

OCR

Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media**05843/05844/05845/05846/05875****Unit 6: Social media and globalisation****Wednesday 7 June 2017 - Morning****Time allowed: 1 hour 30 minutes****You must have:**

- none

First Name						Last Name					
Centre Number						Candidate Number					
Date of Birth	D	D	M	M	Y	Y	Y	Y			

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.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- The total mark for this paper is **60**.
- 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	/10
2	/9
3	/3
4	/8
5	/30
Total	/60

SECTION A

Answer **all** the questions.

- 1 (a) Identify **three** social media channels that professional photographers can use to share digital photographs.

1

2

3 [3]

- (b) Explain **one** way that social media channels can be used to distribute audio-visual media content.

.....
.....
.....
.....
.....
.....
..... [3]

- (c) Explain **two** differences between the way in which individuals and media professionals use social media channels.

1

.....

.....

.....

2

.....

.....

..... [4]

2 (a) Identify **one** global media company that uses social media to distribute its specialist content.

.....[1]

(b) Explain **two** different ways that the term 'global village' can relate to the use of social media technologies.

1

.....

.....

.....

2

.....

.....

.....[4]

(c) Explain **two** advantages that independent media producers might gain from using social media channels.

1

.....

.....

.....

2

.....

.....

.....[4]

3 (a) Identify **two** ways that the term 'moral panic' relates to the use of social media channels.

1

.....

2.....

.....

[2]

(b) Identify **one** reason why media audiences need to regulate the personal information they share across social media channels.

.....

.....[1]

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.

A vertical solid line is positioned on the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a guide for handwriting practice.

A vertical solid line runs down the left side of the page. To its right, there are 25 horizontal dotted lines spaced evenly down the page, providing a template for writing.



Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.