

Wednesday 22 May 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

Time allowed: 2 hours plus your additional time allowance

**You must have:
The Insert**

Modified Enlarged 18 pt

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
Birth**

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

The Insert will be found with this document.

Use black ink.

Answer ALL the questions.

Write your answer to each question in the space provided.

If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

Refer to the Insert provided when answering questions in Section A.

INFORMATION

The total mark for this paper is 80.

The marks for each question are shown in brackets [].

Quality of extended response will be assessed in questions marked with an asterisk (*).

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SECTION A

Answer ALL the questions.

1 Use Fig. 1 and Fig. 2 and your own knowledge to answer the following questions.

(a) (i) Identify TWO interpretations that can be made about the audiences of BBC1 and BBC2 in July 2018.

1 _____

2 _____

[2]

(ii) Identify TWO interpretations that can be made about the audiences of ITV1 and ITV2 in July 2018.

1 _____

2 _____

[2]

(b) Suggest THREE reasons that might explain any of the interpretations you made in part 1(a).

1 _____

2 _____

3 _____

[6]

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

(a) Explain TWO possible reasons that the Metro has had the smallest change in its year-on-year circulation figures.

Use your wider understanding about print products and examples to support your answers.

1 _____

2 _____

_____ **[4]**

(b) Explain ONE reason why The Sun has a higher circulation than the Daily Mail.

_____ **[2]**

(c) Media institutions need to identify future market possibilities so that they are successful.

Explain TWO ways that the Sun and/or the Daily Mail could increase their circulation and readership.

Use your wider understanding about digital media products and examples to support your answers.

1 _____

2 _____

[4]

SECTION B

Answer ALL the questions.

3 Explain TWO benefits of synergy for specific conglomerate institutions you have studied.

1 _____

2 _____

[4]

4 (a) Identify TWO disadvantages of working for an independent digital media company.

1 _____
2 _____

[2]

(b) Explain ONE way that you could overcome ONE of the disadvantages you identified in part 4(a).

_____ **[2]**

5 Explain TWO different ways that media research organisations can collect data.

Use examples to support your answer.

1 _____

2 _____

[4]

6 Identify TWO ways that technological convergence has had an impact on the distribution of media products. Explain ONE advantage of EACH way.

1 _____

2 _____

[6]

7* Discuss how editing techniques contribute to creating narrative with reference to a digital media product and theories you have studied.

Use examples to support your answer. [12]

8 Explain THREE reasons why audiences use media products.

Use examples to support your answer.

1 _____

2 _____

3 _____

[6]

9 Explain TWO ways that a newspaper and a radio station might use social media differently.

1 _____

2 _____

[4]

10* 'The content of digital media products makes people commit acts of violence.'

Discuss the statement based on digital media products you have studied.

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

[illegible]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 1(b) or 2(b).

[illegible]



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