



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2020 MAIN SESSION**

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|---------------|---------------------------------|
| SUBJECT:      | <b>Media Literacy Education</b> |
| PAPER NUMBER: | Controlled – Unit 2             |
| DATE:         | 21 <sup>st</sup> May 2019       |
| TIME:         | 10:00 a.m. to 11:35 a.m.        |

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**THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR  
AFTER THE EXAMINATION.**

**Name of candidate** \_\_\_\_\_

**I.D. number** \_\_\_\_\_

**School** \_\_\_\_\_

**Class** \_\_\_\_\_

Answer **ALL** questions in the space provided.

**SECTION A**

**Case Scenario 1**

Your school has decided to come up with a fund-raising event in aid of an NGO. The main idea is to produce a talent show with students participating. A committee was set up and would like to embark on a promotional campaign to promote this event.

**Question 1**

**K1 (4 marks)**

As part of this committee, you have been given the role to promote this event using print media. List **FOUR** forms of print media where you can promote this event.

- a) \_\_\_\_\_ (1)
- b) \_\_\_\_\_ (1)
- c) \_\_\_\_\_ (1)
- d) \_\_\_\_\_ (1)

**Question 2**

**K3 (4 marks)**

Apart from advertising, graphics are used for other purposes. Name **FOUR** other purposes for which graphics are created.

- a) \_\_\_\_\_ (1)
- b) \_\_\_\_\_ (1)
- c) \_\_\_\_\_ (1)
- d) \_\_\_\_\_ (1)

**Question 3**

**C1 (6 marks)**

To advertise this event successfully you need a target Audience.

a) Name **TWO** potential target audiences for this event.

- i. \_\_\_\_\_ (1)
- ii. \_\_\_\_\_ (1)

b) Describe **TWO** main characteristics for **EACH** of your potential target audiences.

- i. \_\_\_\_\_  
\_\_\_\_\_

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(2)

ii. 

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(2)

**SECTION B**

**Question 4**

**K4 (4 marks)**

As part of your research design process various images have been chosen for creative inspiration.

List **FOUR** different elements that can be found in this poster:



Figure 1: Poster

Source: <https://www.fotolia.com>

- a) 

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(1)
- b) 

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(1)
- c) 

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(1)
- d) 

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(1)

**Question 5**

**C2 (6 marks)**

As per below poster, you are now to explain how the message is conveyed through the uses of different graphical elements.

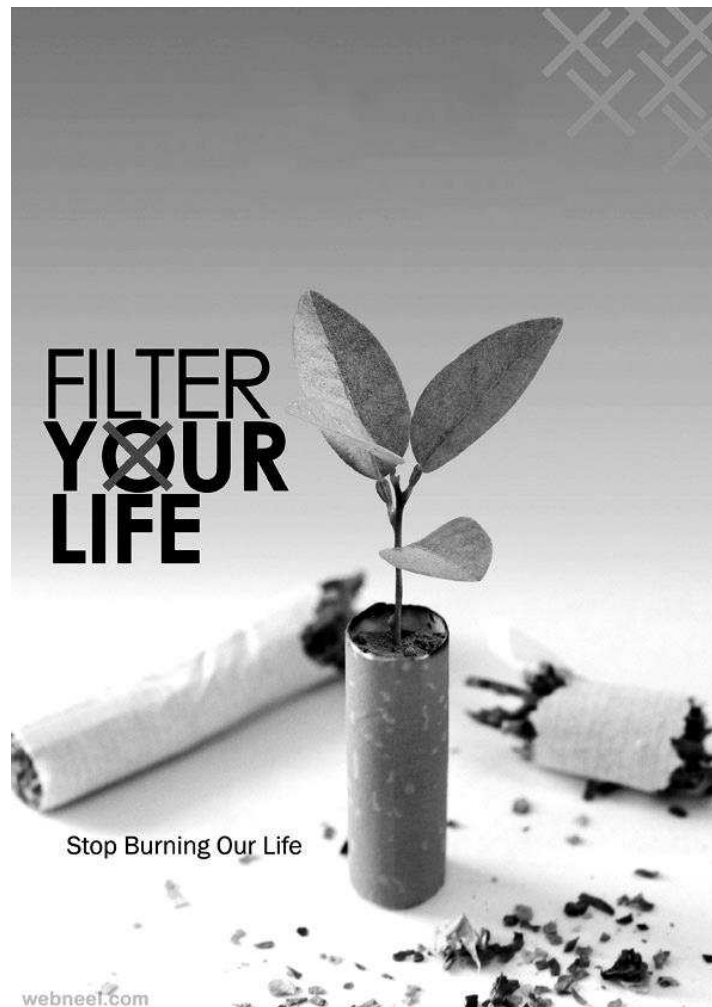


Figure 2 – Source: <http://contohkertas.blogspot.com>

Explain how the above poster uses **THREE** graphical elements to communicate the message.

Element 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Element 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Element 3: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

**Question 6**

**K6 (4 marks)**

Name and define **TWO** of the numbered structural features found in this front cover of a magazine:



Figure 3

a) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

b) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

***Please turn the page.***

**Question 7**

**K8 (4 marks)**

Now that you have identified your target audience you need to outline specific technical and symbolic codes and conventions to advertise your event through a poster advert.



Figure 4

Source: <https://www.the.lyceumtheatre.com>

Outline **TWO** codes and conventions associated with the poster example shown in Figure 4.

Code 1: \_\_\_\_\_  
\_\_\_\_\_ (1)

Code 2: \_\_\_\_\_  
\_\_\_\_\_ (1)

Convention 1: \_\_\_\_\_  
\_\_\_\_\_ (1)

Convention 2: \_\_\_\_\_  
\_\_\_\_\_ (1)

**SECTION C**

You will be producing an Online Blog of the event held at your school. When using the internet, you need to be aware of the responsibilities you have.

**Question 8**

**K9 (4 marks)**

a) Describe **TWO** responsibilities when using the internet:

i. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

ii. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

b) Describe **TWO** consequences of posting unsuitable material online.

i. \_\_\_\_\_ (1)

ii. \_\_\_\_\_ (1)

**Question 9**

**K10 (4 marks)**

When building your blog, you should identify the key steps that are necessary to design, develop and publish it.

Identify **FOUR** key steps you will take to produce this blog:

a) \_\_\_\_\_ (1)

b) \_\_\_\_\_ (1)

c) \_\_\_\_\_ (1)

d) \_\_\_\_\_ (1)

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