

Modified Enlarged 18 pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 16 May 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. 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

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

- 1 (a) Identify **THREE** interpretations about the difference in viewing habits for the men's English Premier League football (2020) between male and female viewers.

1

2

3

[3]

- (b) Explain **ONE** reason why there is a difference in viewing habits between men and women of the men's English Premier League football (2020).

[3]

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

- 2 (a) Identify **THREE** interpretations about the difference between viewing figures for major sports events (2019) shown on Public Service Broadcasting (PSB) and Non-Public Service Broadcasting (non-PSB).

1 _____

2 _____

3 _____

[3]

- (b) Explain **TWO** reasons why there are differences between the viewing figures of PSB and non-PSB major sports events in 2019.

1 _____

2 _____

[4]

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

- 3 (a) Identify TWO interpretations that can be made about the services that Generation Z audiences find most relevant.

1 _____

2 _____

[2]

- (b) Explain TWO reasons why a majority of the BBC Radio services are not relevant to Generation Z audiences.

1 _____

2 _____

[4]

SECTION B

4 (a) Identify the THREE stages of the production process.

1

2

3

[3]

(b) Identify and explain how ONE stage of the production process contributes to the creation of digital media products.

[3]

5 (a) Identify FOUR media industry terms associated with CROSS MEDIA PROMOTION.

1 _____

2 _____

3 _____

4 _____

[4]

(b) Identify and explain how ONE media organisation you have studied uses cross media promotion to advertise their products.

Media organisation: _____

[3]

2

6* Discuss how narrative is constructed in a media product you have studied.

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- 7 (a) Explain how **PSYCHOGRAPHIC PROFILING** is used to target audiences of media products.

[3]

- (b) Identify **TWO** media research organisations that categorise audiences by their social grade.

1

2

[2]

- 8 (a) Explain why digital media producers use social media to advertise their products.

Use examples to support your answer.

[3]

(b) Identify ONE method of below the line advertising, other than social media.

Explain why this method of advertising is used by media producers.

Method of advertising: _____

[3]

9* “The media effects debate is still relevant in the 21st century.”

Using your knowledge about the media effects debate and regulation, discuss the accuracy of this statement.

Use examples to support your answer. [20]

END OF QUESTION PAPER

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