



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2018 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 1
DATE:	29 th May 2018
TIME:	10:00 a.m. to 11:35 a.m.

**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

John forms part of a band that will be launching their album soon. The band would like to embark on a promotional campaign to promote this album.

Question 1

K 1 (4 marks)

a. As part of this campaign, the band would like to engage a production company to produce a music video for one of their songs. List **TWO** platforms of media where they can publish this music video.

i. _____ (1)

ii. _____ (1)

b. The campaign will also include advertising. List **TWO** forms where they can advertise their album.

i. _____ (1)

ii. _____ (1)

Question 2

K 2 (4 marks)

a. A local magazine is featuring John's band and their new album in their weekly music section. Identify **TWO** media texts where the band can also promote their album without using their music video.

i. _____ (1)

ii. _____ (1)

b. John's band is also giving the rights of their new songs to film producers to use as soundtracks for a couple of films, a science fiction and a comedy. Identify the common features and characteristics of these genres.

i. Mention **TWO** characteristics of a comedy.
_____ (1)

ii. Mention **TWO** characteristics of science fiction.
_____ (1)

Question 3

K 3 (4 marks)

John and the band are aware that to reach the largest possible audience, they have to promote their album on various media, owned by various types of media institutions.

- a. Name **THREE** types of media institutions. For **EACH** type of media institution mentioned, name a media outlet that exists in Malta.

Types of media institutions:

A Maltese media outlet:

- i. _____ (0.5) _____ (0.5)
- ii. _____ (0.5) _____ (0.5)
- iii. _____ (0.5) _____ (0.5)

- b. Name the Maltese authority that governs all Maltese broadcast media.

_____ (1)

Question 4

C 2 (6 marks)

The Band has been invited to show its music video on a television programme which is aired during a time when children might be watching.

- a. Considering that the audience might include children and the law states that the video cannot showcase smoking, explain how in this case the audience shapes the media.

_____ (2)

- b. In the space provided below, help the band identify **FOUR** other things which the music video should **not** include.

- i. _____ (1)
- ii. _____ (1)
- iii. _____ (1)
- iv. _____ (1)

SECTION B

As part of their album promotion, John is being interviewed for the 8 o'clock news. John is the only person to be seen on camera. The interviewer will **not** be seen by the audience as he is off camera.

Question 5

K 10 (4 marks)

The camera person responsible for this interview decided that a 3-point lighting setup would be the best way to light up John for this interview.

- a. The camera person prepared the plan below (Figure 1) to light up his shot of John. In the spaces provided, state which is the key light, which is the fill light, and which is the back light and describe why **EACH** light is used for.

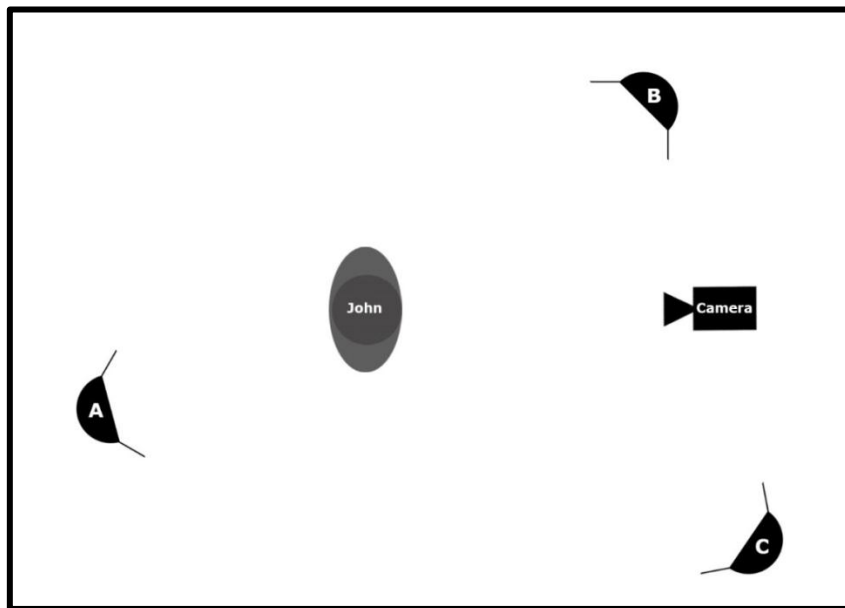


Figure 1: 3-Point lighting setup plan

- i. Light A is the _____
_____ (1)
- ii. Light B is the _____
_____ (1)
- iii. Light C is the _____
_____ (1)
- b. Underline the correct answer. John should be looking at:
 - i. between camera and point B.
 - ii. between the camera and point C.
 - iii. at point B.
 - iv. at point C. (1)

Question 6

K 7 (4 marks)

Besides a medium shot, mention **TWO** other shot sizes a camera person can use to film an interview. Describe how **EACH** type of shot is integral to the narrative.

a. One shot size that can be used is the _____ (0.5)

Describe how this type of shot is integral to the narrative.

_____ (1.5)

b. Another shot size that can be used is the _____ (0.5)

Describe how this type of shot is integral to the narrative.

_____ (1.5)

Question 7

K 8 (4 marks)

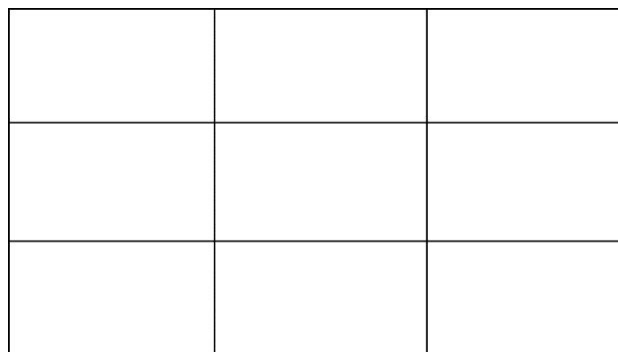


Figure 2: The Rule of Thirds

a. The camera person is using this rule of thirds grid. Outline which key feature would the grid above be used for.

_____ (1)

This question continues on the next page.

b. Look at the shots below and circle which of them are framed well and which are framed wrong. For **EACH** shot, outline the reason of your choice.

i.

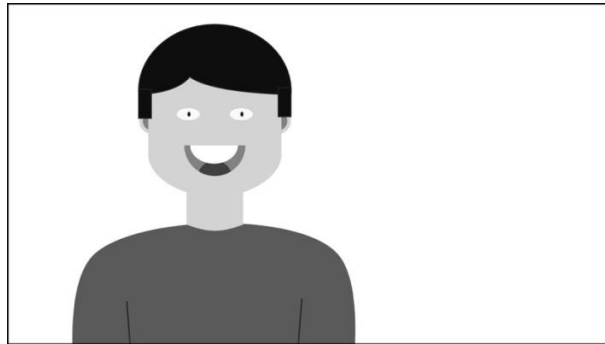


Figure 3: Composition of a shot #1

This shot is framed WELL / WRONG. (0.25)

Outline the reason for your choice.

(0.75)

ii.

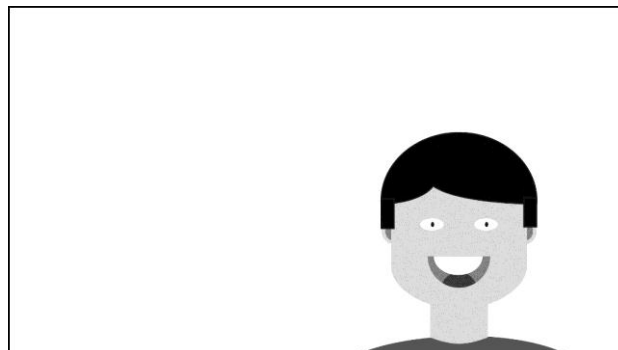


Figure 4: Composition of a shot #2

This shot is framed WELL / WRONG. (0.25)

Outline the reason for your choice.

(0.75)

iii.

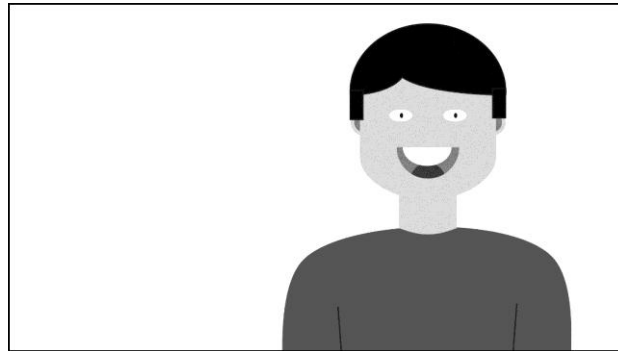


Figure 5: Composition of a shot #4

This shot is framed WELL / WRONG. (0.25)

Outline the reason for your choice.

(0.75)

Question 8

K 9 (4 marks)

a. The camera person also needs to decide which lens to use for the filming of this interview. Considering that s/he can only take one lens and needs to be able to film different shot sizes, which is the best lens to use in this scenario?

a _____ lens. (1)

b. If the scenario was different s/he would have opted for a different lens. From the list below identify which type of lens s/he would use for **EACH** scenario.

- Wide angle
- Macro
- Telephoto

i. If s/he were to film a wide shot of a church facade, he would need a:

_____ lens. (1)

ii. If s/he were to film a detail of a church facade from far away, he would need a:

_____ lens. (1)

iii. If s/he were to film a flower from very close to it, he would need a:

_____ lens. (1)

SECTION C

One of the band’s music videos is inspired by the 2015 film “The Martian”.



Figure 6: The Martian. (2015). [film] Directed by R. Scott.

Question 9

K 6 (4 marks)

In the spaces provided identify **TWO** elements of the mise-en-scene and identify what they communicate to an audience.

a. An element of the mise-en-scene in this scene is:

_____ (1)

b. Identify what this element communicates to an audience.

_____ (1)

c. Another element of the mise-en-scene in this scene is:

_____ (1)

d. Identify what this element communicates to an audience.

_____ (1)