General Certificate of Secondary Education
June 2011

Media Studies **48103**

(Specification 4810)

Unit 3: Exploring Media Industries

Final

Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Guidance to Examiners

Examiners are expected to mark fairly, consistently and positively. When you are marking scripts your aim should be to identify and reward the achievement of all candidates.

Quality of Written Communication
Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification. Quality of Written Communication will be assessed in question 15 only. In this question candidates will be marked on their ability to use good English, organise information clearly and use media terminology where appropriate.

Assessment Objectives

This unit addresses the following assessment objectives:

AO1	Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed. (10%)
AO2	Analyse and respond to media texts/topics using media key concepts and appropriate terminology. (10%)

Examiners should note that Section A questions test Assessment Objective AO1 and Section B questions test Assessment Objective AO2.

Marking Notation

Examiners are reminded that it is essential to notate whilst marking. It is not enough to tick every page of writing. Candidate can ask to see their papers and they have a right to see how and why the mark their work was given was arrived at. Summative comments must be made at the end of each Section B answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. A 'Model Marked Script' is available via the Online Standardisation system.

There follows a list of notations you are encouraged to use. These should be written in the left hand margin alongside the relevant point to which they refer:

✓	Good point made
✓✓	Very good point made
CA	Coherent argument
CWE	Clear written expression (Question 15 only)
Eg	Example/illustration
Eg✓	Good example/illustration
Eg?	Needs illustration
Ex	Explanation/exploration/expansion/evaluation
Ex?	Needs explanation/exploration/expansion/evaluation
LA	Limited argument
MA	Media activity
MI	Media industry/institution
RC	Reference to chart
Rept	Repetition
SA	Some argument
T	Terminology
WP	Working practices

Points to remember

- Please mark positively at all times
- Use the entire spread of marks
- Reward use of appropriate media terminology
- Reward unusual responses when supported by specific reference to examples, or consult your Team Leader

The maximum mark for this paper is 60.

Section A   *Total 30 marks*
(AO1)

Audiences and Media Products

1   Identify **one** way in which **audience size** is reported in **one** of the media industries you have studied. You must name the industry.   *(2 marks)*

        2 marks   One accurate method of reportage identified and linked to correct industry.

        1 mark   One accurate method of reportage identified but linked to incorrect or no industry *or* one less accurate method of reportage identified linked to correct industry.

        0 marks   No work worth the award of a mark.

        Indicative content examples:
        Print/Electronic Publishing: circulation figures (from sales figures), readership (from surveys), ABC reports
        Advertising and Marketing: research, surveys, polls
        Television: BARB figures (viewing estimates drawn from panel of viewers)
        Film: Box Office figures (published weekly in trade press and online)
        Radio: RAJAR figures (listening estimates drawn from panel of listeners)
        Popular Music: sales figures via charts (various charts in existence)
        Web-based Technologies/New Media: hits, page views, unique visitors, ABC reports

2   Offer **two** reasons, one from each of the media industries you have studied, why consideration of their **target audience** is important to media producers when creating a media product.   *(4 marks)*

        4 marks   Two different convincing reasons offered why consideration of target audience is important, drawn from two different media industries.

        3 marks   Two less convincing reasons offered *or* one convincing reason exemplified from two different media.

        2 marks   One convincing reason offered why consideration of target audience is important.

        1 marks   One less convincing reason offered why consideration of target audience is important.

        0 marks   No work worth the award of a mark.

        Indicative content examples: Tailoring content to maximise impact (demographics/niche markets), commercial considerations; influences content, ensures effective communication

Ownership, control and finance

3   From your studies of the media industries you will know that media organisations can vary in size and nature. What is a '**media conglomerate**'?   *(2 marks)*

　　　　2 marks　　　A clear explanation of a media conglomerate.

　　　　1 mark　　　A basic explanation or an example offered.*

　　　　0 marks　　　No work worth the award of a mark.

　　　　Indicative content example:
　　　　Explanation: Large multinational company, range of media interests, concentration of ownership
　　　　Example: News Corporation; Time-Warner, Disney.
　　　　* Do not reward 'the BBC' as an example.

4   Media organisations need to find money to **finance** their operations. For **each** of the media industries you have studied, name **one** way in which an organisation in that industry generates income.   *(4 marks)*

　　　　4 marks　　　Two convincing examples each from a different industry.

　　　　3 marks　　　Two less convincing examples each from a different industry *or* two convincing examples from the same industry.

　　　　2 marks　　　One convincing example *or* two less convincing examples from the same industry.

　　　　1 mark　　　One less convincing example.

　　　　0 marks　　　No work worth the award of a mark.

　　　　Indicative content examples:
　　　　Print/Electronic Publishing: local newspaper – advertising, sales
　　　　Advertising and Marketing: advertising agency: client commissions, fees
　　　　Television: BBC – license fee, programme sales, merchandise, co-productions
　　　　Film: Independent production company – investors, sales
　　　　Radio: local commercial radio – advertising, sponsorship
　　　　Popular Music: record company – record sales, merchandise
　　　　Web-based Technologies/New Media: Website – advertising, sponsorship

Working Practices and Job Roles

5   Using an example from **one** media industry you have studied, identify a **job role** and what it contributes to the production process.   *(2 marks)*

  2 marks   One recognisable job role* and its contribution identified.

  1 mark   One recognisable job role* identified.

  0 marks   No work worth the award of a mark.

  Indicative content examples:
  Print/Electronic Publishing: Journalist (sub editor) – edits copy, checks for accuracy, page layout
  Advertising and Marketing: Advertising Copywriter – works within the creative team to produce lively and effective written 'copy'
  Television: Vision Mixer – responsible for controlling the vision mixing desk and under direction selecting and combining the images the viewer sees
  Film: Location Manager – responsible for making all the practical arrangements for filming outside the studio
  Radio: DJ – playing music, hosting phone-in, interviewing guests
  Popular Music: Sound Technician – identify the sound requirements and produce the sound
  Web-based Technologies/New Media: Graphic Designer – produce design solutions to communicate messages with visual impact

  * Must be a production job role.

6   **Freelance working** is common in the media industries. Explain what a 'freelance' worker is and give **two** examples, **one** from each of the industries you have studied, of this working practice.   *(4 marks)*

  4 marks   A detailed explanation of a freelance worker and two convincing examples each from a different industry.

  3 marks   A clear explanation of a freelance worker and two less convincing examples each from a different industry or one convincing example from one industry.

  2 marks   A basic explanation of a freelance worker and one convincing example or two less convincing examples from the same industry.

  1 mark   Basic explanation of a freelance worker and no convincing example or an example but no explanation.

  0 marks   No work worth the award of a mark.

  Indicative content examples:
  Freelance: self-employed and no long term commitment to a particular employer
  Print/Electronic Publishing: journalist, photographer
  Advertising and Marketing: graphic designer, copywriter
  Television: make-up artist, researcher
  Film: director, lighting cameraperson
  Radio: sound recordist, presenter

Popular Music: DJ, sound technician
Web-based Technologies/New Media: web designer, graphic designer

Regulation and Ethical/Legal Constraints

7   How is **one** of the media industries you have studied **regulated**? You must name the
          industry. *(2 marks)*

2 marks	Appropriate method linked to correct industry.
1 mark	Appropriate method but linked to incorrect *or* no industry or less appropriate method linked to correct industry.
0 marks	No work worth the award of a mark.

Indicative content examples:
Print/Electronic Publishing: self-regulation via PCC (Press Complaints Commission) and Editors Code of Practice
Advertising and Marketing: ASA (Advertising Standards Authority)
Television: Ofcom and BBC Trust
Film: Self-regulation via BBFC (British Board of Film Classification). Candidates may also refer to local council byelaws that can prevent the screening of a film, despite certification.
Radio: Ofcom and the BBC Trust (watershed only applicable to BBC1 and 2 and ITV1)
Popular Music: Generally self-regulated e.g. record companies using advisory labels
Web-based Technologies/New Media: largely self-regulated by service/content providers. (Computer gaming is classified under the PEGI system, a voluntary pan-European rating system. In the UK, the system is administered by the Video Standards Council).

8   Offer **two** examples, one from each of the media industries you have studied, where
          the consideration of **legal constraints** would be important in the creation of a media
          product. *(4 marks)*

4 marks	Two accurate examples with a clear and knowledgeable understanding of the importance of the consideration of legal constraints, each from a different industry.
3 marks	Two less accurate examples with some understanding of the importance of the consideration of legal constraints, each from a different industry *or* two convincing examples from the same industry.
2 marks	One example identified with a basic understanding of the importance of the consideration of legal constraints.
1 mark	One example identified with no/limited understanding of the consideration of legal constraints.
0 marks	No work worth the award of a mark.

Indicative content examples:
Copyright

Libel
Obscenity
Defamation of character
Blasphemy
Race discrimination/sex discrimination
Invasion of privacy
* The watershed is not a legal constraint

Technological Developments

9   From **one** of the media industries you have studied, offer **one** example of where that industry has encouraged 'interactivity' with its audience.   *(2 marks)*

   2 marks   One convincing example of interactivity correctly identified.

   1 mark   One less convincing example of interactivity correctly identified.

   0 marks   No work worth the award of a mark

   Indicative content examples:
   Print/Electronic Publishing: Twitter, email
   Advertising and Marketing: social networking, virals
   Television: voting, shopping, helplines
   Film: social networking, virals
   Radio: SMS, phone-ins, live events
   Popular Music: social networking, live show portals
   Web-based Technologies/New Media: blogging, social networking

10   **User generated content** is becoming increasingly common in the media industries. Give **two** examples of this, **one** from each of the media industries you have studied.
   (4 marks)

   4 marks   Two convincing examples each from a different industry.

   3 marks   Two less convincing examples each from a different industry *or* two convincing examples identified from the same industry.

   2 marks   One example linked to correct industry or two examples linked to wrong *or* no industry.

   1 mark   One example.

   0 mark   No work worth the award of a mark

   Indicative content examples:
   Print/Electronic Publishing: mobile phone footage, photographs, Twitter, email
   Advertising and Marketing: creating content for new advertisements
   Television: mobile phone footage, photographs, email
   Film: creating content for new film, fan reviews
   Radio: podcasts, SMS, email
   Popular Music: demos (e.g. via MySpace or YouTube), CD sleeve design
   Web-based Technologies/New Media: blogging, mobile phone footage, photographs

Section B   *Total 30 marks*
(AO2)

11   From the chart choose **one fast growing media activity** among 12-15 year olds. Account for this increase.   *(5 marks)*

      4-5 marks   Identification and clear and confident explanation of a media activity and its increase.

      2-3 marks   A media activity identified with some explanation for its increase.

      1 mark   A media activity identified with limited explanation for its increase.

      0 marks   No work worth the award of a mark.

      Indicative content examples:
      Use the internet: Wi-Fi accessibility; via mobile device
      Watch videos/DVDs: accessibility via PC/laptop/mobile device; TV in own room
      Use a mobile phone: cheap, multi-platform devices, access to other media technologies

12   Critics have claimed that **new media are replacing traditional media** in the lives of young people. From your analysis of the chart, what evidence is there of this being the case?   *(5 marks)*

      4-5 marks   Clear and confident argument with evidence offered that is closely linked to the chart.

      2-3 marks   Competent ideas expressed with some reference to the chart.

      1 mark   Limited ideas expressed, with little or no reference to the chart.

      0 marks   No work worth the award of a mark.

      Indicative content examples:
      Significant rise in use of internet, DVD and mobile phone use
      However, TV viewing is still the highest activity and there is a significant rise in listening to the radio. Even reading magazines/comics/newspapers has a rise of 4%
      Rise in computer gaming and listening to MP3 player not as great as perhaps expected

13   The chart shows that the internet and mobile phones are popular with the 12-15 age group. Parents, however, are concerned about the **regulation of these industries** and their children's **safety and exposure to unsuitable material**. Are parents right to be concerned? Provide examples to support your views.   *(5 marks)*

4-5 marks   Parental concern identified and coherent argument and reference to both industries.

2-3 marks   Parental concern identified with some argument and reference to both industries or coherent argument with reference to one industry.

1 mark   Parental concern identified with limited argument and reference to one industry.

0 marks   No work worth the award of a mark.

Indicative content example
Fears:
- *No regulation or monitoring, allowing a 'free for all'*
- *Social networking leading to disclosure of personal info*
- *Online grooming by paedophiles*
- *Access to violent and/or pornographic content*

Unfounded:
- *Children are media 'savvy'*
- *Children are aware of dangers*
- *Parental controls can be effected*
- *The media have internal controls*

14   For someone **considering working in the media** what advice would you give them based on your analysis of the chart and your knowledge of current working practices?
        (5 marks)

4-5 marks   Detailed and apposite advice offered with clear reference to the chart.

2-3 marks   Some advice offered with acknowledgement of the chart or detailed advice with no acknowledgement of the chart.

1 mark   Limited advice offered, with little or no reference to the chart.

0 marks   No work worth the award of a mark.

Indicative content example:
'New media' on rise
Multi-platform devices providing opportunities for content generators
Convergence of technologies
Need for multi-skilling
Traditional industries adapting to new media practices
'Traditional' working practices no longer applicable
Flexibility of working practices
Freelance and short-term contracts

15   The chart indicates young people engage with an increasing variety of media forms. Suggest **two** ways in which **new technology** may change the way young people use the media. Give reasons for your suggestions.

To gain full marks in this question you should use good English, organise information clearly and use media terminology where appropriate. **(10 marks)**

7-10 marks   Two valid ways identified in which new technology may change media usage, with a cogently argued and confident rationale. Communicated effectively and clearly with accurate spelling, punctuation and grammar and good use of media terminology.

4-6 marks   Two valid ways identified in which new technology may change media usage, discussed in some detail and with a clear rationale or one valid way discussed in great detailCommunicated with generally accurate spelling, punctuation and grammar and some use of media terminology.

1-3 marks   One valid way with clear rationale or two valid ways with limited rationale, identified in which new technology may change media usage. Communication and use of spelling, punctuation and grammar may not be wholly effective. Little or no use of media terminology.

0 marks   No work worth the award of a mark.

Indicative content example:

- *The rise of new media technologies such as Web 2.0 sites like Facebook and YouTube has provided young people, who have more experience with these technologies, with many more opportunities than previous audiences to create their own content and upload it to hosting sites*

- *Young people will have an opportunity which no-one has really had before – to use minimal resources and have access to a national, even global, platform from which to express themselves*

- *Young people are already using media technology in a more interactive way than has been the case in previous times and media producers will continue to respond to the demand for interactivity*

- *Mobile phones are now multi-platform devices and offer young people access to many forms of communication beyond phone calls, for example, the web, text messaging, instant messaging etc. which tend to appeal more towards younger consumers. New developments such as the iPad will serve to drive forward this multi-platform accessibility.*

With the rise of interactive technologies, if young people are to maintain their place within their peer groups they will need to become proficient in the use of new technologies

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