



**General Certificate of Secondary Education
June 2013**

Media Studies 48103

(Specification 4810)

Unit 3: Exploring Media Industries

FINAL

Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for standardisation each examiner analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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Guidance to Examiners

Examiners are expected to mark fairly, consistently and positively. When you are marking scripts your aim should be to identify and reward the achievement of all students.

Quality of Written Communication

Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification. Quality of Written Communication will be assessed in Question 15 only. In this question students will be marked on their ability to use good English, organise information clearly and use media terminology where appropriate.

Assessment Objectives

This unit addresses the following assessment objectives:

AO1	Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed. (10%)
AO2	Analyse and respond to media texts/topics using media key concepts and appropriate terminology. (10%)

Examiners should note that Section A questions test Assessment Objective AO1 and Section B questions test Assessment Objective AO2.

Marking Notation

Examiners are reminded that it is essential to notate whilst marking. It is not enough to tick every page of writing. Students can ask to see their papers and they have a right to see how and why the mark their work was given was arrived at. Summative comments must be made at the end of each Section B answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. A 'Model Marked Script' is available via the Online Standardisation system.

There follows a list of notations you are encouraged to use. These should be written in the left hand margin alongside the relevant point to which they refer:

✓	Good point made
✓✓	Very good point made
CA	Coherent argument
CWE	Clear written expression (Question 15 only)
Eg	Example/illustration
Eg✓	Good example/illustration
Eg?	Needs illustration
Ex	Explanation/exploration/expansion/evaluation
Ex?	Needs explanation/exploration/expansion/evaluation
LA	Limited argument
MI	Media industries
MR	Media regulation
RH	Reference to headlines
Rept	Repetition
SA	Some argument
T	Terminology
WP	Working practices

Points to remember

- Please mark positively at all times – take a 'best fit' approach
- Use the entire spread of marks
- Reward use of appropriate media terminology
- Reward unusual responses when supported by specific reference to examples, or consult your Team Leader if unsure
- Notes must not be marked.

The maximum mark for this paper is 60.

**Section A
(AO1)**

Total 30 marks

These short answer questions are designed to encourage students to demonstrate knowledge and understanding of media products and the contexts in which they are produced and consumed.

Each question should be marked using the appropriate marking criteria. The list of indicative content examples for each question is not exhaustive and students are not expected to refer to all of it in their answers. Be prepared to accept different examples in student answers.

Audiences and Media Products

- 1 Using one of the media industries you have studied, give an example of **primary research** into its audience. (2 marks)

2 marks One accurate method of primary research identified and linked to correct industry.

1 mark One accurate method of primary research identified but linked to incorrect or no industry or one less accurate method of primary research identified linked to correct industry.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: surveys (online or postal), questionnaires

Advertising & Marketing: focus group, surveys (online or postal)

Television: focus group, forums

Film: focus group, exit polls

Radio: Phone ins

Popular Music: surveys

Web-based Technologies/New Media: forums.

- 2 Explain why '**niche**' audiences are important for media producers by giving **two** examples of products aimed at a 'niche' audience, taken from the media industries you have studied. (4 marks)

4 marks Two apposite examples with clear and convincing explanations offered of the importance of 'niche' audiences to media producers.

3 marks Two apposite examples with reasonably convincing explanations offered of the importance of 'niche' audiences to media producers.

2 marks Two apposite examples with limited explanation offered or one apposite example with a convincing explanation.

1 mark One less convincing example with no explanation offered.

0 marks No work worth the award of a mark.

Definition: a ‘niche’ audience is one with specialised interests and tastes. ‘Niche’ is a fraction of the total market and enables media producers to deliver content and advertising in a very focused way to maximise potential success.

Indicative content examples:

Print/Electronic Publishing: publication such as KERRANG! (Heavy metal fans)

Advertising & Marketing: Yeo Valley products (health conscious 20 somethings)

Television: This Week (politicos); Sky Arts (culture vultures)

Film: Shane Meadows’ films (social realism)

Radio: The Chart Show (young music fans)

Popular Music: Folk

Web-based Technologies/New Media: Warhammer (strategy war gamers).

Ownership, Control and Finance

- 3** From the media industries you have studied, name **one** organisation and the main method of **financing** its operations. (2 marks)

2 marks Named organisation and appropriate method of finance.

1 mark No organisation name, but an appropriate method of finance.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: Johnston Press/newspaper sales

Advertising & Marketing: Bartle Bogle Hegarty (BBH)/client commissions

Television: ITV plc/advertising; BBC Licence fee

Film: Working Title/investors

Radio: Global Radio/advertising

Popular Music: Sony Music Entertainment/music sales

Web-based Technologies/New Media: Google/advertising.

- 4** From the media industries you have studied, identify **one** type of **media ownership** and explain its key feature. (4 marks)

4 marks One accurate example with its key feature cogently articulated.

3 marks One accurate example with some explanation of its key feature.

2 marks One accurate example, but limited explanation of its key feature.

1 mark One accurate example with no explanation of its key feature.

0 marks No work worth the award of a mark.

Indicative content examples:

Corporation (Public Service): BBC is an autonomous PSB, funded by a licence fee and operated by Royal Charter

**Corporation (referred to as a Company in the private sector, the most common being the private limited company ‘Ltd’): owned by shareholders and run by a board of directors characterised by limited liability. *Allow ‘commercial’ ownership*

Sole trader: business owned and run by one individual

Partnership: business co-owned by partners who share profits and losses

Community Interest/Cooperative: use profits for public good

Trust: where property is held by one party for the benefit of another; it has 3 parties – the trustor, the trustee and the beneficiary (eg The Scott Trust was the sole shareholder of The Guardian Media Group)

Conglomerate: large multinational corporation with a range of media interests, leading to a concentration of ownership.

Working Practices and Job Roles

- 5** From the media industries you have studied, identify a **production job role** and briefly describe its main function. (2 marks)

2 marks Production job identified and main function described.

1 mark Production job identified or main function described.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: Journalist: responsible for researching into stories and writing copy

Advertising & Marketing: Graphic designer: produces design solutions to communicate messages with visual impact

Television: Vision mixer: responsible for controlling the vision mixing desk and, under direction, selecting and combining the images the viewer sees

Film: Lighting cameraperson: responsible for lighting the set and placement of luminaires

Radio: Producer: responsible for the smooth running of the show

Popular Music: Sound Engineer: identifies the sound requirements and produces the sound

Web-based Technologies/New Media: Web designer: writes code and designs layout of site/pages.

- 6** Employers in the media industries get both advantages and disadvantages in giving **permanent** contracts to their employees. Explain **one** advantage and **one** disadvantage to the employer. (4 marks)

4 marks Two convincing examples (one advantage and one disadvantage). A detailed explanation offered.

3 marks One convincing and one less convincing example or two convincing examples but both are *either* benefits or drawbacks. A clear explanation offered.

2 marks Two less convincing examples. A basic explanation offered or one convincing example with a clear explanation.

1 mark One less convincing example. No explanation offered.

0 marks No work worth the award of a mark.

Definition: *an employee who has permanent contract of employment, specifying terms and conditions.*

Indicative content examples:

Advantages:

Employee loyalty

Buy into company ethos

Experience

Track record of reliability

Disadvantages:

Offers employers little flexibility in downturn

Much of work in the media is short term and employers don't have to provide freelancers the FULL range of benefits enjoyed by full time employees

Employee might not be 'multi skilled' or have a 'range' of experiences.

Regulation and Ethical/Legal Constraints

7 Within the media industries, what does the term '**self regulation**' mean? (2 marks)

2 marks Accurate explanation of the term.

1 mark Less accurate definition of the term, but some understanding.

0 marks No work worth the award of a mark.

Explanation: *'self regulation' within the media industries means not subject to any statutory controls on their content and activities, other than the general criminal and civil law.*

Indicative content examples:

Print/Electronic Publishing: PCC/Editors' Code of Conduct, TMAP (regulates teen magazine content). Self regulation

Advertising & Marketing: ASA

Film: BBFC/VSC (Video Standards Council). Mix of self regulation and statutory duties

Popular Music: Parental Advisory labels. Self regulation

Web-based Technologies/New Media: ISP (Internet)/BBFC, VSC, PEGI (Computer Gaming).

8 The media industries must **operate within the law**. Using **two** different examples, drawn from the media industries you have studied, explain what can happen if they do not. (4 marks)

4 marks Two different and accurate examples with a clear and knowledgeable explanation of the importance of operating within the law.

3 marks Two different and accurate examples with some understanding of the importance of operating within the law.

2 marks One accurate example identified with a basic understanding of the importance of operating within the law *or* two accurate examples with no/limited understanding of operating within the law.

1 mark One less accurate example identified with no/limited understanding of the importance of operating within the law.

0 marks No work worth the award of a mark.

Indicative content examples:

Prosecution/Imprisonment (individuals): NOW Royal Correspondent, Clive Goodman (Phone Hacking)

Fined/ordered to pay compensation (company and individuals): Ant & Dec Show phone vote payment scandal (Fraud) Mirror Group Newspapers and father of Baby P (Libel)

Sued – could lead to bankruptcy (company and individuals): Cherie Blair and NOW/ Glen Mulcaire (Invasion of Privacy)

Employment suspended/terminated (individuals): The Sun/NOW journalists (Bribery/ Invasion of Privacy) Jonathan Ross & Russell Brand (Defamation of Character)

Career opportunities blighted (individuals): Andy Gray & Richard Keys (Sex Discrimination)

Closure (organisation): NOW (Invasion of Privacy).

OFCOM has legal powers and can revoke/suspend licences if regulations are breached. Students might mention this.

Technological Developments

9 Give **one** example of a recent **technological development** in one of the media industries you have studied and state its importance. (2 marks)

2 marks One convincing example of technological change correctly identified and its importance stated.

1 mark One example of technological change correctly identified, but no importance stated or importance stated but example less convincing.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: Online newspapers/magazines – decline of print/24hr news/immediacy

Advertising & Marketing: Viral advertising – hits niche audiences/tailored content/rapid word of mouth

Television: HD/3D – immersive experience/value added

Film: CGI/3D – enhanced experience/stops piracy/increased attendances

Radio: DAB/Podcasting – enhanced sound quality/greater choice/time shifting

Popular Music: Downloads/Portable devices Web-based Technologies/New Media:– portability/control over content

Hands free gaming, eg Kinect – enhanced experience/interactivity.

- 10** Offer **two** examples, from the media industries you have studied, that show how technology is being used to encourage **interaction** with the consumer. (4 marks)

- 4 marks Two detailed examples drawn from the media industries.
- 3 marks Two clear examples drawn from the media industries.
- 2 marks One clear example drawn from the media industries or two limited examples drawn from the media industries.
- 1 mark One limited example drawn from the media industries.
- 0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: Twitter/Facebook – reader comment/feedback
Advertising & Marketing: Virals – consumer feedback/circulation via word of mouth
Television: Facebook/Twitter/red button – viewer comment/community of viewers
Film: YouTube/Twitter/Websites (micro sites) – content creation/user comment
Radio: Facebook/Twitter – listener comment/listener forums
Popular Music: Facebook/MySpace – listener comment/listener forums
Web-based Technologies/New Media: Twitter/Blogging/QRcodes – user comment/feedback/content creation/quick response (scan QR code to access product info).

**Section B
(AO2)**

Total 30 marks

These longer answer questions are designed to encourage students to analyse and respond to media texts/topics using media key concepts and appropriate terminology. The questions relate to a previously unseen stimulus that focuses on a contemporary media issue, in this case media regulation.

Each question should be marked using the appropriate marking criteria. The list of indicative content examples for each question is not exhaustive and students are not expected to refer to all of it in their answers. Be prepared to accept different examples and original ideas in student answers.

- 11** Do you feel it is important for audiences to be protected by **regulation** in the media? Give your reasons. (5 marks)

- 4-5 marks Clear and confident rationale offered for the importance or otherwise of regulation.
- 2-3 marks Some rationale offered for the importance or otherwise of regulation.
- 1 mark Limited rationale offered for the importance or otherwise of regulation.
- 0 marks No work worth the award of a mark.

Indicative content examples:

Important

- *Provides for conformity of rules*

- *Can act in the public interest*
- *Can provide safeguards*
- *Monitors conduct*
- *Maintains fair competition and a degree of plurality*
- *Can adjudicate on matters appertaining to fairness, standards, etc.*

Not important

- *Restricts freedom of information*
- *Impacts on freedom of expression (organisations and individuals)*
- *Restricts access to content*
- *Can curtail creativity by imposing boundaries.*

- 12** The headlines show that media organisations have been criticised for their methods of gathering and presenting information. What implications might **greater regulation** have for people working in the media industries? (5 marks)

4-5 marks Clear and confident argument offered.

2-3 marks Competent ideas expressed.

1 mark Limited ideas expressed.

0 marks No work worth the award of a mark.

Indicative content examples:

Prevents editorial freedom

Greater political interference

Increased 'accountability' might prevent investigation

Reduced access to sources

Freedom of expression curtailed

Powerful interests difficult to challenge.

- 13** The headlines show that the media are often confronted with **ethical issues**, such as invasion of privacy. Give **one** specific example of such an issue and discuss how the media dealt with it. (5 marks)

4-5 marks One valid example identified, with a clear and confident discussion.

2-3 marks One valid example identified, with some discussion.

1 mark One valid example identified, with no discussion.

0 marks No work worth the award of a mark.

Indicative content examples:

Print/Electronic Publishing: public interest 'stories', eg Madeleine McCann; phone hacking, eg Milly Dowler

Advertising & Marketing: shocking/distressing campaigns (eg Benetton, NSPCC THINK teen road safety)

Television: news coverage of wars, disasters, death of Gadhafi, celebrity indulgence (Clarkson outbursts); reality TV shows (gypsies); soap operas storylines; porn channels trailed on digital TV

Film: violence against women

Radio: shows/phone-ins which mock individuals, eg Jonathan Ross & Russell Brand

Popular Music: explicit lyrical content, eg Rhianna's explicit 'S&M' lyrics;

rappers and misogynistic lyrics

Web-based Technologies/New Media: game content/social networking trolls.

- 14** The media industries often say that **illegal copying/downloading/file sharing** is damaging to them. Is this claim justified? (5 marks)

4-5 marks Justification discussed in detail, clearly and cogently.

2-3 marks Some discussion of justification.

1 mark Limited response.

0 marks No work worth the award of a mark.

Indicative content examples:

Industry justification:

Loss of income

Limits investment in new product/talent

Infringes the creative rights of producers/artists

Results in lack of control over product content/quality

Loss of promotional 'build-up' – eg 'Lost' final series

Audience experience is diminished – eg 3D cinema and online gaming.

Counter justification:

Piracy has always existed and the media have always survived

Products are too expensive

Actually boosts interest in media output via social media interaction

'Try before you buy' – acts as a taster before legal consumption

Can allow talent to prosper – eg new music artists can be catapulted to fame via such illegal activity.

Students might offer examples such as these as ways in which the media are trying to mitigate the impact of illegal activity by encouraging 'legal' consumption:

Additional content offered for an affordable subscription (The Times)

Print version by subscription with free tablet version (The Guardian)

Discounted 'packages' across a variety of platforms, eg smartphone, tablet and web (Sky)

Free content subsidised by advertising (Spotify/Last FM)

Pay what you think it's worth, with a lower limit indicated (record companies/bands, eg Radiohead).

- 15** As new technology continues to change the way we consume and produce media products, offer **two** arguments as to what shape **media regulation** might take **in the future**. (10 marks)

To gain full marks in this question you should use good English, organise information clearly and use media terminology where appropriate.

7-10 marks Two valid arguments offered, with a cogent and confident rationale. Communicated effectively and clearly with accurate spelling, punctuation and grammar and good use of media terminology.

4-6 marks Two valid arguments offered and discussed in some detail. Communicated with generally accurate spelling, punctuation and grammar and some use of media terminology.

2-3 marks One valid argument offered with basic rationale, or two less valid arguments with limited rationale. Communication and use of spelling, punctuation and grammar may not be wholly effective. Little or no use of media terminology.

1 mark One less valid argument offered with limited rationale.

0 marks No work worth the award of a mark.

Indicative content examples:

No regulation: a free market

No statutory responsibilities: limited access to content unless you pay, leading to an information divide of rich and poor

More stringent regulation of the internet, as media convergence increases

More draconian laws that will restrict access to information and its circulation

Greater state control of the media, with media freedoms severely curtailed

Sophisticated 'blocking' devices available to parents to regulate their children's access to material on the internet and via smartphones

Industries and organisations will all be self-regulated, with no common standards

Pan European regulation: common practices which might be more or less rigorous than at present

Arrangements made between governments and media producers – eg the Chinese government and Google.