's promotional campaign is an example of cross-media synergy. Explain **one** reason why cross-media synergy is advantageous to media organisations.

.....
.....

- 7 How are laptops an example of 'technological convergence'?

.....

- 8 Explain **two** advantages of the 'uses and gratifications' model of audience theory.

1
.....
2
.....

- 9 Give **two** advantages of solo enjoyment when consuming media products.

1
.....
2
.....

- 10 Name the regulatory body responsible for upholding advertising standards and codes.

.....

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11 Name the regulatory body responsible for the communications industries.

.....

12 Explain **one** disadvantage for media producers of using consumer-generated

.....

.....

13 Give **one** example of a secondary audience.

.....

14 Give **one** so media producers use audience profiling.

.....

.....

15

As part of his university assignment, Karl is undertaking audience research about the types of audience that play digital games. He starts by investigating figures and ratings of recent digital games by genre type. Happy with his findings, Karl then undertakes a product analysis on a digital game that was highly rated on a website he looked at during his research. Wanting to find out more about the audiences that play digital games, Karl decides to set up an online survey. He posts the link to on well-known gaming forums, as well as asking his friends to post the link on their social networking page to participate in the survey.

(a) Give **one** example of secondary research Karl undertakes.

.....

(b) Give **one** example of quantitative research Karl undertakes.

.....

(c) Identify **two** methods of primary research Karl undertakes.

1

2

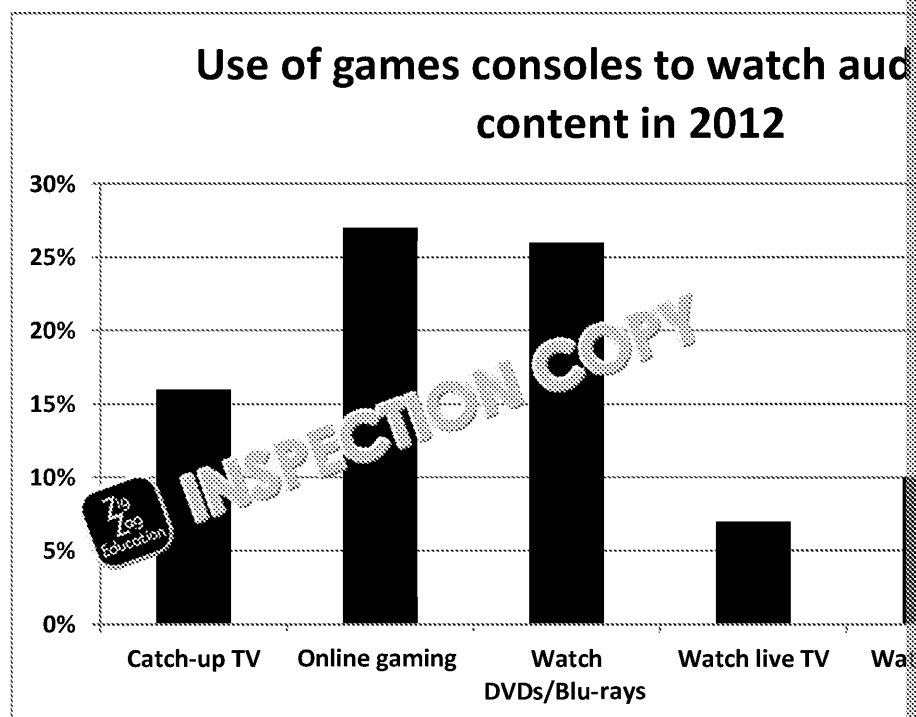
(d) Throughout his research, Karl aimed to be objective. Which **one** of the following is **not** objective research?

- ☐ A Directing this question to the focus group: Did you like how interesting the game was?
- ☐ B Ensuring that a large amount of people were asked to take part in the survey
- ☐ C Question within survey that reads: What did you think of the game?
- ☐ D Karl sharing his thoughts and opinions about the media product

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- 16 The bar chart below represents the breakdown in the use of game consoles in 2012 (OFCOM).



Participants: UK adults 16+
 Number of Participants: 1,958
 Question asked to participants: Which, if any, of these do you use your game console to watch audio content?

- (a) Which use can be considered the primary use of game consoles in 2012?

.....

- (b) Explain **two** ways in which digital media technology may have had an impact on the use of game consoles in 2012.

1

.....

2

.....



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- 17** *In the Know* is a new digital entertainment magazine aimed at 20–40-year-olds. The magazine wants the cover of their first edition to capture their target audience's values of 'honesty' and 'entertainment'.

Discuss how the producers of this magazine might use **representation** to create an audience on the cover of the digital magazine *In the Know*.

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18 Analyse how connectivity of digital media technology has encouraged a gro

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Supporting Edexcel BTEC Level 1 /

Candidate Name:

Creative Digital Media Practice Paper 3

Unit 1: Digital Media Sectors and Audiences

Practice Paper 3

Time: 1 hour

Total Marks

Instructions

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If you change your mind about an answer, put a line through it
and then mark your new answer with a cross
Answer ALL questions.

- 1 A JPEG is an example of what type of media product?

.....

- 2 Which **one** of the following is an example of a digital moving image product?

- ☐ A Poster
☐ B Magazine
☐ C Movie Soundtrack
☐ D Trailer

- 3 Give **one** example of a pre-production task when producing a game.

.....

- 4 Which **one** of the following would be considered part of the production process?

- ☐ A Writing Copy
☐ B Budgeting
☐ C Page Mock-ups
☐ D Sourcing Graphics

- 5 Which **one** of the following would be considered an exhibition activity?

- ☐ A Television Commercial
☐ B Cinema Viewing
☐ C Vox Pops
☐ D Trailer

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6

Write Publishing, a publishing company, has produced a new music magazine intend to distribute in supermarkets and newsagents. The company wants other digital media sectors to develop an online version of the magazine.

(a) Give **two** platforms which could be used to distribute the online version


1

2

(b) Give **one** way in which website developers might work with the publisher of the e-magazine.

.....

.....

(c)  Publishing is an example of cross-media synergy. What is cross-media synergy?

.....

.....

7 How are games consoles an example of 'technological convergence'?

.....

8 Explain why television viewing is considered 'passive viewing' whereas navigating the internet is 'active viewing'.

.....

.....

.....

.....

9 A cinema audience is one example of a collective audience. Give **two** other types of audience that can be collective.

1

2

.....

10 What is the regulatory body 'Ofcom' responsible for?

.....

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11 Name the regulatory body responsible for awarding film ratings.

.....

12 Explain how consumer-generated content is an example of cross-media.

.....

.....

13 What is a secondary audience?

.....

14 Explain how two different patterns of consumer behaviour are used by media.

.....

.....

15

Charlotte works for an advertising company and she has been asked by her manager to research people's responses to their latest promotional campaign to see whether it is effective. Charlotte begins by looking online at both the sales figures of the media product she was promoting and also website hits for the media product website. Charlotte then puts together a questionnaire which she conducts on the high street along with other methods of research. Happy with the amount of information she has gathered, Charlotte then holds a focus group to ask people what they thought about the media campaign.

(a) Give **one** audience statistic Charlotte looked at during her research.

.....

(b) One of Charlotte's telephone questions was rejected for being subjective. What was the question? How could the question have been changed so that it did not get rejected for being subjective?

.....

(c) Give **two** advantages of conducting audience research.

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2

(d) Which **one** of the following is a secondary research method that Charlotte used?

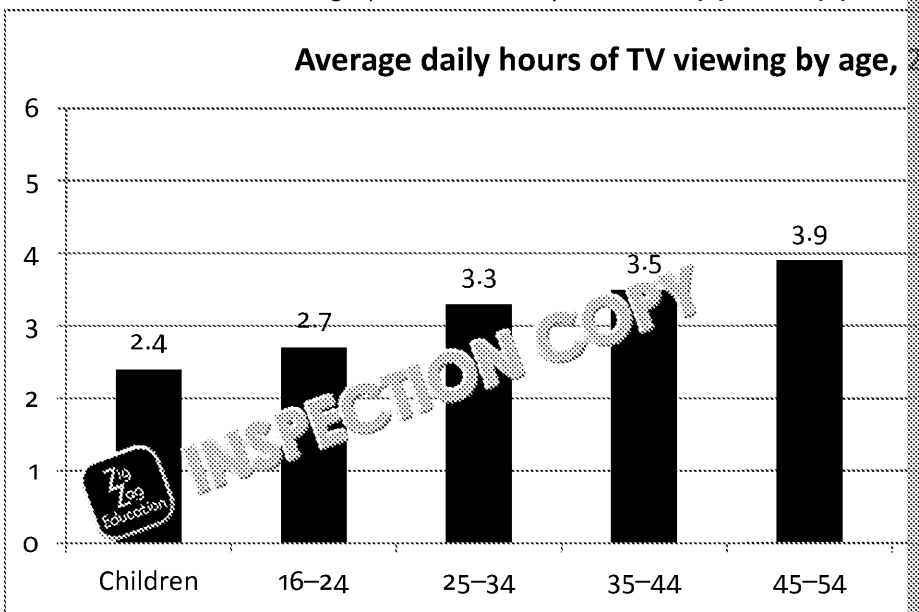
- ☐ A Focus Group
- ☐ B Producing a Questionnaire
- ☐ C Internet Research
- ☐ D Vox Pops

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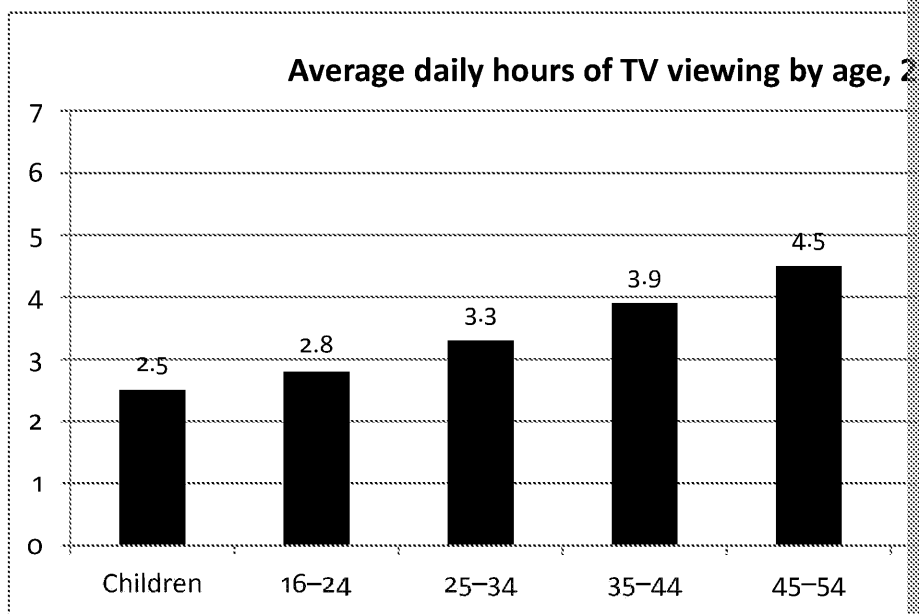


- 16 **Graph A** and **Graph B** below represent the breakdown of audiences by average daily hours of TV viewing in 2002 and 2011.

Use the information in the graphs to answer questions 16(a) and 16(b).



Graph A: Average daily hours of TV viewing by age, 2002



Graph B: Average daily hours of TV viewing by age, 2011

- (a) Which age group's average daily hours of TV viewing has not changed?

.....

- (b) Explain two ways in which digital media technology may have had an impact on TV viewing since 2002.

1
.....

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.....

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- 17** *Beauty 101* is a new television documentary aimed at 13–19-year-old females. The producers of the documentary want the TV commercial to capture their target audience.

Discuss how the producers of the documentary might use genre and narrative to target audience.

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- 18 Analyse how convenience of digital media technology has impacted upon the multimedia products.

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ZigZag Practice Exam
Supporting Edexcel BTEC Level 1 /

Candidate Name:

Creative Digital Media Practice Paper 4

Unit 1: Digital Media Sectors and Audiences

Practice Paper 4

Time: 1 hour

Total Marks

Instructions

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Information

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- The marks for each question are shown in brackets – *use this as a guide on how to allocate your time*.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Multiple-choice questions should be answered with a cross
If you change your mind about an answer, put a line through it
and then mark your new answer with a cross.
Answer ALL questions.

- 1 Analogue radio broadcast is an analogue media product that is gradually being replaced by DAB radio. Give **one** other example of a digital media product that has replaced an analogue product.

.....

- 2 Which **one** of the following is an example of a digital moving image product?

- ☐ A Music Download
☐ B Music Video
☐ C E-newspaper
☐ D Smartphone

- 3 Give **one** example of a post-production task when producing a movie soundtrack.

.....

- 4 Which **one** of the following would be considered part of the production process for a newspaper?

- ☐ A Page mock-ups
☐ B Pitching
☐ C Customising page appearance
☐ D Budgeting

- 5 Which **one** of the following would be considered a post-production activity?

- ☐ A Interviewing people for a news programme
☐ B Recce visit
☐ C Taking photographs for a newspaper article
☐ D Mixing sound for a film trailer

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6

Buy Me are an advertising company that have been approached to create a promotional campaign for a new tablet. The company are currently working in the television industry to create promotional material.

- (a) Give **one** way in which the television industry might work with *Buy Me* on the tablet.

.....

.....

- (b) Suggest **two** digital media platforms that the advertising company could use to create material for the campaign.

1
2

- (c) Suggest **two** examples of cross-media activities that *Buy Me* could consider.

1
2

- 7 How are MP4 players an example of 'technological convergence'?

.....

- 8 Give **one** example of passive media and **one** example of active media. Explain either passive or active.

Passive Media:

.....

Active Media:

.....

- 9 Give **two** examples of media where the audience can be only individual.

1
.....
2
.....

- 10 What is the regulatory body PEGI responsible for?

.....

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11 What is the regulatory body PCC responsible for?

.....

12 Give **two** examples of user-generated content.

.....

.....

13 Give **one** example of a primary audience.

.....

14 Give **one** way in which audience research information can be presented.

.....

.....

15

Lisa is undertaking audience research on behalf of her local radio station launching a new podcast feature called *Tune In*. She starts by using the internet to investigate listener figures of other radio station podcasts. Lisa's manager suggests she should go out onto the high street to conduct a survey and collect a sample of people to find out what type of audience listens to the radio stations. Happy with this, Lisa then organises a focus group where she shares a prototype of the podcast and asks the participants in the focus group what they think.

(a) What is primary research?

.....

(b) Give **one** reason why Lisa decides to conduct qualitative research.

.....

(c) Give **two** disadvantages of conducting audience research.

1

2

(d) Lisa's manager suggests she should conduct further audience research. What other primary research could Lisa undertake?

- ☐ A reading reviews
- ☐ B Internet interviews
- ☐ C looking at surveys conducted by others
- ☐ D listening to other podcasts

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- 16 **Table A** and **Table B** below represent the breakdown of radio audience listening figures for 2005 and 2012.

Use this information in the tables to answer questions 16(a) and 16(b).

Quarterly Listening Figures ending December 2005		
Station	Population	Average hours per person
BBC Radio 1	49,377,000	2.0
BBC Radio 2	49,377,000	3.4
Classic FM	49,377,000	0.9
Heart FM	49,377,000	0.5
Kerrang! UK	49,377,000	0.1
Kiss UK	49,377,000	0.2
Smash Hits Radio	49,377,000	0.0
talkSPORT	49,377,000	0.4

Table A: Radio audience listening figures by radio station 2005

Quarterly Listening Figures ending December 2012		
Station	Population	Average hours per person
BBC Radio 1	52,352,000	1.5
BBC Radio 2	52,352,000	3.5
Classic FM	52,352,000	0.7
Heart FM	52,352,000	1.0
Kerrang! UK	52,352,000	0.1
Kiss UK	52,352,000	0.4
Smash Hits Radio	52,352,000	0.1
talkSPORT	52,352,000	0.3

Table B: Radio audience listening figures by radio station 2012

- (a) Which radio station had the highest average hours per person in December 2012?

.....

- (b) Explain **two** ways in which digital media technology may have had an impact on radio audiences since 2005.

1

.....

2


.....

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17 *Teach!* is a new podcast aimed at newly qualified teachers. The producers of the podcast want to capture their target audience and communicate the core values of 'education'.

Discuss how the producers of this podcast might use sound to direct or alert the listener.


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- 18 Analyse the impact that portability of digital media technology has had on multimedia products.

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Extension Questions

E1 Hollywood film producers are creating a trailer for a new action film called *Project X* that will be shown in cinemas early next year. The film is aimed at 15–35-year-old males. The producers want to make sure they reach their target audience.

Discuss how the producers might use editing to indicate or signify the genre to create interest.

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E4 A 30-second TV spot is released for a new crime drama, *The Department*. The brilliant detective. In the spot he is assessing a crime scene, a murder in the

Discuss how the spot is likely to reflect the genre of the show and draw in a

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Practice Paper Answers

Practice Paper 1

Question number	Answer
1	<p>1 mark for an example of an analogue media product.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • 8-track tapes • analogue radio broadcast • film strip (8 mm / 16 mm / 35 mm) • magazines • magnetic tape cassettes such as audio or VHS tapes • tape-to-tape systems (linear editing systems) • terrestrial TV broadcast • vinyl records <p>Accept any other appropriate answer where a valid analogue media product is identified.</p>
2	C – Simulation
3	<p>1 mark for an example of a film pre-production task.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • cast auditions • risk assessments • set construction • storyboard • production schedule • script writing • script read-through • costume design • set design • sourcing props • audience research • location scouting • rehearsals, budgeting • pitching <p>Accept any other appropriate answer that refers to a valid process within film production.</p>
4	B – Coding
5	B – Image Manipulation

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Question number	Answer
6 (a)	<p>1 mark for each distribution platform to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> digital download (including download via console or cloud platform such as Steam) mobile gaming (apps) online website
6 (b)	<p>1 mark for giving a way of the television industry working with <i>Game On</i> on the promotional campaign.</p> <p>Any one from:</p> <ul style="list-style-type: none"> The television industry may work with <i>Game On</i> to produce a series of TV programmes to promote the film through different stages of the campaign. <i>Game On</i> may allow the television industry to produce a factual programme 'making of...' the video game. The television industry may work with <i>Game On</i> to feature the video game in an entertainment show to promote the video game ('plugging').
6 (c)	<p>A linked response that makes reference to any one of the following points. Up to 1 mark for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Cross-media synergy raises/creates (national/global) awareness of the product and its target audience/demographic (1) to create revenue / to maximise profit (1). Cross-media synergy allows companies to utilise each other's skills (1), allow for wider distribution by using all media platforms available (1). <p>Accept any other appropriate answer, including answers where the points above are applied specifically to the <i>Game On</i> scenario.</p>
7	<p>1 mark for how tablets are an example of technological convergence.</p> <p>Any one from:</p> <ul style="list-style-type: none"> A tablet is not only a web browser but also a MP3/MP4 player, digital photo frame, gaming device, etc. A tablet is a device which has other functions beyond its primary technological function. A tablet has several functions/technologies converged within one device.
8	<p>A linked response that makes reference to any one of the following points. Up to 1 mark for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> Audiences may not know why they chose to watch what they did, or may not be able to explain fully (1) but rather offer reasons for why they have watched something which they have heard others mention (1). The theory does not support the idea that media use can be described as rational and often habitual (1), therefore audiences may not necessarily be consuming media for a particular gratification (1). The theory does not support the idea that media can sometimes be forced on the individual (1) and therefore look for any kind of gratification (1). The theory tends to generalise that audiences use media for a specific purpose and suggests that the audience is too individualistic (1).

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Question number	Answer
9	<p>1 mark for each example to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> Social Interaction – ability to discuss thoughts and ideas with other media text ‘Healthy’ Competition – increased motivation to do better, satisfaction Belonging – collective enjoyment brings a sense of belonging that part of (community aspect) <p>Accept any other appropriate answer.</p>
10	PEGI (Pan European Game Information)
11	Advertising Standards Authority
12	<p>A linked response that makes reference to any one of the following points for an explanation.</p> <ul style="list-style-type: none"> Media producers use consumer-generated content because it's cheaper than professional material (1) and therefore allows producers to work with lower budgets (1). As the audience is able to become contributors, the producer is able to tailor content to their interests (1) and this acts as ongoing audience research (1). Material is freely submitted by the member of the public (1) so it is not necessary for the media producer to acquire, find or source material (1). Material is often in the public domain (1), for example on social networks such as Facebook® so it is easy for media producers to get access or generate material for little if not no cost (1). Media producers can gain access to ‘pedestrian/secret/eyewitness’ footage as camera crews are forbidden access or were not present at the scene of a drama/incident/accident, etc. (1). Material created by consumers is up to date (1) and therefore the most relevant information for media producers, as they can gain access to up-to-the-minute information on events/incidents, etc. without too much hassle (1).
13	<p>1 mark for a definition of a primary audience with an appropriate example.</p> <p>Definition: Also known as the target audience, whom the media producer is trying to reach. The primary audience of <i>Vogue</i> magazine is women between the ages of 18 and 35.</p> <p>Accept any appropriate example.</p>
14	<p>A linked response that makes reference to any one of the following points for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Charts, Pie Charts, Graphs, Tables, Reviews <p>Can be used to:</p> <ul style="list-style-type: none"> Measure responses in quantifiable terms. E.g. how many in order to make a particular research data <p>Accept any other appropriate answer.</p>

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Question number	Answer
15 (a)	Any one of the following: <ul style="list-style-type: none"> Conducting a questionnaire to find out how many pupils read the magazine <i>E-Skool News</i> Conducting face-to-face interviews to find out what people think of the magazine <i>E-Skool News</i>
15 (b)	Conducting a questionnaire to find out how many pupils from each school magazine
15 (c)	1 mark for each method to a total of 2 marks. <ul style="list-style-type: none"> Internet research (1) Reading other schools' digital magazines (1)
15 (d)	D— Did you like the fonts used on the title page
16 (a)	\$1.6 billion
16 (b)	A linked response that makes reference to any one of the following for each example: <p>two from:</p> <ul style="list-style-type: none"> The portability of digital technology means that gamers are able to go using handheld devices / smartphones, etc. (1), allowing them to game wherever they are (1). The accessibility of digital technology has made some online casual games free, whereas other games are often paid for (1); allowing download for free increases the popularity of casual games (1). The convenience of digital technology means that gamers are not limited to a console that requires a connection to a power source (1); they can play whenever, wherever without too much commitment to the game (1). The connectivity of digital technology means that casual gamers can form a community (1) where they interact with one another through the internet. <p>Accept any other appropriate answer. Answers must focus on casual gaming.</p>

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Question number	Answer										
17	<p>Navigation is likely to include any of the following:</p> <ul style="list-style-type: none"> • Text links (hyperlinked text taking the user to different pages within the website) • Navigation bar (links for the website collected together in a vertical or horizontal bar) • Tab navigation (navigation links appear in a tab form and can be clicked into sections) • Dropdown menu (an initial menu that reveals another menu when hovered over the menu in a downwards motion) • Flyout menu (an initial menu that reveals another menu to the side when it is hovered over the menu) • Breadcrumbs (shows the path the user has taken to get to the page they are on) <p>Layout: Clear, consistent layout throughout the website which users are familiar with (user-friendly) or a complex layout that enables users to have a 'unique experience', such as different interactive elements to click on, and the use of images, etc.</p> <p>Integration of text with image: Slideshows may be evident; images with 'next' arrows could be used to direct the user through a variety of images with similar attributes or qualities, e.g. beach shots. A clear sense of integration of text and images within the website.</p> <p>Fonts: Different font styles, colours and sizes signify particular importance within the website, e.g. a larger, bolder and bright font could signify an album cover or a user to click the text.</p> <p>Directing users of the website: Unique user experience, sense of personalisation, e.g. login option to navigate web interface as a named user, user-friendly, sense of freedom, interactivity, etc.</p> <table border="1"> <thead> <tr> <th>Level</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points made, or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.</td></tr> <tr> <td>3</td><td>A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in detail. The majority of points made will be relevant and there is a clear link to the situation in the question.</td></tr> </tbody> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points made, or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.	2	Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.	3	A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in detail. The majority of points made will be relevant and there is a clear link to the situation in the question.
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Question number	Answer										
18	<p>Immediacy within digital media technology refers to the ability of t with media products instantaneously. Responses include the follow</p> <p>Increased speed: Access to information is immediate; can find any instantaneously with little effort. Digital technology becomes the f multimedia products over traditional media platforms such as mag have become more heavily reliant on digital technology to find out interact with others in a virtual space, and it has made it easier for multimedia products, etc.</p> <p>On-demand Media: Multimedia content is available 24/7; consum own media experiences by choosing wh consume particular m</p> <p>Advantages:</p> <ul style="list-style-type: none"> Kept up to Get information quickly <p>Disadvantages:</p> <ul style="list-style-type: none"> Text-based communication lacks character, e.g. lack of express Content online is not regulated and may not be accurate, and and dangerous Exposed to information that may not always be in the user's co <p>Examples of the changes in which audiences consume multimedia</p> <ul style="list-style-type: none"> Sending photo/video content through online instant messaging WhatsApp®, BBM®, etc. Media is on demand, e.g. Channel 4OD, BBC iPlayer. Communicate in real time, e.g. instant messaging such as AIM Messaging), Facebook Chat, BBM (BlackBerry Messenger) <table border="1"> <thead> <tr> <th>Level</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic po or one point with some discussion. Points have not been linke question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Some factors identified or a few key factors described. Mo will be relevant to the given context but the link will not al Most of the examples will be relevant to the given context always support the analysis.</td></tr> <tr> <td>3</td><td>Range of factors described or a few key factors explained i answer will be coherent and will be broken down some c issue into intelligible parts. The variety of factors will be r presented in a logical order. The examples will be relevant context and will support the analysis.</td></tr> </tbody> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic po or one point with some discussion. Points have not been linke question. One viewpoint discussed.	2	Some factors identified or a few key factors described. Mo will be relevant to the given context but the link will not al Most of the examples will be relevant to the given context always support the analysis.	3	Range of factors described or a few key factors explained i answer will be coherent and will be broken down some c issue into intelligible parts. The variety of factors will be r presented in a logical order. The examples will be relevant context and will support the analysis.
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Practice Paper 2

Question number	Answer
1	Analogue media products
2	B – E-newspapers
3	<p>1 mark for an example of a podcast pre-production task.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • script writing • audience research • meetings • writing interview questions <p>Accept any other appropriate answer that refers to a valid process with podcast production.</p>
4	A radio programme
5	A commercial shown on television
6 (a)	<p>1 mark for each distribution platform to a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> • Digital Download • DVD • Online Streaming (Internet Television) • Pay-per-view
6 (b)	<p>1 mark for giving a way the publishing industry might work with On the Box to promote the television drama.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • The publishing industry may work with On the Box to produce an advertising/print/poster campaign to promote the television programme. • On the Box may allow the publishing industry to produce a book about the television drama. • The publishing industry may work with On the Box to produce a magazine on the making of the television drama. • The press (magazines and newspapers) may publish content such as 'scenes' or 'interviews with' articles on the stars that feature in the television drama. • Coverage on front covers of magazines such as <i>TV Times</i> to 'plug' the television programme. <p>Any other appropriate answer.</p>
6 (c)	<p>A linked response that makes reference to any two of the following points to earn 2 marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Cross-media advertising raises/creates national and/or global awareness of a product to a wider target audience and demographic, which maximises profit • Cross-media synergy enables companies to utilise each other's skills and increases their visibility on a range of media platforms (which would be given just one skill set of one company) and allows for wider distribution • Cross-media synergy allows for a greater presence of a particular product in the public domain, i.e. increases brand awareness and becomes known by the audience

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Question number	Answer
7	<p>1 mark for how a laptop is an example of technological convergence.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Laptop is not just a personal computer but also is a web browser, music, library etc. Laptop is a device which has other functions beyond its primary function Laptop has several functions/technologies converged within one
8	<p>A linked response that makes reference to any one of the following points for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> It tends to view the internet as an active and engaging member of the audience / consumers of their own which have not been influenced by the media It tends to support the idea that consumers use the media for the purpose to fulfil certain gratifications (1). It tends to support the idea that audiences will respond differently to the media (1) and accounts for individual responses and polysemic readings (1)
9	<p>1 mark for each example giving a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> Privacy Convenience Individuality Accessibility Sense of control <p>Accept any other appropriate answer.</p>
10	ASA (Advertising Standards Agency)
11	Ofcom (The Office of Communications)
12	<p>A linked response that makes reference to any one of the following points for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Quantity of UGC media producers receive makes it difficult to manage and is quite time-consuming The reliability and accuracy of consumer material is a concern to media producers Material may not be within the guidelines that the media producers set The legalities associated with using UGC, it raises the question of copyright (for example), i.e. a consumer might pass off footage as their own when it is not something they have created UGC is not the same quality for the media producer
13	<p>1 mark for each example where a target audience and secondary audience are identified.</p> <p>Any two from:</p> <ul style="list-style-type: none"> Adults who take their children to see a children's film at the cinema Spouses who read their partner's lifestyle magazines (both males and females) <p>Accept any other appropriate answer.</p>

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Question number	Answer
14	<p>A linked response that makes reference to any one of the following marks for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> To identify the primary audience for a media product (1) in terms such as age, gender, occupation, etc. and media consumption habits To identify trends in consumer behaviour or audience consumption (where/when/why profiles change) (1) in order to understand the success of a particular product (1)
15 (a)	Internet research
15 (b)	Looking at sales figures and ratings of recent digital games.
15 (c)	<p>1 mark for each method to a total of 4 marks.</p> <ul style="list-style-type: none"> Product analysis Online survey
15 (d)	Quotation within survey that reads: What did you think of the media?
16 (a)	Online gaming
16 (b)	<p>A linked response that makes reference to any one of the following, with an appropriate explanation for each. Up to 2 marks for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> The portability of digital technology – movement and flexibility, telecommuting The accessibility of digital technology – no longer exclusive, inexpensive, user-friendly, accessible to non-professionals (user-generated content) The convenience of digital technology – free or cheap, user-friendly, large scale The convergent nature of digital technology – multimedia content simultaneously and is more readily available <p>Accept any other appropriate answer.</p>



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Question number	Answer										
17	<p>The cover is likely to include pictures of celebrities and real-life people (target audience) which conveys the key values of the magazine. Stereotyping alongside the use of typical conventions of entertainment magazines.</p> <p>Stylistic features:</p> <p>Representation/stereotyping of people on front cover: 'Real-life' people representative of the target audience. Use of positive and negative stereotypes.</p> <p>Audience identification: A specific genre with a particular set of conventions, setting, props, use of costume/colours etc.</p> <p>Use of magazine terminology: Buzz words, straplines, slogans, etc.</p> <table> <tr> <th>Level</th><th>Descriptor</th></tr> <tr> <td>1</td><td>No relevant material.</td></tr> <tr> <td>2</td><td>Only a small number of relevant but superficial or generic points identified, or one point with some discussion. Points have little link to the question. One viewpoint discussed.</td></tr> <tr> <td>3</td><td>Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the situation, but the connection to the scenario is sometimes unclear.</td></tr> <tr> <td>4</td><td>A lot of mostly relevant points made, or small number of points discussed in detail. Many perspectives are discussed in a balanced way. The majority of points made will be relevant and have a clear link to the situation in the question.</td></tr> </table>	Level	Descriptor	1	No relevant material.	2	Only a small number of relevant but superficial or generic points identified, or one point with some discussion. Points have little link to the question. One viewpoint discussed.	3	Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the situation, but the connection to the scenario is sometimes unclear.	4	A lot of mostly relevant points made, or small number of points discussed in detail. Many perspectives are discussed in a balanced way. The majority of points made will be relevant and have a clear link to the situation in the question.
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Question number	Answer										
18	<p>Connectivity of digital media technology refers to the global connectedness and the ability to 'be connected' wherever a consumer is.</p> <p>Responses include the following:</p> <ul style="list-style-type: none"> • Accessibility of digital media technologies, cheaper, quicker means used for social interaction as well as business interaction • Consumers' need for a sense of belonging, being part of 'something' • Enabling digital communities that allow people from all over the world to connect with one another • Staying in touch through social networking sites such as Twitter, Facebook, no matter where you are in the world • A global village – brings the world's people into 'closer' together, enabling meeting people from different cultures. Information is shared far more easily • The advent of virtual reality, which allows people to have experiences deemed impossible or difficult to do in real life • Examples of where connectivity of digital media technology has enabled digital communities, e.g. social networking sites such as Facebook, Twitter, such as WordPress, Tumblr, online gaming such as Xbox Live. 										
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Practice Paper 3

Question number	Answer
1	Digital
2	D – Trailer
3	<p>1 mark for an example of a game pre-production task.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Audience research • Budgeting • Character development (profiles) • Creating a production plan • Creating narrative and 'game levels', etc. • Game narrative • Identifying areas for funding • Prototyping • Storyboarding <p>Accept any other appropriate answer that refers to a valid process with game production.</p>
4	A – Writing Copy
5	B – Cinema viewing
6 (a)	<p>1 mark for each platform to a total of 2 marks.</p> <ul style="list-style-type: none"> • Digital Download • Website / Web page <p>Accept any other appropriate answer.</p>
6 (b)	<p>1 mark for giving a way website developers might work with the publisher to develop the e-magazine.</p> <p>Any one from the following:</p> <ul style="list-style-type: none"> • Create a flipbook to host the e-magazine • Develop the website • Develop an app associated with the website • Design/create the website • HTML/CSS/JavaScript coding for the website <p>Accept any other appropriate answer.</p>
6 (c)	<p>A linked response that gives a sound explanation and example.</p> <p>Where a media product can be distributed across a range of media platforms. The <i>Angry Birds</i> franchise is an excellent example of cross-media (game for mobile, PC, consoles, platforms, merchandising, etc.).</p> <p>Accept any other appropriate answer, including answers that apply to other media products.</p>
7	<p>1 mark for how games consoles are an example of technological convergence.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • A games console is not only a device for playing video games but also a television / browser / DVD player / MP3 player, etc. • A games console is a device which has other functions beyond its technological function. • A games console has several functions/technologies converged within one device.

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Question number	Answer
8	<p>A linked response that makes reference to any one of the following points for each explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Television viewing is considered 'passive viewing' as it is bombarded with messages such as TV commercials which the audience act upon without questioning. Television viewing is sometimes a background distraction where the viewer is not fully engaging with the content on-screen. <p>Any one from:</p> <ul style="list-style-type: none"> Navigating a webpage is considered 'active viewing' as the user interacts with the web links and content interactively. Navigating a webpage is considered 'active viewing' as the user is involved in what they interact with the product, i.e. they are not easily distracted by media messages.
9	<p>1 mark for each example giving a total of 2 marks.</p> <p>Any two from:</p> <ul style="list-style-type: none"> DVD viewers Online gamers Radio listeners Social networking TV audience
10	Ofcom regulate TV and radio sectors, fixed-line telecoms, mobiles, and the airwaves over which wireless devices operate in order to protect the public.
11	BBFC (British Board of Film Classification)
12	<p>User-generated content such as 'bedroom' film-making can be distributed on social media platforms using a variety of media forms, e.g. virally shared through social media sites, featuring as part of online news articles or screenshots of football matches on a magazine or newspaper, and use of audio for a radio show or podcast.</p> <p>Accept other appropriate answers.</p>
13	<p>1 mark for definition and example.</p> <p>Describes viewers who are considered outside the primary target audience, e.g. viewers that can affect consumption statistics if not accounted for, e.g. viewers of their partners' lifestyle magazines.</p> <p>Accept other appropriate examples.</p>

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Question number	Answer
14	<p>A linked response that makes reference to any one of the following points for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> To identify genre choices of the audiences (1) to further identify the market and also to speculate that a media product will be popular with the audience (dictated by patterns of consumer behaviour) (1) To identify what products the audience is consuming (1) to identify which products are popular and which media products are not popular To identify the impact of technology (1) on the consumption of media products To identify the impact of technology (1) on the consumption of media products and how it may lead to the innovation and creativity of new ways that consume media products (1)
15 (a)	<p>One from:</p> <ul style="list-style-type: none"> Sales figures Website hits
15 (b)	<p>What did you think of the campaign?</p> <p>Accept any other appropriate answer.</p>
15 (c)	<p>1 mark for each advantage to a total of 2 marks.</p> <ul style="list-style-type: none"> Ability to probe answers more deeply especially in focus groups or interviews Can be used to develop an audience profile Find out the likes and dislikes of the audience Large amounts of information can be collected from a large number of people in a short period of time Reach groups of people/individuals which would otherwise be difficult to reach through other means of research Research conducted through questionnaires and surveys are cost effective Tailored to the needs of the researcher <p>Accept any other appropriate advantage.</p>
15 (d)	C – Internet research
16 (a)	25–34
16 (b)	<p>A linked response that makes reference to any one of the following points for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> The convergent technology of Internet television has increased television viewers and now accounts for a proportion of viewers that did not exist previously Inexpensive digital technology is readily and more widely available for audiences to watch television (1). The portability of digital technology has made television 'on-demand' (BBC iPlayer) (1), allowing audiences to watch their favourite programmes when they want / able to download also (1). The portability of handheld devices that are able to play television content (e.g. smartphones) means that viewers are able to watch on the move (1), and watch the television they want to watch wherever they are, e.g. in the car. <p>Accept any other appropriate answer.</p>

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Question number	Answer										
17	<p>Generic elements that make the product recognisable of its type. The likely to include a group of young females aged between 13 and 19 (target audience). The TV commercial will clearly be typical of its genre and use of images and moods to appeal to the target audience.</p> <p>Narrative: Likely to be a 2-week series will look at a different aspect of the issue.</p> <p>Storyline</p> <p>Characterisation: Real people within the documentary that the target audience can identify with (identification), sense of realism</p> <p>Themes: Tackles themes of beauty, peer pressure, eating disorders (issues associated with this type of programme)</p> <p>Structures: Typical of a documentary, likely to be linear, follows one episode</p> <p>Narrative devices: mention of 'hooks', mode of address, use of dialogue. Through codes and conventions used within the TV commercial, the audience can recognise the type of programme and the content within it. The TV commercial ultimately tell a story (narrative) to create meaning for the audience. The audience will be able to relate to the narrative on some level.</p> <table border="1"> <thead> <tr> <th>Level</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points made or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Unbalanced, with more detail on one perspective than the other. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.</td></tr> <tr> <td>3</td><td>A lot of mostly relevant points made, or small number of points made but aspects discussed in detail. Many perspectives are discussed. A balanced discussion. The majority of points made will be relevant. There will be a clear link to the situation in the question.</td></tr> </tbody> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points made or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.	2	Unbalanced, with more detail on one perspective than the other. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.	3	A lot of mostly relevant points made, or small number of points made but aspects discussed in detail. Many perspectives are discussed. A balanced discussion. The majority of points made will be relevant. There will be a clear link to the situation in the question.
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Question number	Answer										
18	<p>Convenience of digital media technology refers to the ability of consumers to use digital media technology when it suits them, and has made it far more convenient for consumers to produce their own multimedia products and ultimately the ability to gain control over aspects of media production. Now more consumers are easily creating their own media, e.g. video clips, photos, apps, with ease.</p> <p>Producers include the following:</p> <ul style="list-style-type: none"> Consumers as producers – ‘Creation’ software is cheap or free, and it is relatively inexpensive to own semi-professional equipment such as digital editing software, etc. The ability to acquire this equipment has made it exclusive to a select few, giving a voice to a wider participation represented (niche) and not the mainstream, leading to an emergence of guerrilla filmmaking for example. Relationship between consumer/producer – When media was one-way (passive), the relationship between consumer and producer was not interactive. Digital media technology has enabled interactive media that is user-friendly, do not need a certain skill level or cost and therefore can be easily accessible for the consumer who can now own media. Convenience is not just restricted to the production stage – Consumers can exhibit and distribute their own media products without the need for professionals through online media such as YouTube (videos), Spotify (music), SoundCloud (music). Examples of where consumers previously relied on media professionals have become producers of ‘WeMedia’ (do-it-yourself) due to the availability of digital media technologies. These include: <ul style="list-style-type: none"> Filming and editing ‘bedroom film-makers’, e.g. Final Cut Pro, iMovie Photo manipulation, e.g. Adobe Photoshop, Adobe After Effects Music mixing ‘bedroom DJs’, e.g. GarageBand, Audacity, MixPad Website design, e.g. Adobe Dreamweaver Blogging and vlogging, e.g. WordPress.com, Blogger which are now used by businesses <table border="1"> <thead> <tr> <th>Level</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td>1</td><td>No relevant material.</td></tr> <tr> <td>2</td><td>Some factors identified or a small number of relevant but superficial or generic factors identified, or one point with some discussion. Points have no link to the question. One viewpoint discussed.</td></tr> <tr> <td>3</td><td>Some factors identified or a few key factors described. Most factors will be relevant to the given context but the link will not be clear. Most of the examples will be relevant to the given context but not always support the analysis.</td></tr> <tr> <td>4</td><td>Range of factors described or a few key factors explained in detail. Answer will be coherent and will have broken down some of the issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the context and will fully support the analysis.</td></tr> </tbody> </table>	Level	Descriptor	1	No relevant material.	2	Some factors identified or a small number of relevant but superficial or generic factors identified, or one point with some discussion. Points have no link to the question. One viewpoint discussed.	3	Some factors identified or a few key factors described. Most factors will be relevant to the given context but the link will not be clear. Most of the examples will be relevant to the given context but not always support the analysis.	4	Range of factors described or a few key factors explained in detail. Answer will be coherent and will have broken down some of the issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the context and will fully support the analysis.
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Practice Paper 4

Question number	Answer
1	Any one from: <ul style="list-style-type: none"> digital TV broadcast replacing analogue TV Internet radio replacing analogue radio CDs or MP3s replacing analogue vinyl and cassettes Accept any other appropriate answer.
2	B – Music Video
3	1 mark for an example of a movie soundtrack production task. Any one from: <ul style="list-style-type: none"> Working on the mix Editing sound Re-recording sound Dialogue editing Adding sound effects Placing sound against moving image Accept any other appropriate answer that refers to a valid process within the post-production of a movie soundtrack.
4	C – Customising page appearance
5	D – Mixing sound for a film trailer
6 (a)	1 mark for giving a way the advertising company can work with the tablet for the promotional campaign. Any one from: <ul style="list-style-type: none"> TV advert (general) TV advert (programme sponsor) 'Plug' the tablet on a television programme Product placement in television programmes
6 (b)	1 mark for each digital media platform to a total of 2 marks. Any two from: <ul style="list-style-type: none"> TV broadcast Radio broadcast (sound bite) Cinema release DVD Pay-per-view Web, apps or other online content
6 (c)	A linked response that makes reference to any one of the following platforms for an explanation: <ul style="list-style-type: none"> TV/Radio adverts Website Email campaign Viral (social networking, e.g. video clips, flash games, advergames) Accept any other appropriate answer, including answers where the platform is applied specifically to the scenario in the question.

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Question number	Answer
7	<p>1 mark for how an MP4 player is an example of technological convergence.</p> <p>Any one from:</p> <ul style="list-style-type: none"> An MP4 player is not only a portable media (music, photos) player but also a web browser. An MP4 player is a device which has other functions beyond its primary function. A MP4 player has several functions/technologies converged with it.
8	<p>A linked response that makes reference to any one of the following points for each explanation.</p> <p>Passive: any relevant example, such as:</p> <ul style="list-style-type: none"> Watching television, e.g. news Watching films Reading magazines Reading newspapers Listening to radio broadcasts Exposure to adverts <p>Active: any relevant example, such as:</p> <ul style="list-style-type: none"> Watching television that encourage viewers to phone in / vote, etc. Multimedia Gaming Photo slideshows <p>Passive media – media that requires observation rather than active engagement or questioning of media texts</p> <p>Active media – media that requires audience interaction and engagement to acquire the full meaning or message embedded within a media product</p>
9	<p>1 mark for each example giving a total of two marks.</p> <ul style="list-style-type: none"> Reading an e-magazine Reading an e-newspaper Web surfing <p>Accept any other appropriate answer.</p>
10	Video game classification
11	The self-regulation of the press, e.g. newspapers and magazines, by responding to complaints about the editorial content with newspapers and magazines that do not withhold the standard of the Code of Practice
12	<p>A linked response that makes reference to any one of the following points for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> Material created by a non-media professional, e.g. the consumer Mobile phone video clips (newsgathering) Mobile phone sound recordings (newsgathering) Wikipedia Blogs Vlogs <p>Accept other appropriate answers.</p>

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Question number	Answer
13	<p>1 mark for an example of a primary audience.</p> <p>Example: the primary audience of <i>Vogue</i> magazine are women in the interests in fashion.</p> <p>Accept appropriate answers.</p>
14	<p>A linked response that makes reference to any one of the following for an explanation.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Audience profiles (categorise the audience) • Charts • Pie charts • Graphs • Tables <p>Can be used to analyse patterns of consumer behaviour either qualitatively or quantitatively.</p> <p>Accept any other appropriate answer.</p>
15 (a)	Refers to information obtained first-hand from the audience
15 (b)	Lisa wants to measure individual opinions, attitudes and behaviours in responses in quantifiable terms.
15 (c)	<p>1 mark for each disadvantage totalling 2 marks.</p> <p>Any one of the following:</p> <ul style="list-style-type: none"> • Biased questions and answers • Can be quite time-consuming • Designing questions that will give only certain responses • Lack of detailed responses • One person may try to dominate a focus group session • People taking part in focus groups may not offer their true opinion or the general consensus • Responses open to interpretation • Risk of unclear conclusions derived from research conducted
15 (d)	B – Internet interviews

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Question number	Answer										
16 (a)	BBC Radio 2										
16 (b)	<p>A linked response that makes reference to any one of the following for each explanation.</p> <p>Any two from:</p> <ul style="list-style-type: none"> The portability of digital technology means that listeners are able on the move much more easily (Wi-Fi hotspots, etc.) (1), allowing wherever they are (1). The accessibility of radio on the Internet has increased radio audio internationally (1) and now accounts for a proportion of listeners previously (1). The convergent technology of Internet radio allows multimedia (streaming) to be viewed simultaneously (1) so interviews/stars/presenters can be seen and heard (1). The availability of digital technology has made some radio content available to following audiences to download podcasts of their favourite radio. <p>Accept any other appropriate answer.</p>										
17	<p>The podcast is likely to include an intro/opening that will include the episode number, music (background), sound effects, hosts' names, and introduction (what will be discussed in the podcast episode).</p> <p>Figure expression: Verbal communications of the hosts of the podcast entertainment value (chemistry between the hosts, humorous, soothing listeners will want to listen, etc.)</p> <p>Sound used to draw attention, communicate particular messages and Discussion of the types of sound used in the podcast giving an example why this type will direct or alert the listener, e.g. incidental music, background jingles, voiceovers, sound effects, dialogue, levels, perspective.</p> <table> <tr> <th>Level</th><th>Descriptor</th></tr> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Unbalanced, with more detail on one perspective than the other mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.</td></tr> <tr> <td>3</td><td>A lot of mostly relevant points made, or a small number of important aspects discussed in detail. Many perspectives are discussed in discussion. The majority of points made will be relevant and have a clear link to the situation in the question.</td></tr> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.	2	Unbalanced, with more detail on one perspective than the other mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.	3	A lot of mostly relevant points made, or a small number of important aspects discussed in detail. Many perspectives are discussed in discussion. The majority of points made will be relevant and have a clear link to the situation in the question.
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Question number	Answer										
18	<p>Portability of digital media technology refers to the consumer to access being on the move with ease.</p> <p>Responses include the following:</p> <ul style="list-style-type: none"> • Movement and flexibility • Ability to connect to the Internet using your mobile phone (smartphone, e.g. walking to the shops (accessing Internet anywhere with 'Hot Spots' / 3G) • Enables people to work from home (telecommuting) • Technological advancements have meant that devices are getting lighter • Always connected, therefore easily reachable while on the move • Consumers are much more dependent/reliant on multimedia for entertainment in particular • Creation of 'on demand' media • Consumers are creating producers while moving around, e.g. may use the smartphone (user-generated content) <p>Examples – handheld devices, smartphones, MP4 players (use of while on the move)</p> <table border="1"> <thead> <tr> <th>Level</th><th>Descriptor</th></tr> </thead> <tbody> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points or one point with some discussion. Points have not been linked to question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Some factors identified or a few key factors described. Most will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.</td></tr> <tr> <td>3</td><td>Range of factors described or a few key factors explained in detail. The answer will be coherent and will have broken down some of the issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the context and will fully support the analysis.</td></tr> </tbody> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points or one point with some discussion. Points have not been linked to question. One viewpoint discussed.	2	Some factors identified or a few key factors described. Most will be relevant to the given context but the link will not always be clear. Most of the examples will be relevant to the given context but will not always support the analysis.	3	Range of factors described or a few key factors explained in detail. The answer will be coherent and will have broken down some of the issue into intelligible parts. The majority of factors will be relevant and presented in a logical order. The examples will be relevant to the context and will fully support the analysis.
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Extension Question Answer

Extension Question 1

Question number	Answer										
E1	<p>The trailer is likely to include fast-paced editing which is conventional. Creates immediate interest in the film before its release.</p> <p>Narrative codes: The editing makes the trailer appear fluid as the trail moments from the film (which are not in order). Editing helps with character identification, e.g. who are the 'good' and 'bad' characters and who are the 'other' (editing can therefore be used to draw attention, communicate particular values, etc.)</p> <p>Editing techniques mentioned such as: cuts, fades, dissolves, fast pace etc. or the types of editing that would be used in the trailer, giving a simple/explanation of why this type will indicate or signify the genre.</p> <table> <tr> <th>Level</th><th>Descriptor</th></tr> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points identified, or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is sometimes unclear.</td></tr> <tr> <td>3</td><td>A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in a balanced discussion. The majority of points made will be relevant and there will be a clear link to the situation in the question.</td></tr> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points identified, or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.	2	Unbalanced, with more detail on one perspective than the others mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is sometimes unclear.	3	A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in a balanced discussion. The majority of points made will be relevant and there will be a clear link to the situation in the question.
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Extension Question 2

Question number	Answer										
E2	<p>The main image on the front cover is likely to include a picture of an celebrity who is representative of the target audience and conveys the magazine.</p> <p>Stylistic features:</p> <p>Lighting used such as high-key lighting, shadows, fill lighting, side lighting as to why this type of lighting has been used—reference to the generic women's magazines and connotations, e.g. high-key lighting may be used so the subject appear 'flawless' suggesting that the magazine values femininity and the reader should aspire to this.</p> <p>Camera angles are likely to be close-ups and extreme close-ups (linking to the idea of 'flawless' above, or connoting getting 'up close and personal' with the subject), especially where clothing and body image are topics.</p> <p>Colour used will be soft, 'feminine' colours (may discuss representative of the masthead. Red might be used to connote excitement, e.g. lipstick lines referencing articles about sex.</p> <p>Use of magazine terminology, e.g. positioning of the image on the front cover used to indicate or signify particular meanings.</p> <table> <tr> <th>Level</th><th>Descriptor</th></tr> <tr> <td></td><td>No rewardable material.</td></tr> <tr> <td>1</td><td>Either a small number of relevant but superficial or generic points made or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.</td></tr> <tr> <td>2</td><td>Unbalanced, with more detail on one perspective than the other mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.</td></tr> <tr> <td>3</td><td>A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in discussion. The majority of points made will be relevant and there is a clear link to the situation in the question.</td></tr> </table>	Level	Descriptor		No rewardable material.	1	Either a small number of relevant but superficial or generic points made or one point with some discussion. Points have not been linked to the question. One viewpoint discussed.	2	Unbalanced, with more detail on one perspective than the other mentioned. The majority of points made are relevant to the question/situation, but the connection to the scenario is somewhat unclear.	3	A lot of mostly relevant points made, or small number of important aspects discussed in detail. Many perspectives are discussed in discussion. The majority of points made will be relevant and there is a clear link to the situation in the question.
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Extension Question 3




Question number	Answer
E3	<ul style="list-style-type: none"> Central attention paid to the actors. Good answers will make reference to the mise en scène and their relative position, type of shot and, lighting (soft, harsh, directed). How the genre of the film is reflected in the attire, make-up or other elements in the frame. Reference to the denotation and connotation of items; use of codes to signify the genre. The cover should reinforce the themes of the film: two men against the odds. E.g. the two central figures positioned evenly, comedic expression of reliance and/or worry as they are surrounded by darker elements in the frame representing the threat. Use of metaphorical terminology such as reference to an associated animal or object.
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Extension Question 4

Question number	Answer										
E4	<ul style="list-style-type: none"> • Use of codes and signifiers to recognise the genre: police tape, suits, detectives, flashing blue light, overhead view of a body or chalk outline. • Composition of camera shots; correct use of terminology: aerial, long, panning shots, etc. Overhead of body, close-up of detective. The lighting type is likely to be directional, harsh and dynamic. • Narrative codes and pace of editing: slow if shot is a 30-second shot, possibly depending on effective description and invocation of genre. • Discussion of the means by which the audience identifies the detective and other characters as positive forces in a dark scene. 										
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