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# GCSE MEDIA STUDIES (DOUBLE AWARD)

Unit 3 Exploring Media Industries

Monday 6 June 2016 Afternoon Time allowed: 1 hour 30 minutes

### **Materials**

For this paper you must have:

• insert to accompany Section B (enclosed).

# Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions. You are advised to spend 45 minutes on Section A and 45 minutes on Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

## Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need to use good English and clear presentation in your answers.
- In Question 15 you will be marked on your ability to:
  - use good English
  - organise information clearly
  - use media terminology where appropriate.



# Section A

There are 30 marks for this section.

Answer **all** questions in the spaces provided, using examples from the **two** media industries you have studied.

Audiences and M	/ledia F	<b>Products</b>
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1	What does the term <b>demographic</b> mean? You should include an example o product and its specific demographic in your answer.	f a media
	product and its specific demographic in your answer.	[2 marks]



[4 ma	ark

Turn over for the next question



Many large media institutions rely on output from <b>independent media production companies</b> . Give <b>two</b> features of an independent media production company.
[2 marks
Give an example of <b>product synergy</b> and explain how synergy is used by <b>media institutions</b> .
[4 marks
Extra space



Identify one editorial role within a media industry you have studied. Briefly describe a
main function of this role. [2 marks
LZ III KI
Identify <b>one</b> type of <b>contract of employment</b> used within a media industry and briefly
describe <b>one</b> of this contract's <b>main features</b> . Give <b>two disadvantages</b> of this
describe <b>one</b> of this contract's <b>main features</b> . Give <b>two disadvantages</b> of this contract to <b>either</b> the employer <b>or</b> the employee.
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describe one of this contract's main features. Give two disadvantages of this contract to either the employer or the employee.  [4 marks]
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Regulation	and Eth	ical/Legal	<b>Constraints</b>
ixoguiutioii	and Eur	ICUI/ ECGUI	Constituints

one	dia industries have to consider carefully how minority groups are represented. Using example, explain how a media industry has represented a minority group in either ositive or a negative way.  [2 marks]
self-	at does the term <b>self-regulation</b> mean? Explain whether or not you believe -regulation is effective. You should use <b>an example</b> from the media industries in r answer.  [4 marks
_	
Extr	ra space



nological Developments
Explain <b>one</b> way in which a <b>specific</b> media product encourages audience interaction
through the use of online technology.  [2 marks]
[2 marks]
Give two examples of different technological developments and explain how each one
has changed the ways <b>employees</b> in the media industries work.
[4 marks]
Extra space

# **Section B**

There are 30 marks for this section.

Answer all questions in the spaces provided.

Carefully read the data in the enclosed insert which relates to how audiences are currently consuming the media, and answer the following questions. You are encouraged to draw on both the data contained in the insert and the knowledge you have gained during your studies.

11	Using <b>two</b> examples from the insert, explain how the data supports <b>or</b> challer view that <b>audiences</b> live in a world dominated by digital technology.	nges the
	The William additional with a world dominated by digital techniciogy.	[5 marks]



examples. You ma	y use your own examples <b>or</b> e	examples from the insert.	[5 marks
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Turn over ▶

cnall	enges created by digital media, explaining their impact on the media industries. <b>[5 mar</b> l
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give the w	uss how media industries use new technologies to generate income. You should <b>two</b> different examples, explaining how the use of new technologies has changed and the ways in which institutions of the form media products.
give the w	two different examples, explaining how the use of new technologies has change
give the w profit	<b>two</b> different examples, explaining how the use of new technologies has changed vays in which audiences fund media products <b>and</b> the ways in which institutions from media products.
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# **END OF QUESTIONS**



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