

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 12 January 2021 – Afternoon

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**

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

Use the Insert to answer the 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 (*).

ADVICE

Read each question carefully before you start your answer.

SECTION A

Answer ALL the questions.

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

- 1 (a) (i) Identify THREE interpretations that can be made about the methods used by consumers to access published media material.**

1 _____

2 _____

3 _____

[3]

- (ii) Identify the PERCENTAGE of consumers who accessed published media material in print format.**

Explain ONE reason for this percentage.

Percentage: _____

[3]

- (b) Explain ONE reason for the difference between tablet consumption of published media and ONE other format.

[2]

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

- 2 (a) Identify and explain THREE patterns in the way audiences listen to radio in the UK.

1

2

3

[6]

- (b) Identify TWO social media channels that radio producers might use to target 15-24 year-old listeners to promote a new radio programme.**

Explain why each would be an effective channel to target these listeners.

1

2

[4]

SECTION B

Answer ALL the questions.

- 3 (a) Identify FOUR media industries that produce digital media products.**

1 _____

2 _____

3 _____

4 _____

[4]

- (b) Explain how ONE media industry you identified in part 3a might use online production methods to create new media products.**

You must specify at least ONE online production method as part of your answer.

_____ **[3]**

- 4 Explain ONE way that horizontal integration can contribute to the process of synergy.**

Use an example from media institutions or products to support your answer.

[3]

- 5 (a) Identify THREE advertising techniques that were used as part of the marketing and distribution process for a media product you have studied.**

Media product: _____

1 _____

2 _____

3 _____

[3]

- (b) Explain why ONE of the advertising techniques identified in part 5a was used to help make the media product successful.

[3]

- 6 (a) Identify FOUR production techniques used in a media product you have studied.

Media product: _____

1 _____

2 _____

3 _____

4 _____

[4]

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(b)* Discuss how the production techniques identified in part 6a have been used to create representations in the media product discussed. Use examples to support your answer. [12]

[illegible]

-
-
-
-
- 7 (a) Identify THREE methods of conducting primary research using online technologies that producers could use to gain audience feedback on a trailer for a new TV programme.**

1

2

3

[3]

- (b) Explain ONE advantage of using ONE of the methods identified in part 7a.**

[3]

- 8 Identify and explain TWO differences in how digital media producers target mainstream and niche audiences. Use examples to support your answer.**

1

2

[4]

- 9* 'The internet has made it impossible to protect audiences from the negative effects of digital media.'**
Using your knowledge of the effects of digital media and the role of regulation, discuss the accuracy of this statement. Use examples to support your answer. [20]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins.

[illegible]



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