

**Modified Enlarged 18 pt**

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Tuesday 10 January 2023 – 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. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.**

**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) Identify THREE interpretations about the relationship between age and social media use.**

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**[3]**

**(b) Explain ONE of the interpretations that you made in 1(a).**

**Interpretation number from 1(a)** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[3]**

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

2 (a) Identify **THREE** interpretations about the relationship between different activities and social media use.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

3 \_\_\_\_\_

\_\_\_\_\_

[3]

(b) Explain **TWO** reasons for **ANY** of the percentages for the 'Out socialising and shopping' activity.

1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[4]

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

3 (a) Identify ONE interpretation that can be made about the devices audiences use to watch the most popular TV programmes.

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[1]

(b) Identify and explain TWO reasons that could account for the popularity of soap operas in the list of most popular TV programmes.

1

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2

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**SECTION B**

**Answer ALL the questions.**

**4 (a) Identify FOUR specialist providers in a media industry you have studied.**

**Media industry:** \_\_\_\_\_

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

**4** \_\_\_\_\_

**[4]**

**(b) Referring to ONE of the specialist providers identified in 4(a).**

**Identify and describe TWO ways that the products they produce reflect their ownership model.**

**Specialist provider:** \_\_\_\_\_

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**5 (a) Using a DIFFERENT media industry to the one used to answer QUESTION 4.**

**Identify TWO production processes that are used when creating products in this media industry.**

**Media industry:** \_\_\_\_\_

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**[2]**

**(b) Identify ONE job role in the industry identified in 5(a) and explain how this role contributes to the production of a digital media product.**

**Job role:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**



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**7 (a) Identify ONE difference between a mainstream and a niche audience.**

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**[1]**

**(b) Identify TWO niche digital media products and explain how the content appeals to their target audiences.**

**Use examples to support your answer.**

**1** 

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**2** 

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8 (a) Explain how the use of 'pop-up' advertisements relates to the concept of technological convergence.

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[3]

(b) Identify ONE method of traditional advertising. Explain why this method of advertising is still relevant today.

Method of advertising: \_\_\_\_\_

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[4]













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**Version 2**