

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
June 2011

Media Studies (Double Award) 48103

Unit 3 Exploring Media Industries

Monday 20 June 2011 1.30 pm to 3.00 pm

You will need no other materials.

Time allowed

- 1 hour 30 minutes

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.
- **Page 8 is perforated.** Detach it and use it when answering Section B.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for 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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
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11	
12	
13	
14	
15	
TOTAL	



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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 Media Products

- 1** Identify **one** way in which **audience size** is reported in **one** of the media industries you have studied. You must name the industry.

Industry:

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(2 marks)

2

- 2** Offer **two** reasons, one from each of the media industries you have studied, why consideration of their **target audience** is important to media producers when creating a media product.

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(4 marks)

Extra space

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4



Ownership, Control and Finance

- 3** From your studies of the media industries you will know that media organisations can vary in size and nature. What is a '**media conglomerate**'?

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(2 marks)

2

- 4** Media organisations need to find money to **finance** their operations. For **each** of the media industries you have studied, name **one** way in which an organisation in that industry generates income.

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(4 marks)

Extra space

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4

Turn over for the next question**Turn over ►**

Working Practices and Job Roles

- 5** Using an example from **one** media industry you have studied, identify a **job role** and what it contributes to the production process.

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(2 marks)

2

- 6** **Freelance working** is common in the media industries. Explain what a 'freelance' worker is and give **two** examples, **one** from each of the industries you have studied, of this working practice.

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(4 marks)

Extra space

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4



Regulation and Ethical/Legal Constraints

- 7** How is **one** of the media industries you have studied **regulated**? You must name the industry.

Industry:

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(2 marks)

2

- 8** Offer **two** examples, one from each of the media industries you have studied, where consideration of **legal constraints** would be important in the creation of a media product.

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(4 marks)

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4

Turn over ►

Technological Developments

- 9** From **one** of the media industries you have studied, offer **one** example of where that industry has encouraged 'interactivity' with its audience.

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(2 marks)

2

- 10** **User generated content** is becoming increasingly common in the media industries. Give **two** examples of this, **one** from each of the media industries you have studied.

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(4 marks)

Extra space

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4



Detach this page for use with Section B

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

Turn over ►



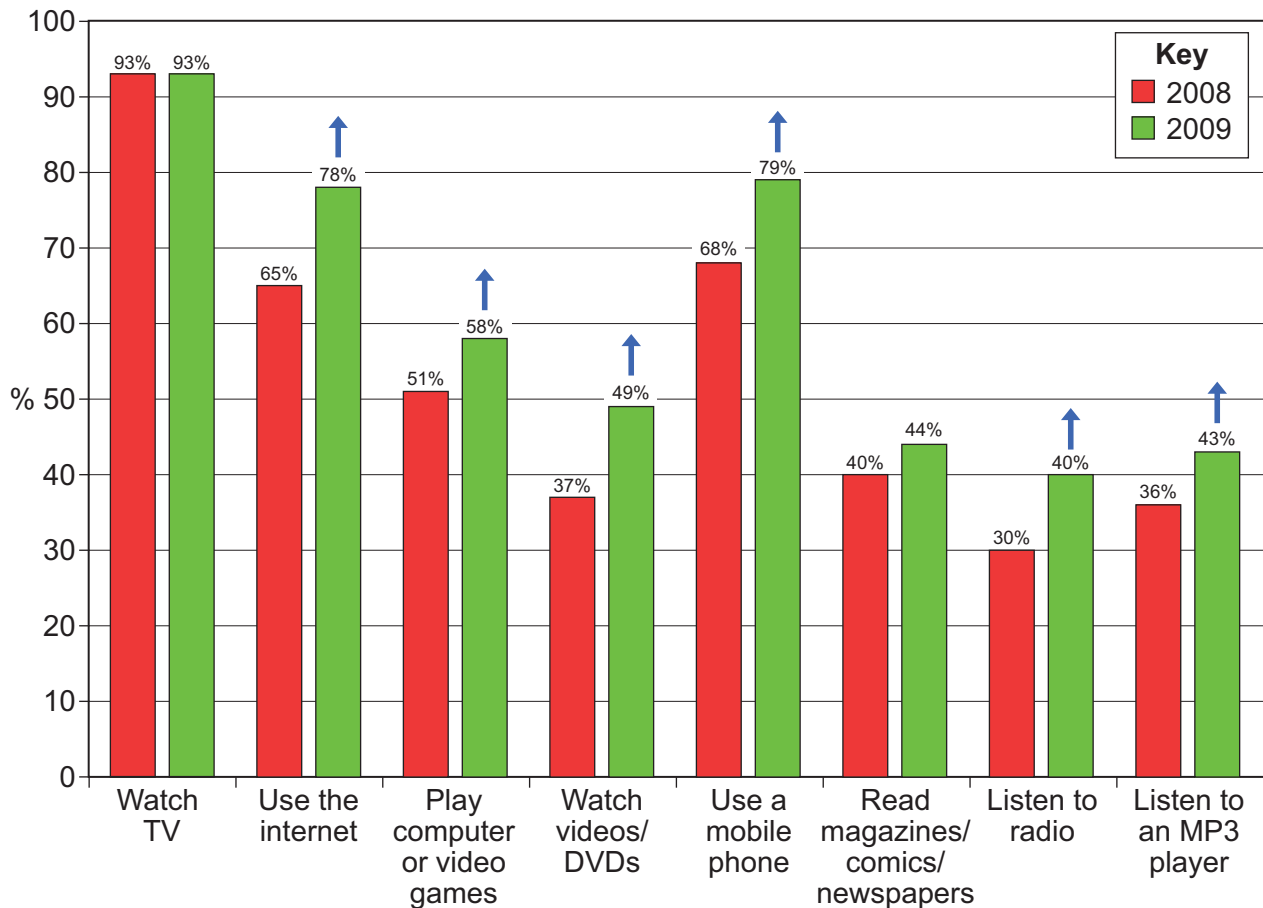
Section B

There are 30 marks for this section.

Answer **all** questions in the spaces provided.

Detach this page by tearing along the perforations.

Young people and their media activity



This chart shows how the media activity of young people aged 12-15 changed between 2008 and 2009. The blue arrows show an increase in consumption of 5% or more between 2008 and 2009.

The chart is part of a survey of UK children's media literacy produced by the UK communications industries regulator Ofcom.



From the chart choose **one fast growing media activity** among 12–15 year olds. Account for this increase.

This image shows a full page of white paper with ten horizontal dashed lines, evenly spaced from top to bottom. The lines are thin and black, typical of handwriting practice paper. There are no margins, text, or other markings on the page.

5

Critics have claimed that **new media are replacing traditional media** in the lives of young people. From your analysis of the chart, what evidence is there of this being the case?

[illegible]

5

13

The chart shows that the internet and mobile phones are popular with the 12–15 age group. Parents, however, are concerned about the **regulation of these industries** and their children's **safety and exposure to unsuitable material**. Are parents right to be concerned? Provide examples to support your views.

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(5 marks)

5

14

For someone **considering working in the media** what advice would you give them based on your analysis of the chart and your knowledge of current working practices?

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(5 marks)

5



There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

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