

Cambridge TECHNICALS LEVEL 3

DIGITAL MEDIA

Cambridge
TECHNICALS
2016

Combined feedback on the June 2017 exam paper
(including selected exemplar candidate answers
and commentary)

Unit 6 – Social media and globalisation

Version 1



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INTRODUCTION

This resource brings together the questions from the June 2017 examined unit (Unit 6), the marking guidance and the exemplar answers into one place for easy reference.

We have also included exemplar candidate answers with commentary for question 5.

The marking guidance and the examiner's comments are taken from the Report to Centre for this question paper.

The Question Paper, Mark Scheme and the Report to Centre are available from:

<https://interchange.ocr.org.uk/Modules/PastPapers/Pages/PastPapers.aspx?menuindex=97&menuid=250>

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:

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	/20
2	/20
3	/20
4	/20
5	/20
Total	/60

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Cambridge Technicals
Digital Media

Unit 6: Social Media and Globalisation
Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for June 2017

Oxford Cambridge and RSA Examinations

Question 1

SECTION A

Answer **all** the questions.

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

1 Social media channels that are used to share digital photographs:
 Three marks from e.g.:
 2 • Instagram (1)
 • Twitter (1)
 3 • Flickr (1)
 [3]

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

One mark for the way in which social media distributes audio-visual, two marks for explanation and expansion. Max three marks e.g.:
 • Material is uploaded to a VoD site such as YouTube (1) the link can be copied
 and pasted into Facebook or Twitter (1) followers or addressees can be tagged
 in (1)
 • Smartphones have multimedia capacity (1) so links to audio-visual products
 such as music videos that are shared via social media can be streamed (1) when
 there is a wi-fi or 4G connection (1)

 [3]

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

1 Two marks that show difference between individual and professional use of social
 media. Max four marks.
 • Individuals use social media to keep in touch with friends (1) whereas
 professional use social media to market launch dates of products (1).
 • Individuals send personal messages/status updates, or tag friends in photos
 (1) whereas companies or professionals upload material about production
 process of a product such as behind the scenes footage (1)
 2

 [4]

Mark scheme guidance

Question 1(a):

Candidates should answer based on their knowledge of the channels used professionally by photographers. Do not accept Facebook and Snapchat.

Question 1(b):

Credit should be awarded for the range of ways that video can be uploaded, shared and viewed. Candidates may also provide examples of specific texts as part of their answer.

Question 1(c):

Candidates' answers may reference a wide range of differences and even products so flexibility and professional judgement should be used.

Question 2

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

One global media company that uses social media. One mark from e.g.: [1]

- News Corporation to distribute news (1)
- Disney to distribute film trailers (1)
- Sony to distribute the release of games and technology products (1)

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

1 Two marks that explain how the concept of ‘global village’ relates to use of social media. Max four marks e.g.: [4]

- Use of social media is global (1) so it relates to ‘global village’ because you can contact someone at the other side of the world at any time (1)
- The consistent use of apps on mobile devices (1) means that media and news from around the globe is instantly available (1)

2 [4]

.....

.....

.....

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

1 Two marks that explain how social media is advantageous for independent producers. Four marks max e.g.: [4]

- Many social media products are free to use (1) so independent producers can promote the launch and distribute products even with a limited budget (1)
- Social media products allow for viral communication (1) which means independent producers can use it to crowd source personnel to volunteer to make start-up projects (1)

2 [4]

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Mark scheme guidance

Question 2(a):

Answers will draw on synoptic learning from Unit 1 so a range of conglomerate companies should be expected.

If the company is not global no marks should be awarded.

Answers such as McDonald's should not be given credit as the question is asking for a media company.

Question 2(b):

Candidates may reference theory such as McLuhan in their answer and may give examples of global media products.

The answers must be two different ways – concepts of news, personal communication, distribution of global products.

Question 2(c):

Candidates may reference use of social media for crowd funding. Independent producers work on a limited budget so professional judgement should be used based on the way social media can be used as part of the full production process (e.g. use for planning projects etc).

Question 4

- 4 Compare how **two** online technologies can be used to support media producers plan their projects.

... Comparison of how **two** online technologies can be used to support media producers plan projects.

Mark scheme guidance

As part of this answer candidates are likely to discuss a range of online tools such as:

- online spreadsheets
- online Gantt charts and production schedules
- video conferencing
- crowd funding and crowd sourcing forums
- virtual meeting environments.

The two technologies will be compared and it is likely, but not necessarily, that two different purposes (e.g. generating initial ideas and gaining funding) will be referenced.

The emphasis is on the understanding of an online technology and how it aids media producers plan a project.

If a candidate only discusses one online technology, or there is no comparison, then marks are capped to **four**.

Level 3 6–8 marks

There will be a **thorough** comparison of how two online technologies can be used to support the planning of projects. Use of examples are **wholly appropriate**.

Level 2 4–5 marks

There will be a **sound** comparison how two online technologies can be used to support the planning of projects. Use of examples are **appropriate**.

Level 1 1–2 marks

There will be a **limited** comparison of how two online technologies can be used to support the planning of projects. Use of examples are **sometimes appropriate**.

0 marks – response not worthy of any credit.

Question 5

SECTION B

InTouch Radio is a new online radio station that will be launched in June ready for the summer holidays. Listeners will be able to stream a live broadcast every evening between 7pm and 11pm. Listeners will also be able to use a downloadable app or the station website to stream podcasts at other times.

InTouch Radio will play contemporary summer chart hits and classic dance tracks aimed at a 16 to 30-year-old target audience. Initial research has shown that this demographic tend to use these types of music to get into the 'holiday spirit'. This is where InTouch Radio aims to pitch itself.

InTouch Radio already has two main sponsors. They consider that the radio station will help the marketing of their products;

- o SwimWithU – a popular line in swimwear for both men and women
- o Shine – a well-known brand of sunscreen and tanning products.

5* Develop a social media campaign for the launch of InTouch Radio.

In your campaign you must include the following aspects:

- key content of the campaign, including use of synergy and key sponsors
- distribution channels used by the marketing team to reach audiences to promote the launch
- key milestones in the campaign and review dates at each stage.

[30]

The response will discuss:

- Key content to include use of synergy e.g.: promotional copy/text to be used across different channels, multimedia such as interviews with the station presenters or bands/artists; ideas for synergy to incorporating sponsors such as jingles, promotional roadshows with giveaways of swimwear or sun screen; ideas for synergy may also include plans for magazine advertisements in music and fashion magazines, online promo adverts on sponsor websites or holiday booking websites.
- Social media and online distribution channels used to reach the audience e.g.: how Twitter would be used in terms of updating progress of launching; how Facebook would be used in terms of setting up a page, introducing presenters, competitions, road shows; how Instagram might be used in terms of promoting bands/artists/ songs/sponsor content daily updates; use of smartphone app that will stream the radio programmes.
- Key milestones e.g.: suggestions for release of content against timeframe provided in brief; suggestions for order of content/marketing material to be released and justification of this.

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Mark scheme guidance

For a Level 5 answer the ideas will be justified with reference to the case study campaign goals and target audience requirements.

(There are elements of synoptic knowledge in this question linked to Unit 1 – LO1 and Unit 2 – LO4)

Level 5 25–30 marks

Campaign plans will include an **excellent** understanding of suitable campaign content including how synergy can be used. There is a **comprehensive** discussion of channels used to reach the audience. Suggested milestones and review dates are **wholly appropriate** and **justified**. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

Level 4 19–24 marks

Campaign plans will include a **good** understanding of suitable campaign content including how synergy can be used. There is a **considered** discussion of channels used to reach the audience. Suggested milestones and review dates are **appropriate** and **sometimes justified**. There will be some errors of spelling, punctuation and grammar but these are unlikely to be intrusive or obscure meaning.

Level 3 13–18 marks

Campaign plans will include a **sound** understanding of suitable campaign content including how synergy can be used. There is a **reasonable** discussion of channels used to reach the audience. Suggested milestones and review dates are **mostly appropriate** but there is **limited justification**.

Level 2 7–12 marks

Campaign plans will include a **basic** understanding of suitable campaign content. There is **some** discussion of channels used to reach the audience. Suggested milestones and review dates are **appropriate**.

Level 1 1–6 marks

Campaign plans will include a **limited** understanding of suitable content. There is a **limited** discussion of channels used to reach the audience. Suggested milestones and review dates are **sometimes appropriate**.

0 marks – response not worthy of any credit.

Exemplar Candidate Work

Question 5 – low level answer 1

Intouch radio is sponsored by two companies which focus on summer ~~the~~ products (swimwear and sunscreen). These 2 sponsors could be very benefited as thanks to the station that helps its target audience to get into the holiday spirit they might need to buy either of this products when going on holiday. This is a key factor as it all adds up to the summer time vibe the radio is promoting and both parties are benefited from

one another, this increases ~~cost~~ advertisement and profit for the sponsors which creates synergy between ~~to~~ the companies. These facts help everyone involved as they promote one another and at the same time are beneficial. The fact that is a stream service and has an app for mobile phones creates a bigger opportunity for the audience to listen to their podcasts whenever they want. Social media at the start will be the most important as with that you will promote the new station. The marketing team should focus on creating web banners, official profiles for the station, ~~and~~ on different social media platforms to then gain followers who will also help to promote the station by sharing posts and tagging each other to increase popularity. The use of

trendy hashtags on their posts might increase the audience quicker. As well as posting constantly and the countdown for the station's launching day.

Milestones for this project will be very useful as they will help to keep track of the tasks over a determined period of time. This will help the marketing team to know when and what they have to do in order to reach their audience and increase the popularity of their products.

Milestones will also show the progress of the project over that period of time and also will show what tasks need doing.

The key for this project will be the advertising on social

5) media as it is the starting point to promote the station in order to gain an audience. The posts should be holiday related and also mention what music you'll be playing, eg. The top charts, summer hits etc to then show the audience what your station is about and also promote your sponsors as it will benefit you and everyone involved. The fact that the station is aimed at 16-30 year olds makes it easier as they majority will be mainstream and will like the music you'll play. but within these things, its important to review each stage of the project.

Commentary

The purpose of the task was to create a campaign for the launch of Touch Radio using social media and online advertising and distribution channels. This is a low level answer gaining eight out of 30 marks because, whilst the candidate understood the product and target audience, they failed to offer any form of evidence that resembled producing a campaign plan with milestones, any methods of distribution to promote the campaign and only limited content. The limited content included a suggestion for an appropriate hashtag. The only form of progression of the campaign the candidate suggested was 'posting regularly'. The answer could be improved to become a medium level answer if the candidate gave specific examples of content that would be used throughout the campaign (demonstrating they had thought about sponsorship and audience), giving key milestones for a campaign that would lead up to a specific launch. The candidate could also show their understanding of key terminology accessed across the unit (interactivity, Web 2.0, crowdfunding, crowdsourcing).

Exemplar Candidate Work

Question 5 – low level answer 2

[30]

to get into

Are you ready ~~for~~ ^{to get into} the summer holiday spirit? Well, is not InTouch Radio is here to save the summer. We will be playing all the massive hits in the charts and classic dance tracks that will get you straight into that summer mood! We will be playing these amazing tracks between 7-11pm and we are not going to stop there. On our app which will be released on the App Store and Google Play and our InTouch radio website (Both being launched at the same time as the radio station) there will be podcasts to stream and listen to to help you get through the day and to get you in gear for the summer! Throughout the radio show our friends at Swimwich and Shine ~~are~~ have helped

US organise giveaways which range from 1. Swimwear
2. Gaming Products and a huge Summer holiday for you and
all of your friends to a choice of 3 locations which
will be named at a later date! So what are you waiting
for? get ready for June 30th as we launch InTouch
radio along with the app and website. For now, it would
be appreciated if you like our Facebook page and also follow
our twitter: @InTouchRadio. We hope to see you there
and to make this summer a great one with great tunes
broadcasted by us, InTouch Radio!

Commentary

This is a low level answer gaining five out of 30 marks because the candidate simply wrote a script that would form an advert for the new radio station.

Credit was given owing to the fact that the candidate demonstrated knowledge of the product being advertised, the audience and gave an appropriate launch date.

The answer could be improved to become a medium level answer if the candidate gave specific examples of content that would be used throughout the campaign (demonstrating they had thought about sponsorship and audience), giving key milestones for a campaign that would lead up to a specific launch.

The candidate could also show their understanding of key terminology accessed across the unit (interactivity, Web 2.0, crowd funding, crowdsourcing).

Exemplar Candidate Work

Question 5 – low level answer 3

InTouch Radio is aimed at a 16 to 30-year-old target audience, so social media is the best place to start advertising this product. I think the suitable social media channel to start advertising this campaign on is Facebook because it is the most popular social media and it has great access to promote the campaign. The idea is to create a "page" on Facebook, advertise it by putting up ~~with~~ the InTouch Radio logo as the avatar and creating posts about the new

radio and information about it as well. When there will be videos of the radio station's music, so everybody knows what to expect.

The sponsors of this ~~radio~~ Radio station are perfect, they synergize well with the radio station because they are both linked to summer. 16 to 30-year-olds will listen to the radio station or see the Sun Swimwear from SwimWithU and Shine sunscreen and immediately want to listen ~~to~~ to the station more because the sponsors are related to summer as well as the radio station, and the ~~Radio station~~ sponsors are also popular brands, so the Radio station will get more listeners from their products.

Throughout promoting the Radio station using social media, there should be key influencers and

review dates, so there should be at least a day every week where the radio station review how the promotion is going, how many listeners they are gaining or ~~losing~~ losing - every day and try to gain feedback from the audience.

There are also milestones we need to meet, so keep track on how many listeners, for example 10 listeners can be a milestone, then 50 listeners, then 100 listeners and there could be milestones like that. Also there could be other milestones, like adding different features to the radio station, ~~that~~ these ideas can be generated from the listeners feedback.

Commentary

This is a low level answer gaining seven out of 30 marks because the candidate offered only basic ideas for content (Facebook page with an avatar that is updated) for the campaign and very little in terms of distribution of the material (just Facebook).

Whilst the candidate mentioned the necessity for milestones, they did not specify any in terms of the launch period or give any suggestions about what advertising content would need checking.

The answer could be improved to become a medium level answer if the candidate gave specific examples of content that would be used throughout the campaign (demonstrating they had thought about sponsorship and audience), key distribution channels for advertising, suggestions key milestones for a campaign that would lead up to a specific launch.

The candidate could also show their understanding of key terminology accessed across the unit (interactivity, Web 2.0, crowd funding, crowdsourcing).



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