SUBJECT:

PAPER NUMBER:



## MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

## SECONDARY EDUCATION CERTIFICATE LEVEL 2024 MAIN SESSION

DATE: TIME:	13 <sup>th</sup> May 2022 10:00 a.m. to 11:35 a.m.
COPIES OF COLO	URED PICTURES/FIGURES ARE ATTACHED.
THIS PAPER SHO	OULD BE RETURNED TO THE INVIGILATOR INATION.
Name of candidate	
I.D. number	
School	
Class	

**Media Literacy Education** 

Controlled - Unit 1

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

## **SECTION A**

• Emma, aged 17, is an animal lover and athlete.

a. Define 'media forms' and 'media platforms'.

- 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
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Emma would like to understand how different r	media	contexts	impact	media	content
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i. A media form is	
	(0.5
ii. A media platform is	

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)

(0.5)

Question 2

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 <b>TWO</b> types of media texts apart from billboards and short videos.	
	i. Media text 1:	(0.25)
	Media text 2:	(0.25)
	ii. List <b>TWO</b> 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 Describe these <b>TWO</b> characteristics. You may refer to the media texts and me in Question 2b.	_
		(2)

Please turn the page.

K-2 (4 marks)

Question 3	K-4 (4 marks)
Emma would like her campaign to inspire different audiences.	
a. Define the term 'media audience'.	
	(1)
b. List <b>TWO</b> 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 <b>TV</b>	<b>VO</b> 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 influ	ence the 'ways of seeing' of children.
	Colour:	
		(1)
	Images:	

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.

(1)

	(2)
	( ,
SECTION B	
Question 5	K-3 (4 marks)
<ul> <li>Emma has completed her run in record time, raisi</li> <li>She has been invited as a guest speaker on TV an</li> <li>For this reason, she is trying to understand types</li> </ul>	d radio by several media institutions.
a. List <b>TWO</b> types of media institutions:	
Type of Media Institution 1:	(0.5)
Type of Media Institution 2:	
Type of Fiedd Institution 2.	(0.3)
b. Outline the following types of media ownership:	
i. Commercial Ownership:	
-	
	(0.5)
ii. State Ownership:	
	(0.5)

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С.	Describe how institution.	ethical	and l	egal	implications	can	impact	the	content	produ	ced	by	а	media
														(2)
Q١	uestion 6										K-6	(4	m	arks)
Э.	Define the terr	m 'mise-	-en-sc	ène'.										
														(1)
ο.	Editing is one can be found i				•	ne m	ise-en-s	cène	e. List <b>TV</b>	<b>/O</b> oth	er e	lem	ent	ts that
	Element 1:													_(0.5)
	Element 2:													

This question continues on next page.

c. Following Emma's successful campaign, Netflix has bought the rights to create and distribute a documentary about her success story. It will be called 'Run, Emma, Run', inspired by the scenes from the movie of Forrest Gump, a man who spent years running across America (Figure 3).



Figure 3: Forrest Gump. (1994). [film] Directed by Robert Zemeckis. USA: Paramount Pictures.

Describe how <b>TWO</b> different mise-en-scène elements used in	Figure	3 generate	a sense of
time and suggest the character's state of mind.			
			(2)

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 <b>TWO</b> mise-en-scène elements found in Figure 4.
	Mise-en-scène element 1:
	(1
	Mise-en-scène element 2:
	(1
b.	Describe how <b>TWO</b> mise-en-scène elements found in Figure 4 can affect the audience in a sympathetic way.
	Element 1:
	(1

Element 2:
(1
Evaluate how <b>TWO</b> changes in mise-en-scène elements found in Figure 4, can affect the audience in a patriotic way.
(2

uestion 8	K-9 (4 marks)
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The videographers are preparing for a day of filming. They have to be equipped for filming in different weather conditions and scenarios.

a.	List <b>TWO</b> different types of lenses.	
	Lens 1:	(0.5)
	Lens 2:	(0.5)
b.	Outline the purpose of the <b>TWO</b> types of lenses listed in Question 8a.	
	Purpose of lens 1:	
	Purpose of long 2:	
	Purpose of lens 2:	
c.	Depth of field and image stabilization are two key characteristics of lenses. Describe <b>TWO</b> characteristics of lenses.	these
		(2)

Question 9

a.	Define the t	erms 'col	our tempe	erature' and	l `white	baland	œ'.				
	Colour Tem	•									
	White Balar										
											(0.5)
b.	State the u	se of tung	sten and	fluorescent	white b	alance	settin	g in pho	otography.		
	i. Use of tu	ıngsten: _									
											` ,
	ii. Use of flo										
											(0.5)
c.	Identify the conditions:	e correct	colour te	emperature	that c	an be	used	in the	following	specific	light
	4	000K	550	0K	30001	<	2	700K	70	00K	
	Temperatur	e for Sun	light at Mi	dday:							(1)
	Temperatur	e for halo	gen:								_ (1)

K-10 (4 marks)