

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media**05843/05844/05845/05846/05875****Unit 1: Media products and audiences****Tuesday 10 January 2017 – Morning****Time allowed: 2 hours****You must have:**

- the insert

First Name

Last Name

Centre
NumberCandidate
NumberDate of
Birth**INSTRUCTIONS**

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

INFORMATION

- Refer to the insert provided when answering questions 1 and 2.
- 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 (*).
- This document consists of **12** pages.

**FOR EXAMINER
USE ONLY**

| Question No | Mark |
|--------------|------------|
| 1 | /14 |
| 2 | /4 |
| 3 | /7 |
| 4 | /5 |
| 5 | /12 |
| 6 | /8 |
| 7 | /10 |
| 8 | /20 |
| Total | /80 |

Answer **all** the questions.

1 Use Fig. 1 in the insert and your own knowledge to answer the following questions.

(a) Explain what the term 'readership' means.

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.....[2]

(b) Analysing the data about 'The Sun' and 'Daily Mail' newspapers, describe **two** differences in terms of their target audience.

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.....[4]

(c) From your knowledge of demographics describe and justify the type of content that might feature in **four** newspapers of your choice from the data provided.

Newspaper 1

Content and justification

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Newspaper 2

Content and justification

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Newspaper 3

Content and justification

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Newspaper 4

Content and justification

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[8]

2 Use Fig. 2 in the insert and your own knowledge to answer the following question.

From your knowledge of contemporary media consumption patterns, describe **two** possible reasons why the listenership of Hallam FM has decreased since 1999.

1

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2

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[4]

4 (a) Identify the name of **one** independent company in a media sector you have studied.

.....[1]

(b) Explain how the company you identified uses new media to promote its product. Use examples to support your answer.

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6 Describe **four** ways that a media product you have studied targets a specific demographic group.

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[8]

7 (a) Explain **three** ways that online technologies can be used to enhance traditional advertising methods. You must use real media products/examples to support each of your answers.

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[6]

(b) Identify **four** distribution channels that are used by media companies to reach audiences.

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2

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4

[4]



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