

**Modified Enlarged 24 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**

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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**

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**2**

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**3**

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**[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).**

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**[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**

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**2**

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**3**

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**[3]**

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

**1**

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**2**

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**[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**

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**2**

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**[2]**

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

**1**

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**2**

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**[4]**



**SECTION B**

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

**1**

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**2**

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**3**

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**[3]**

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

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**[3]**

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

**1**

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**2**

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**3**

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**4**

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**[4]**

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

**Media organisation:**

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[3]

- (c) Identify TWO advantages of vertical integration.**

1 

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2 

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[2]

**6\* Discuss how narrative is constructed in a media product you have studied. Use examples to support your answer. [15]**

[illegible]



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

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[3]

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

1 

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2 

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[2]

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

**Use examples to support your answer.**

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**[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:**

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**[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]**

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**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 – for example, 1(b) or 6.**

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 are no margins, text, or other markings on the paper.





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### Version 3