

**OCR**

Oxford Cambridge and RSA

**Level 3 Cambridge Technical in Digital Media****05843/05844/05845/05846/05875****Unit 6: Social media and globalisation****Friday 12 January 2018 - Afternoon****Time allowed: 1 hour 30 minutes****You must have:**

- No materials required

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.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

**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 **8** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/10
2	/5
3	/4
4	/5
5	/6
6	/30
<b>Total</b>	<b>/60</b>

**SECTION A**

Answer **all** the questions.

- 1 (a) Identify **three** possible problems media producers might face when using Twitter to market a digital media product.

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2 .....

3 .....

**[3]**

- (b) Explain **one** way that social media has contributed to a change in the way music is distributed.

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**[3]**

- (c) Explain **two** ways that social media can be linked to the change between the digital and traditional global distribution of media products.

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2 .....

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**[4]**



4 (a) Identify **two** ways that the 'media effects debate' relates to the use of social media channels.

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2 .....

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[2]

(b) Identify **three** possible problems when using social media in the workplace.

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2 .....

3 .....

[3]

5 Compare how **two** social media channels could be used differently to promote a new business specialising in digital animation.

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[6]

**SECTION B**

My Life TV is a new local television station that will specialise in the broadcast of reality documentaries. The documentaries will be a mixture of light hearted reality programmes alongside harder hitting stories, featuring real people from the community of different age groups and cultures. The station content will be distributed online and via digital television services.

My Life TV will launch at the start of December, with the hope that local digital media students will contribute to the creation of content when they start their courses in the September. The first show to be launched will be 'Search for a Star', featuring local 16-19-year old musicians hoping to get a record contract.

Initial research by My Life TV has shown that people from the local area will want to watch and star in the programmes. Local businesses and organisations, including the Audio Rack guitar store and the City Council, have expressed an interest in advertising on the channel.

The main presenters of the magazine programmes at My Life TV are two local musicians who are in a famous indie band called 'The Racers'.

The producers at My Life TV have already set up Facebook, Twitter and Instagram accounts to start promoting the station.

**6\*** Develop a marketing campaign for the launch of My Life TV that includes the use of social media channels.

In your campaign, you must include the following aspects:

- Key activities and content as part of the campaign.
- Main advertising and marketing channels that will target your audience to make them aware of the new station.
- Legal and ethical considerations.

You should justify your choices and decisions made.

**[30]**

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