



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2021 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 1
DATE:	21 st May 2019
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

Vanessa is a television presenter. She is currently producing and presenting a daily morning show on a local television station.

Question 1 **K1 (4 marks)**

a. List **TWO** platforms through which the TV station which airs Vanessa’s Programme, can be disseminated.

i. _____ (1)

ii. _____ (1)

b. Apart from the usual television promos aired on the TV station, Vanessa would also like to promote her programme using other forms of media. List **TWO** forms of media which she can use to promote and advertise her programme.

i. _____ (1)

ii. _____ (1)

Question 2 **K2 (4 marks)**

The type of media texts chosen for Vanessa’s programme is a talk show. Identify **FOUR** other types of media texts for a television programme.

a. _____ (1)

b. _____ (1)

c. _____ (1)

d. _____ (1)

Question 3 **K3 (4 marks)**

The TV station on which Vanessa’s programme is aired, is owned by the state, and as such it is an independent media institution.

a. Name **TWO** other type of media institutions, apart from an independent institution:

i. _____ (1)

ii. _____ (1)

b. Name **ONE** other type of media ownership apart from the state:

_____ (1)

c. Name the Maltese authority that governs all Maltese broadcast media:

_____ (1)

Question 4

C2 (6 marks)

To help her finance production, Vanessa would like to include teleshopping segments within her programme. For this reason, advertisers will be paying for her to showcase their products within her television show.

a. Explain how in this case, the media can influence the personal perspective of the audience.

_____ (2)

b. The law states that smoking cannot be advertised. Explain why this is so in relation to the way media shapes the audience.

_____ (2)

c. Vanessa’s programme producers have conducted a market research to understand which type of audience generally watches her show. Explain how the general perspectives of her target audience could shape her media programme.

_____ (2)

Please turn the page.

SECTION B

In one of the segments of Vanessa’s television programme, she will be discussing agriculture with a few guests. Before the episode is filmed and aired, she would like to produce a feature about a Maltese farmer, which she will then show during the programme.

Question 5

K9 (4 marks)

Vanessa needs to ask a camera person to film a number of shots in a farm. The camera person has to use the right camera lens for each shot. Identify the lens type and its correct use by **matching** each shot to the right lens.

- | | |
|---|-------------------|
| Establishing shot of a field • | • Macro lens |
| Close ups of livestock from far away • | • Telephoto lens |
| Close-up of produce from a short distance • | • Zoom lens |
| Zoom in from Long shot to Mid shot • | • Wide Angle lens |

Question 6

K8 (4 marks)

Vanessa’s camera person has to make sure that his shots are of a good standard and visually pleasing. For this reason, he must make sure to know the right filming techniques to use. Outline to the camera person how each of the following camera features impact the resulting image.

Focus:

_____ (1)

Resolution:

_____ (1)

Shutter speed:

_____ (1)

Exposure:

_____ (1)

Question 7

K7 (4 marks)

For the feature about farming, the camera person, also needs to film an interview with a farmer. He will be using two types of shots (figures 1 and 2). Identify **EACH** shot and describe why each shot is an integral part of the narrative, that is, why would the camera person need to include these shots for the interview.

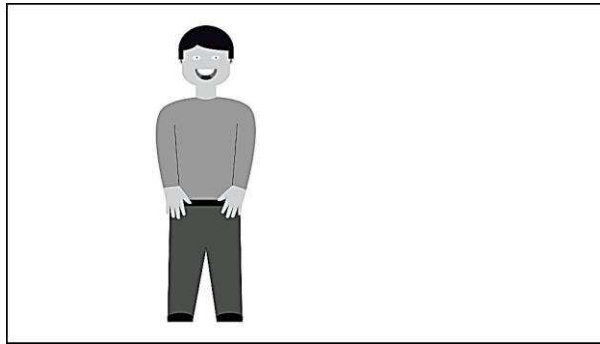


Figure 1

a. Figure 1 is a _____ (0.5)

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

(1.5)

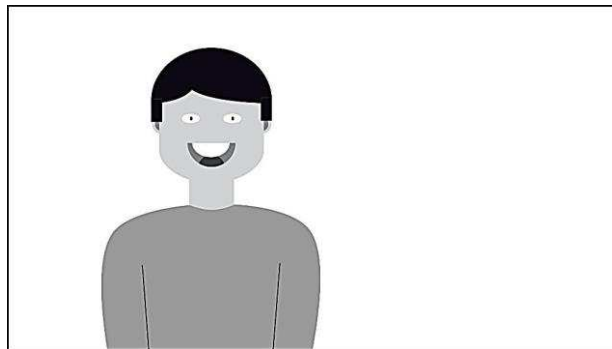


Figure 2

b. Figure 2 is a _____ (0.5)

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

(1.5)

Please turn the page.

SECTION C

Question 8

K10 (4 marks)

The Lighting designer responsible for Vanessa’s TV programme, is getting inspiration from various productions when designing the lightings setups for the programme and its various features. Amongst others he is looking at the two productions below (figures 3 and 4). Choose which one of these uses high “key lighting” and which one uses “chiaroscuro lighting”. Then describe how images are captured within these lighting scenarios.

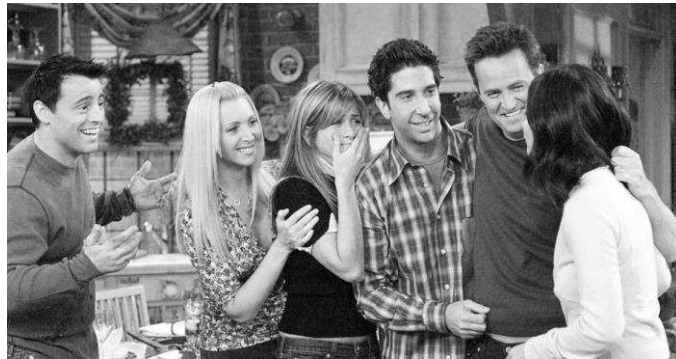


Figure 3: Friends. (1994–2004). [TV Series]

a. This production is using _____ lighting. (0.5)

Description of how images are captured within this lighting scenario:

(1.5)



Figure 4: Game of Thrones. (2011 -). [TV Series]

b. This production is using _____ lighting. (0.5)

Description of how images are captured within this lighting scenario:

(1.5)

Question 9

K6 (4 marks)

Vanessa's TV programme also includes a segment during which films will be discussed. The first film that was discussed was "A Star is Born" (Bradley Cooper, 2018).



Figure 5: A Star is Born. (2018). [film] Directed by B. Cooper.

In the spaces provided identify **TWO** elements of the mise-en-scene in figure 5.

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

_____ (2)

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

_____ (2)

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