

**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 24 pt**

**Please write clearly in black ink.**

**Centre  
number**

--	--	--	--	--

**Candidate  
number**

--	--	--	--

**First name(s)** \_\_\_\_\_

**Last name** \_\_\_\_\_

**Date of  
Birth**

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

## **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 (\*).**

**THIS PAGE HAS BEEN LEFT  
INTENTIONALLY BLANK**

**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]**

[illegible]

---

---

---

---

---

---

---

---

---

---

**8 Explain THREE reasons why audiences use media products.**

**Use examples to support your answer. [6]**

**1** 

---

---

---

---

**2** 

---

---

---

---

3

---

---

---

---

**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]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





**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).**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.





**Copyright Information:**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.