



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2018 SUPPLEMENTARY SESSION**

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SUBJECT:	<b>Media Literacy Education</b>
PAPER NUMBER:	Synoptic – Unit 1
DATE:	1 <sup>st</sup> November 2018
TIME:	10:00 a.m. to 12:05 p.m.

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

Answer **ALL** questions

**SECTION A**

**Case Scenario 1**

Jane is a museum curator responsible for an archaeological museum. She would like to embark on a promotional campaign to promote this museum and the artefacts found in it.

**Question 1** **K1 (4 marks)**

a. As part of this campaign she would like to engage a production company to advertise her museum. List **TWO** forms of media, apart from print, where an advert can be published.

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

b. The campaign will also include print adverts. List **TWO** platforms where she can advertise the museum through a full-page print advert.

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

**Question 2** **K2 (4 marks)**

A local magazine is featuring the museum in its weekly cultural section. Identify **TWO** other media texts and their genre, where Jane can also promote the museum.

a. i. One media text where the museum can be promoted is:

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

ii. Identify **ONE** genre that this text can be categorised as:

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

b. i. Another media text where the museum can be promoted is:

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

ii. Identify **ONE** genre that this text can be categorised as:

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

**Question 3**

**C1 (6 marks)**

As part of the Museum campaign Jane would like to produce an educational video to be used on different media platforms. She wants to use one version as a TV advert and another for online promotion. In a few words describe how the media text may be interpreted differently through the two media platforms.

Television: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (3)

Online: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (3)

**Question 4**

**K3 (4 marks)**

Jane is aware that in order to reach the largest possible audience, she has to promote the museum on various media, owned by various types of media institutions.

Name **TWO** types of local media institutions and for **EACH** type of media institution mentioned, name its ownership.

Types of media institution 1: \_\_\_\_\_ (1)

Ownership of institution 1: \_\_\_\_\_ (1)

Types of media institution 2: \_\_\_\_\_ (1)

Ownership of institution 2: \_\_\_\_\_ (1)

**Question 5**

**K4 (4 marks)**

Jane is also organising activities in the museum for children. As part of the campaign, she is promoting this through TV adverts during TV programmes aimed at children and others aimed at parents. She is also thinking of promoting these activities through other forms of media. Apart from children and parents define **TWO** other types of audiences which could be targeted.

Definition of audience 1:  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Definition of audience 2:  
\_\_\_\_\_  
\_\_\_\_\_ (2)

**Question 6**

**A1 (10 marks)**

As already discussed above, as part of her campaign Jane is engaging a production company to produce an educational video featuring her museum. This production company intends to pitch an idea it has, regarding this video, to Jane and her team. As part of this pitch, this company is using various aids and tools to help them explain their idea to Jane and her team. If you were part of this production company, which **TWO** visual forms would you use to help you to pitch this idea effectively? In your answer give detailed reasons to support your choices.

Visual Form 1:

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(5)

Visual Form 2:

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(5)



**Question 8**

**A3 (10 marks)**

As part of this campaign you are being asked to produce a series of photographs of different artefacts found in the museum. Mention **FIVE** photography production factors you need to consider when preparing for your shoot and in a few words describe why each is important.

Photography production factor 1:

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

Importance of photography production factor 1:

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

Photography production factor 2:

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

Importance of photography production factor 2:

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

Photography production factor 3:

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

Importance of photography production factor 3:

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

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Photography production factor 4:

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(1)

Importance of photography production factor 4:

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(1)

Photography production factor 5:

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(1)

Importance of photography production factor 5:

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(1)

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**SECTION B**

As part of the campaign, Jane is being interviewed on TV for the 8 o'clock news bulletin. Jane will be the only person to be seen on camera. The interviewer will not be seen by the audience as he will be off camera.

**Question 9**

**K10 (4 marks)**

The camera person responsible for this interview is going to use the setup shown in the figure below (Figure 1).

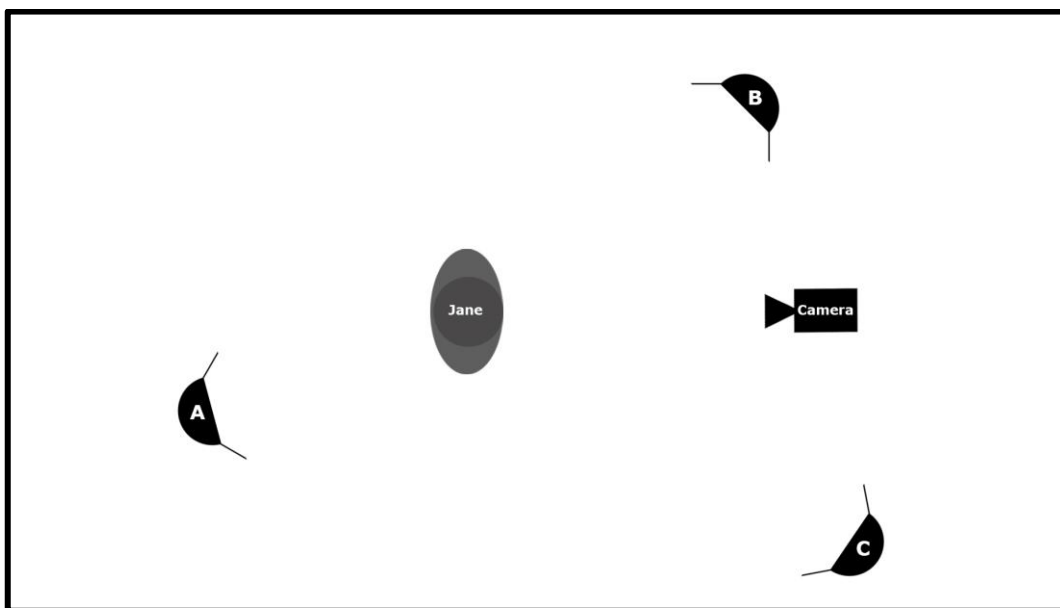


Figure 1

a. What is the lighting scenario shown in Figure 1 called?

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

b. Identify which of the three lights in Figure 1 is: a key light, a fill light and a back light and describe their purpose.

Light	Key/Fill/Back	Description of purpose
A		
B		
C		



**Question 10**

**K7 (4 marks)**

One of the shots the camera person filming Jane’s interview will be using, will be a medium shot. Mention **TWO** other shot sizes (apart from the medium shot) the camera person can use and describe why the shots you mention are important for the narrative.

Shot	Why is the shot size important?
(0.5)	
	(1.5)
(0.5)	
	(1.5)

**Question 11**

**C5 (6 marks)**

The camera person also needs to decide which camera angle he needs to use to visualise the story of Jane’s advert. Help him understand what **EACH** of the camera angles below implies, by discussing in a few words how each camera angle affects the dynamics of a narrative.

a. A High-Angle shot:

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(2)

b. A Low-Angle shot:

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(2)

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

c. An Eye-level shot:

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(2)

**Question 12**

**K8 (4 marks)**

The camera person needs to frame the subject correctly. In a few words outline **TWO** key features that impact the composition of the image.

Feature 1: \_\_\_\_\_

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

Feature 2: \_\_\_\_\_

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

**Question 13**

**K9 (4 marks)**

a. The camera person also needs to film close details of some of the artefacts in the museum and has to decide which lens to use for these shots. Considering that the camera person requires a close shot of the artefact from a distance, identify the best lens to use in this scenario:

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

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

- Wide angle
- Zoom
- Macro

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

\_\_\_\_\_ lens. (1)

ii. If he were to film a detail of a church facade from a very close distance, he would need a:

\_\_\_\_\_ lens. (1)

iii. If he needs to make objects appear close or far away using the same lens, he would need a:

\_\_\_\_\_ lens. (1)

**SECTION C**

Analyse this screen shot from the 2003 film "Elf".



Figure 2: Elf. (2003). [film] Directed by J. Favreau.

**Question 14**

**K6 (4 marks)**

In the spaces provided identify **FOUR** elements of the mise-en-scene in this screen shot:

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

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**Question 15**

**C4 (6 marks)**

If you had to add or change **ONE** element of the mise-en-scene in this screen-shot, how would this alter the viewers' interpretation of the image?

a. An element of the mise-en-scene that you would like to add/change to the scene is:

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

b. Describe how this element would alter the viewers' interpretation of the image.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (5)

**Question 16**

**C3 (6 marks)**

Express **TWO** cultural representations found in Figure 2 and explain each in a few words.

Cultural representation 1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (3)

Cultural representation 2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (3)

**SECTION D****Question 17****K5 (4 marks)**

By ticking the box near the correct answer with an X, outline which **ONE** of **EACH** of the following scenarios is a stereotype:

Scenario 1:

- A Maltese middle-aged lady who sits behind a window to watch and then be able to gossip about people
- An old man who goes clubbing
- A teenager who listens to *ghana*

Scenario 2:

- A girl who is wearing pink
- A boy who is wearing pink
- A teenage boy who listens to classical music

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**Question 18**

**C2 (6 marks)**

A television programme which is aired during a time when children might be watching cannot showcase alcohol. Identify **THREE** other elements which such a TV programme should not include and explain why each element cannot be shown.

Element not to be included	Explanation
(1)	
	(1)
(1)	
	(1)
(1)	
	(1)

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