



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2024 MAIN SESSION**

---

<b>SUBJECT:</b>	<b>Media Literacy Education</b>
<b>PAPER NUMBER:</b>	Controlled – Unit 1
<b>DATE:</b>	13 <sup>th</sup> May 2022
<b>TIME:</b>	10:00 a.m. to 11:35 a.m.

---

**COPIES OF COLOURED PICTURES/FIGURES ARE ATTACHED.**

**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**

- Emma, aged 17, is an animal lover and athlete.
- She has decided to run across Malta and Gozo to raise funds for animal welfare.
- Emma’s friends have studied Media Literacy and will help her organise a promotional campaign.

**Question 1**

**K-1 (4 marks)**

Emma would like to understand how different media contexts impact media content.

a. Define ‘media forms’ and ‘media platforms’.

i. A media form is \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

ii. A media platform is \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

b. List **TWO** types of media forms and **TWO** types of media platforms that can be used to promote Emma’s campaign.

Media form 1: \_\_\_\_\_ (0.25)

Media form 2: \_\_\_\_\_ (0.25)

Media platform 1: \_\_\_\_\_ (0.25)

Media platform 2: \_\_\_\_\_ (0.25)

c. The team had a brainstorming session. They agreed that different platforms can be used to reach a wider audience. Identify **TWO** reasons why cross-media convergence can be used, by ticking the correct answers.

	tick
i. Creativity	
ii. Social media	
iii. Marketing	
iv. Social influence	
v. Communication	

(2)

**Question 2**

**K-2 (4 marks)**

a. Define the terms 'media text' and 'media genre':

i. A media text is \_\_\_\_\_  
\_\_\_\_\_ (0.5)

ii. A media genre is \_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. List **TWO** types of media texts apart from billboards and short videos.

i. Media text 1: \_\_\_\_\_ (0.25)

Media text 2: \_\_\_\_\_ (0.25)

ii. List **TWO** types of media genres.

Media genre 1: \_\_\_\_\_ (0.25)

Media genre 2: \_\_\_\_\_ (0.25)

c. 'Social influence' and 'type editing' are characteristics of media texts and media genres. Describe these **TWO** characteristics. You may refer to the media texts and media genres listed in Question 2b.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

***Please turn the page.***

**Question 3**

**K-4 (4 marks)**

Emma would like her campaign to inspire different audiences.

a. Define the term 'media audience'.

---

---

---

(1)

b. List **TWO** types of media audiences, apart from adults and children.

Type of Audience 1: \_\_\_\_\_ (0.5)

Type of Audience 2: \_\_\_\_\_ (0.5)

c. Race and faith are two aspects of media audiences. Outline these **TWO** aspects.

---

---

---

---

---

(2)

**Question 4**

**C-2 (6 marks)**

The media text in Figure 1 below shows a book cover.

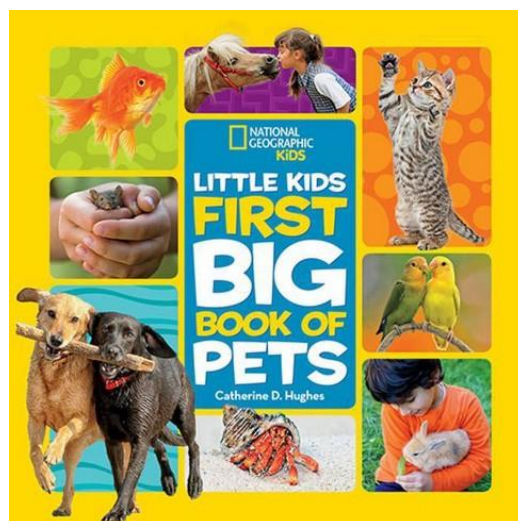


Figure 1: 'Little Kids First Big Book of Pets', Catherine D. Hughes (Author) for National Geographic. (Source: <https://www.amazon.com/Little-First-National-Geographic-Books/dp/1426334702>. Retrieved in November 2021)

a. Identify **TWO** ways in which audiences can be impacted by Figure 1.

Way 1: \_\_\_\_\_ (1)

Way 2: \_\_\_\_\_ (1)

b. Describe how colour and images used in Figure 1 can influence the 'ways of seeing' of children.

Colour: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Images: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

c. Different audiences may react differently to specific media texts. Figure 2 shows a tiger inside a zoo in France.

Explain **ONE** positive and **ONE** negative reaction of different audiences upon seeing this image.



Figure 2: Image of Tiger (Source: Guillaume/Flickr)

***This question continues on next page.***









**Question 7**

**C-4 (6 marks)**

- Figure 4 depicts a scene from a movie called *The Help* (2011).
- It is set during the American civil rights movement in the 1960s.
- The movie tells the story of an aspiring author who gave a voice to the African American maids who were working for white families, by writing a book.



Figure 4: *The Help*. (2011). [film] Directed by Tate Taylor. USA: Walt Disney Studios Motion Pictures.

a. Outline **TWO** mise-en-scène elements found in Figure 4.

Mise-en-scène element 1: \_\_\_\_\_  
\_\_\_\_\_ (1)

Mise-en-scène element 2: \_\_\_\_\_  
\_\_\_\_\_ (1)

b. Describe how **TWO** mise-en-scène elements found in Figure 4 can affect the audience in a sympathetic way.

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

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

c. Evaluate how **TWO** changes in mise-en-scène elements found in Figure 4, can affect the audience in a patriotic way.

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

**Question 8**

**K-9 (4 marks)**

The videographers are preparing for a day of filming. They have to be equipped for filming in different weather conditions and scenarios.

a. List **TWO** different types of lenses.

Lens 1: \_\_\_\_\_ (0.5)

Lens 2: \_\_\_\_\_ (0.5)

b. Outline the purpose of the **TWO** types of lenses listed in Question 8a.

Purpose of lens 1: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

Purpose of lens 2: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Depth of field and image stabilization are two key characteristics of lenses. Describe these **TWO** characteristics of lenses.

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

**Question 9**

**K-10 (4 marks)**

a. Define the terms 'colour temperature' and 'white balance'.

Colour Temperature: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

White Balance: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. State the use of tungsten and fluorescent white balance setting in photography.

i. Use of tungsten: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

ii. Use of fluorescent: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Identify the correct colour temperature that can be used in the following specific light conditions:

4000K	5500K	3000K	2700K	7000K
-------	-------	-------	-------	-------

Temperature for Sunlight at Midday: \_\_\_\_\_ (1)

Temperature for halogen: \_\_\_\_\_ (1)