



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2024 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 2
DATE:	8 th May 2023
TIME:	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.

Scenario

- Andrew started working as a junior copywriter in a publishing company.
- His first task is to design a new website blog to inform clients about their new products.

Question 1

K-10 (4 marks)

a. Name the remaining **TWO** key steps necessary to design a website blog.

Step 1: _____ (0.5)

Step 2: _____ (0.5)

Step 3: Choose a concept

Step 4: Develop a style

Step 5: Create/choose graphic elements

b. Mention the remaining **TWO** key steps necessary to publish a blog.

Step 1: Choose a platform

Step 2: Acquire a domain name

Step 3: Hosting

Step 4: _____ (0.5)

Step 5: _____ (0.5)

c. Outline **TWO** considerations required to keep a blog running.

(2)

Question 2

K-3 (4 marks)

Andrew will use different graphics in his website blog.

a. Name the **TWO** types of graphics.

Graphic 1: _____ (0.5)

Graphic 2: _____ (0.5)

b. Outline the difference between the **TWO** types of graphics mentioned in Question 2a.

_____ (1)

c. Graphics may be used as a sign posting and to shock people. Describe these **TWO** purposes.

_____ (2)

Question 3

K-9 (4 marks)

One of Andrew's blogs is about the importance of being smart online.

a. List **TWO** procedures that can be used to be smart online.

Procedure 1: _____ (0.5)

Procedure 2: _____ (0.5)

This question continues on next page.

b. Outline **ONE** positive and **ONE** negative consequence of online activity.

Positive: _____

_____ (0.5)

Negative: _____

_____ (0.5)

c. Describe the importance of following the **TWO** procedures to be smart online listed in Question 3a.

_____ (2)

Question 4

K-2 (4 marks)

Andrew has eventually been allocated to work within the print media department of the publishing company.

a. Name **TWO** different forms of print media.

Print Form 1: _____ (0.5)

Print Form 2: _____ (0.5)

b. Outline **TWO** different uses of print media.

Use 1: _____
_____ (0.5)

Use 2: _____
_____ (0.5)

c. Figure 1 shows an advert on the National Geographic Magazine 1993.



Figure 1: Ford Crown Victoria advert 1993
(Source: <https://magazineproject.org/>)

Describe **TWO** different uses of the print medium in Figure 1.

(2)

Question 5

K-4 (4 marks)

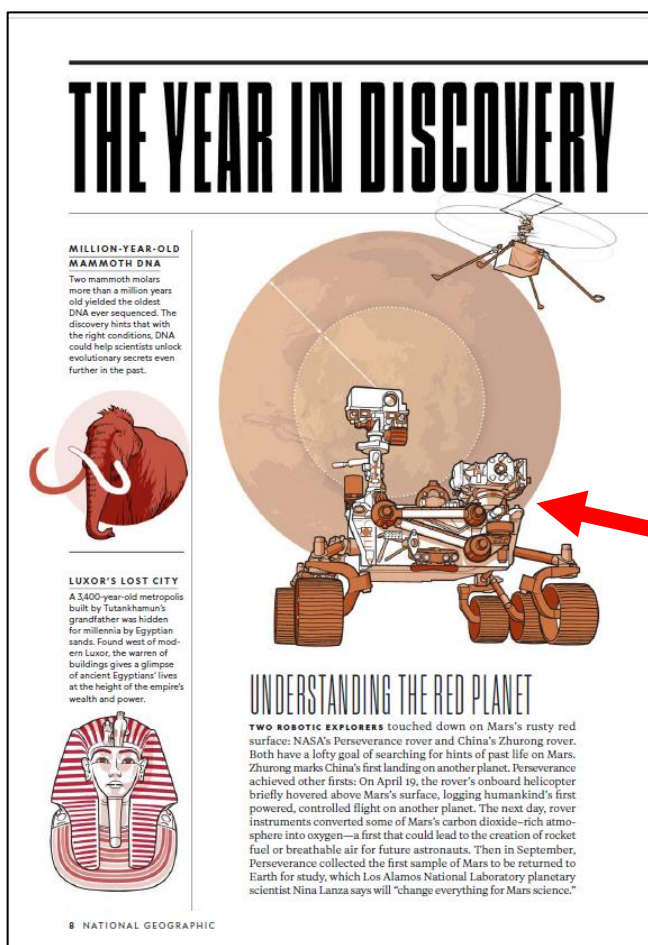
Andrew will use several graphic elements in the design of print media.

a. List **TWO** graphic elements that are usually found in print media.

Graphic Element 1: _____ (0.5)

Graphic Element 2: _____ (0.5)

b. Identify the **TWO** graphic elements indicated by the arrows in Figure 2.



i. _____ (0.5)

ii. _____ (0.5)

Figure 2. National Geographic Magazine 2022 page 8.
 (Source: <https://www.nationalgeographic.com>)

c. Describe **TWO** uses of any graphic elements that could be found in print media.

Use 1: _____

 _____ (1)

Use 2: _____

_____ (1)

Question 6

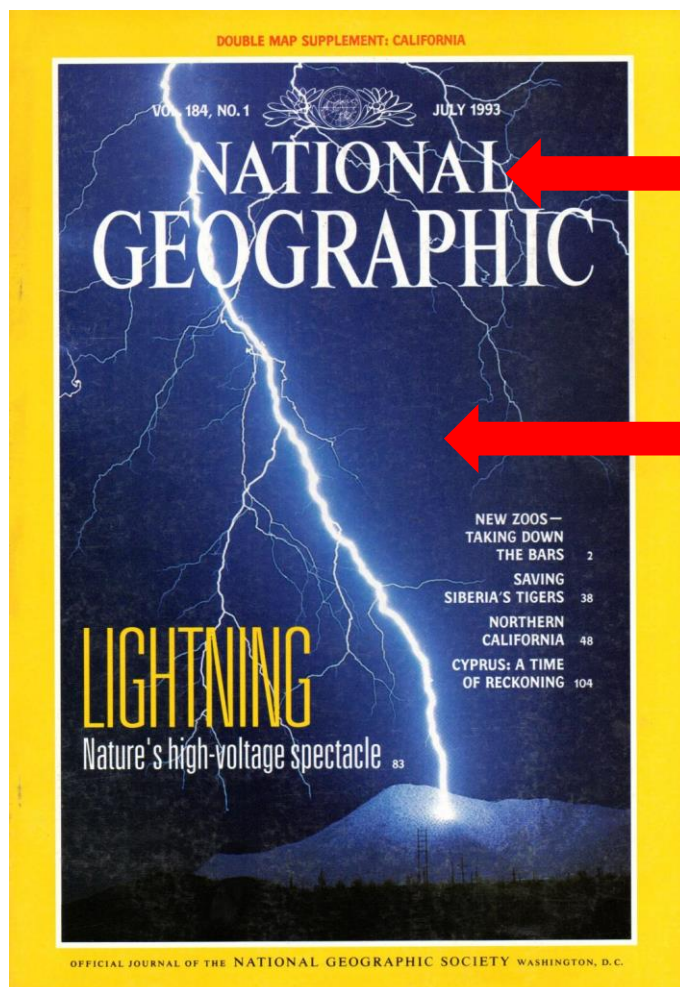
K-6 (4 marks)

a. Name **TWO** structural features that could be found in print media, apart from headlines.

Feature 1: _____ (0.5)

Feature 2: _____ (0.5)

b. Look at the magazine cover shown in Figure 3.
Recognise the **TWO** structural features indicated by the arrows.



i. _____ (0.5)

ii. _____ (0.5)

Figure 3: National Geographic Front Cover (July 1993)
(Source: <https://teslauniverse.com>)

This question continues on next page.

c. Describe the **TWO** structural features identified in Figure 3 and their use in the magazine front cover.

Structural Feature i. _____

_____ (1)

Structural Feature ii. _____

_____ (1)

Question 7

C-3 (6 marks)

Figure 4 shows the front cover of the Daily Mirror on May 1, 2021.



Figure 4: Front cover of the Daily Mirror of 1st May 2021
(Source: <https://www.tomorrowpapers.co.uk>)

- a. Explain how the headline marked i. and headline marked ii. are being used differently in the Daily Mirror newspaper in Figure 4.

(2)

- b. Figure 5a is an article from the National Geographic Magazine 1993 and Figure 5b is an NHS advert published in different magazines.

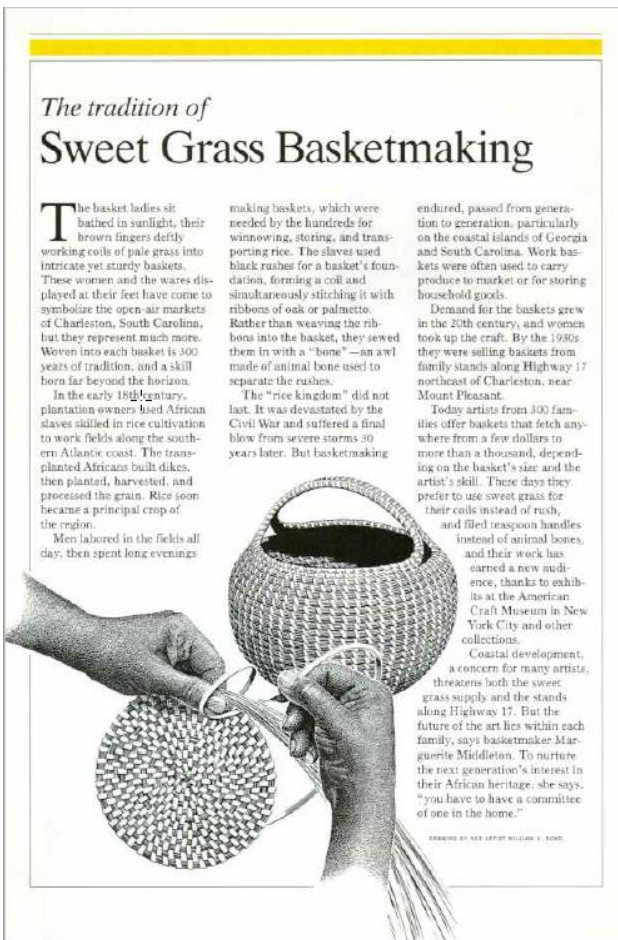


Figure 5a: (Source: National Geographic Magazine, 1993)



Figure 5b: NHS Advert (Source: <https://www.dailymail.co.uk>)

This question continues on next page.

Compare the use of the headline and main image (picture) in Figures 5a and 5b.

(2)

- c. Shepard Fairey is the artist who designed the two posters shown in Figure 6a and Figure 6b. Figure 6a is a poster of ex-US President Barack Obama that was widely described as iconic and came to represent Obama's 2008 presidential campaign. Figure 6b is a poster for a new Adopt-a-Pet.com campaign that aimed to raise awareness about the animals available for adoption at shelters across US.

Discuss how **TWO** structural features in both posters (Figure 6a and Figure 6b) change the meaning of a given print medium.



Figure 6a. Figure 6b.

Posters designed by Shepard Fairey
(Source: <https://edition.cnn.com>)

(2)

Question 8

K-8 (4 marks)

a. List **TWO** codes and **TWO** conventions usually found in print media.

Code 1: _____ (0.25)

Code 2: _____ (0.25)

Convention 1: _____ (0.25)

Convention 2: _____ (0.25)

b. Figure 7 shows another front cover from a more recent National Geographic magazine.



Figure 7: National Geographic Front Cover 2022
(Source: <https://www.nationalgeographic.com>)

This question continues on next page.

Question 9

C-4 (6 marks)

- a. A 'medium where a reader can engage in multiple readings' is a print characteristic. Explain how this print characteristic engages the interest of audiences.

(2)

- b. Compare how **TWO** common print characteristics communicate different messages in magazines and newspapers.

Comparison of characteristic 1: _____

(1)

Comparison of characteristic 2: _____

(1)

This question continues on next page.

- c. OKIDO magazine is a monthly arts and science magazine for children aged 3 to 7. This magazine is printed on a high-quality matt paper. Each issue is jam-packed with stories, experiments, games, drawings, and other entertaining stuff.

Figure 8 shows the photos of the 'OKIDO' magazine in use.



Figure 8a



Figure 8b: OKIDO magazine
(Source: <https://rhubarbandwren.co.uk/>)

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Figure 1:

IF SILENCE IS GOLDEN,
THIS IS FORT KNOX.



FORD CROWN VICTORIA

You can't deny the quiet authority of its streamlined shape. Or the subtle drama of its V-8 performance. And there's no mistaking the understated elegance of its interior. But the quiet environment inside a running 1993 Ford Crown Victoria remains unmatched. A silence of the 24-karat variety.

Quality engineering and a bit of untraditional thinking have created a vehicle that marries contemporary style and refined handling with the customary full-size requirements of room and comfort. And the Crown Victoria adds safety features like a standard driver and available right-front passenger air bag supplemental restraint system.

Air bags, in conjunction with properly worn safety belts, are one of the most effective restraint systems available.

The 1993 Ford Crown Victoria. When it comes to luxury and quiet, think of this as the sedan with the golden touch.

HAVE YOU DRIVEN A FORD LATELY?




Buckle up — together we can save lives.


Figure 2:

THE YEAR IN DISCOVERY

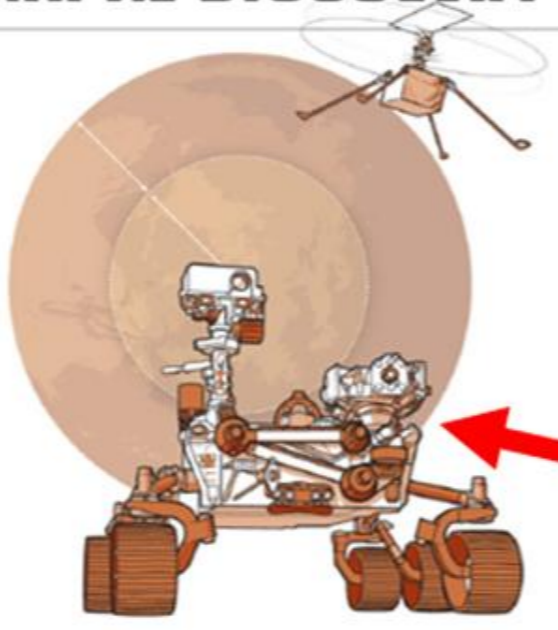
MILLION-YEAR-OLD MAMMOTH DNA
Two mammoth molars more than a million years old yielded the oldest DNA ever sequenced. The discovery hints that with the right conditions, DNA could help scientists unlock evolutionary secrets even further in the past.



LUXOR'S LOST CITY
A 3400-year-old metropolis built by Tutankhamun's grandfather was hidden for millennia by Egyptian sands. Found west of modern Luxor, the wares of buildings give a glimpse of ancient Egyptians' lives at the height of the empire's wealth and power.



UNDERSTANDING THE RED PLANET
TWO ROBOTIC EXPLORERS touched down on Mars's rusty red surface: NASA's Perseverance rover and China's Zhurong rover. Both have a lofty goal of searching for hints of past life on Mars. Zhurong marks China's first landing on another planet. Perseverance achieved other firsts: On April 19, the rover's onboard helicopter briefly hovered above Mars's surface, logging humankind's first powered, controlled flight on another planet. The next day, rover instruments converted some of Mars's carbon dioxide-rich atmosphere into oxygen—a first that could lead to the creation of rocket fuel or breathable air for future astronauts. Then in September, Perseverance collected the first sample of Mars to be returned to Earth for study, which Los Alamos National Laboratory planetary scientist Nina Lanza says will "change everything for Mars science."



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Figure 3:

DOUBLE MAP SUPPLEMENT: CALIFORNIA

VO. 184, NO. 1 JULY 1993

NATIONAL GEOGRAPHIC

LIGHTNING
Nature's high-voltage spectacle 83

NEW ZOOS — TAKING DOWN THE BARS 2
SAVING SIBERIA'S TIGERS 38
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OFFICIAL JOURNAL OF THE NATIONAL GEOGRAPHIC SOCIETY WASHINGTON, D.C.

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Figure 4:



Figure 5a:

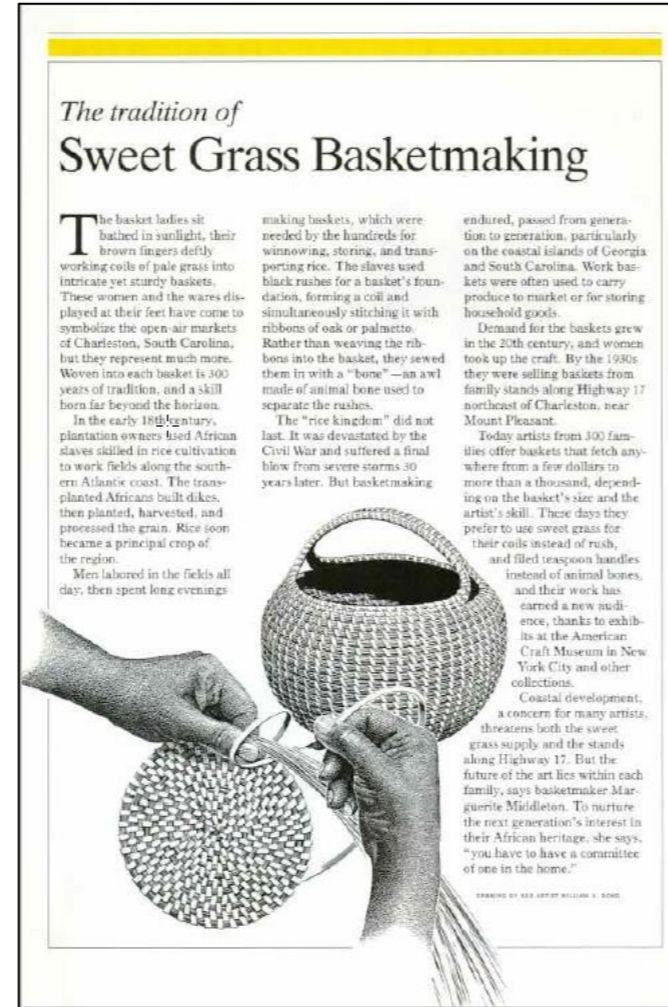


Figure 5b:



Figure 6a:



Figure 6b:



Figure 7:

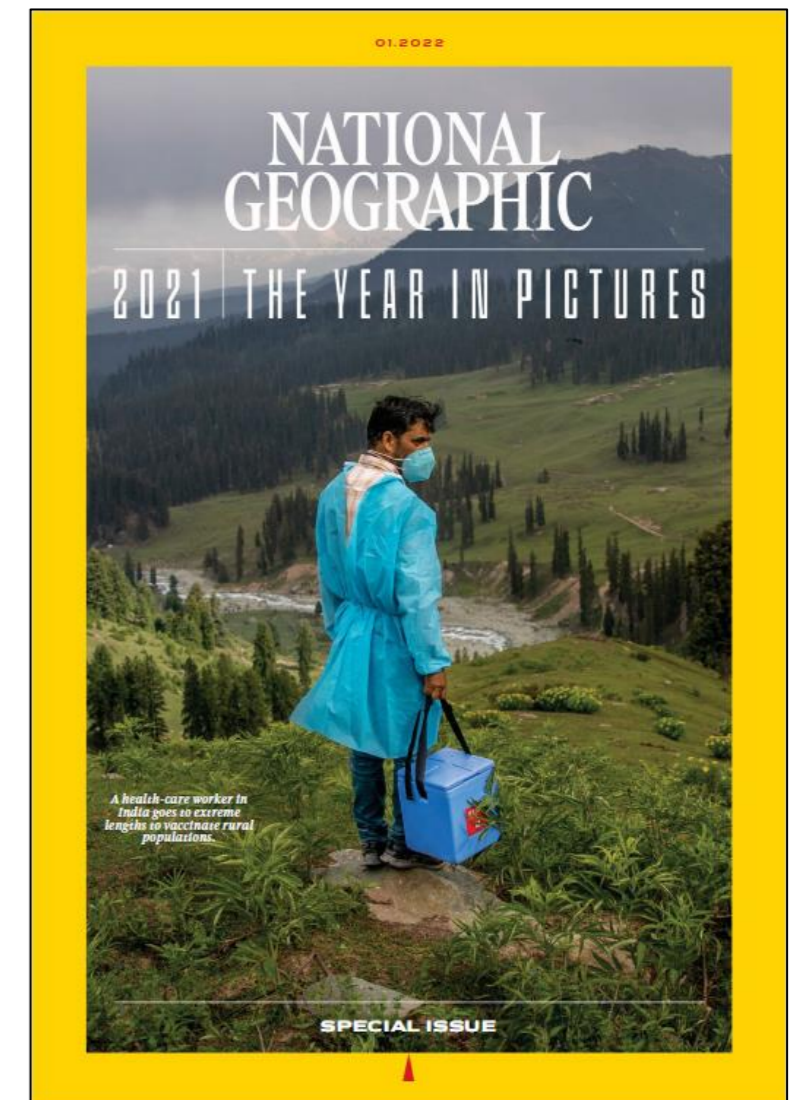


Figure 8a:



Figure 8b:



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