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Oxford Cambridge and RSA

Thursday 17 January 2019 – Morning**LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA****05843/05844/05845/05846/05875** Unit 6: Social media and globalisation**Duration: 1 hour 30 minutes****C364/1901****You must have:**

- no materials required

First Name

Last Name

Centre
NumberCandidate
NumberDate of
Birth

D

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M

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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	/7
4	/2
5	/6
6	/30
Total	/60

SECTION A

Answer **all** the questions.

- 1 (a) Identify **three** advantages for a prosumer when using a photo sharing app to promote a new film they have made.

1.....
2.....
3.....

[3]

- (b) Explain **one** way that a digital pinboard app can be used to generate ideas for the production of a new digital media product.

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[3]

- (c) Explain **two** ways that online technologies have had an impact on how digital games are produced and distributed.

Use examples to support your answer.

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[4]

2 (a) Identify **one** way that social media has had an impact on the process of applying for jobs.

..... [1]

(b) Describe **two** advantages of using project development tools in the workplace to plan the production of a new digital media product.

Use examples to support your answer.

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[4]

3 (a) Explain **two** ways that cultural censorship can impact on the distribution of digital media products.

Use examples to support your answer.

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[4]

(b) Identify **three** advantages of globalisation with reference to the production of digital media products.

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[3]

4 Identify **two** ways social media can contribute to anti-social behaviour.

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[2]

5 Describe how news providers can use **two** different social media channels to distribute a breaking news report.

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[6]

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END OF QUESTION PAPER

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