



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2023 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 1
DATE:	13 th May 2021
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

- Jennifer works for a local theatre company which is producing its end-of-season show.
- They wish to promote their show on various media and for this reason they would like to understand media better.

Question 1

K-1 (4 marks)

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

i. A media form is _____
 _____ (0.5)

ii. A media platform is _____
 _____ (0.5)

b. List **TWO** types of media forms and **TWO** types of media platforms.

Media form 1: _____ (0.25)

Media form 2: _____ (0.25)

Media platform 1: _____ (0.25)

Media platform 2: _____ (0.25)

c. As part of the production campaign Jennifer would like to feature the rehearsals of the end-of-season show on different platforms to target more audience.

Identify **TWO** reasons why Jennifer could use cross-media convergence, by ticking the correct answers.

	tick
i) Marketing	<input type="checkbox"/>
ii) Employing	<input type="checkbox"/>
iii) Communication	<input type="checkbox"/>
iv) Diversification	<input type="checkbox"/>
v) Creativity	<input type="checkbox"/>

(2)

Question 2

K-2 (4 marks)

a. Define each of the following terms.

i. A media text is: _____
_____ (0.5)

ii. A media genre is: _____
_____ (0.5)

b. List **TWO** types of media texts and **TWO** types of media genres:

Media text 1: _____ (0.25)

Media text 2: _____ (0.25)

Media genre 1: _____ (0.25)

Media genre 2: _____ (0.25)

c. Editing and type of lighting are characteristics of media texts and media genres.

Describe these **TWO** characteristics. You may use media texts and media genres listed above in Question 2b.

_____ (2)

Question 3

K-3 (4 marks)

- Jennifer is trying to decide on how she is going to promote the show.
- For this reason, she is trying to understand types of media institutions and ownership.

a. List **TWO** types of Media Institutions:

i. Type of Media Institution 1: _____ (0.5)

ii. Type of Media Institution 2: _____ (0.5)

b. Outline the following types of media ownership:

State Ownership: _____

_____ (0.5)

Private Ownership: _____

_____ (0.5)

c. Describe how moral and legal aspects can impact content produced by a media institution.

_____ (2)

SECTION B

Question 5

C-2 (6 marks)

The media text below was extracted from a children's book.

Impact on WILDLIFE

It can sometimes be easy for humans to ignore the negative effects of our plastic habits. No-one likes to drive past hundreds of plastic bottles lying on the side of the road, or see a plastic bag tangled in a tree like some kind of ugly bunting. But, plastic is often thought of as being out of sight, out of mind. Unfortunately, this isn't the case for the wildlife we share the planet with!

Over 100,000 sea mammals are killed by plastic in the oceans every year...

... along with one million sea birds. Even mussels, the shellfish whose pretty blue shells you often find on the beach, are eating plastic – a study done on mussels in the UK found tiny pieces of plastic in all of them. *Yum!*

But it's not just sea animals that are affected by plastic. Plastic that doesn't make its way into the oceans can be dreadful for land wildlife. Plastic packaging can easily get stuck around the head or neck of an animal, or even tangled around their legs. Many animals such as cows can also die from eating plastic bags and other items that blow into their fields.

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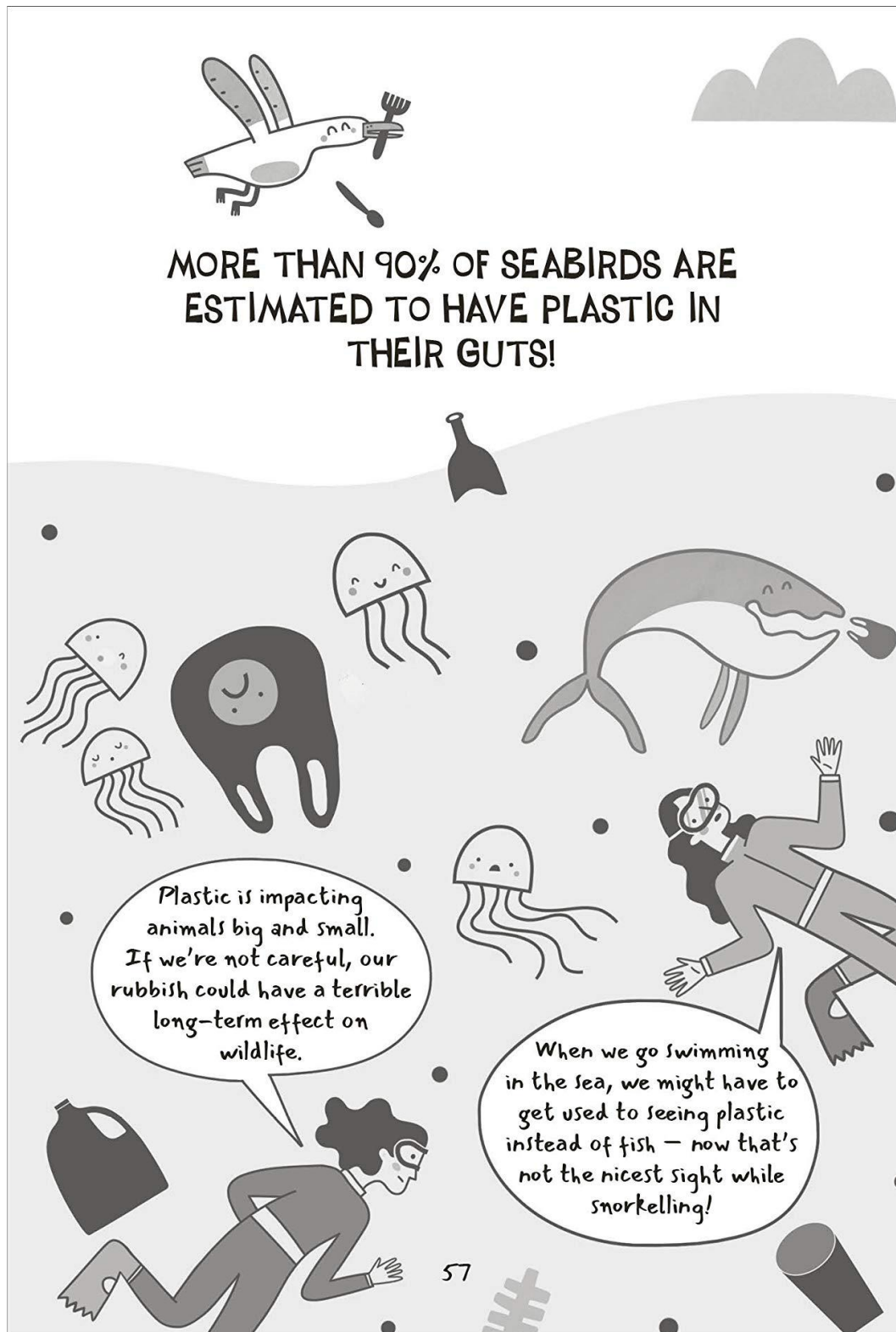


Figure 1: Plastic Impact on Wildlife information sheet.
(Source: <https://www.kidsagainstoplastic.co.uk/plastic-its-impact-on-wildlife/> retrieved on Jan 2021)

This question continues on next page.

a. Identify **TWO** ways this media text can impact an audience.

Way 1: _____ (1)

Way 2: _____ (1)

b. Describe how images and use of language in Figure 1, can influence the 'ways of seeing' of children.

Images: _____

_____ (1)

Use of Language: _____

_____ (1)

c. Different audiences may react differently to a specific media text.
The image below was used as a billboard put up in Malta in 2017 showing Da Vinci's painting of the last supper with burgers and pizza instead of the traditional food.



Question 6

K-6 (4 marks)

a. Define 'mise-en-scène'.

(1)

b. Lighting is one of the elements that makes up the mise-en-scène. List **TWO** other elements that can be found in a 'mise-en-scène'.

Element 1: _____ (0.5)

Element 2: _____ (0.5)

c. Describe how different mise-en-scène elements used in Figure 3 impact the sense of time and the setting of the mood.

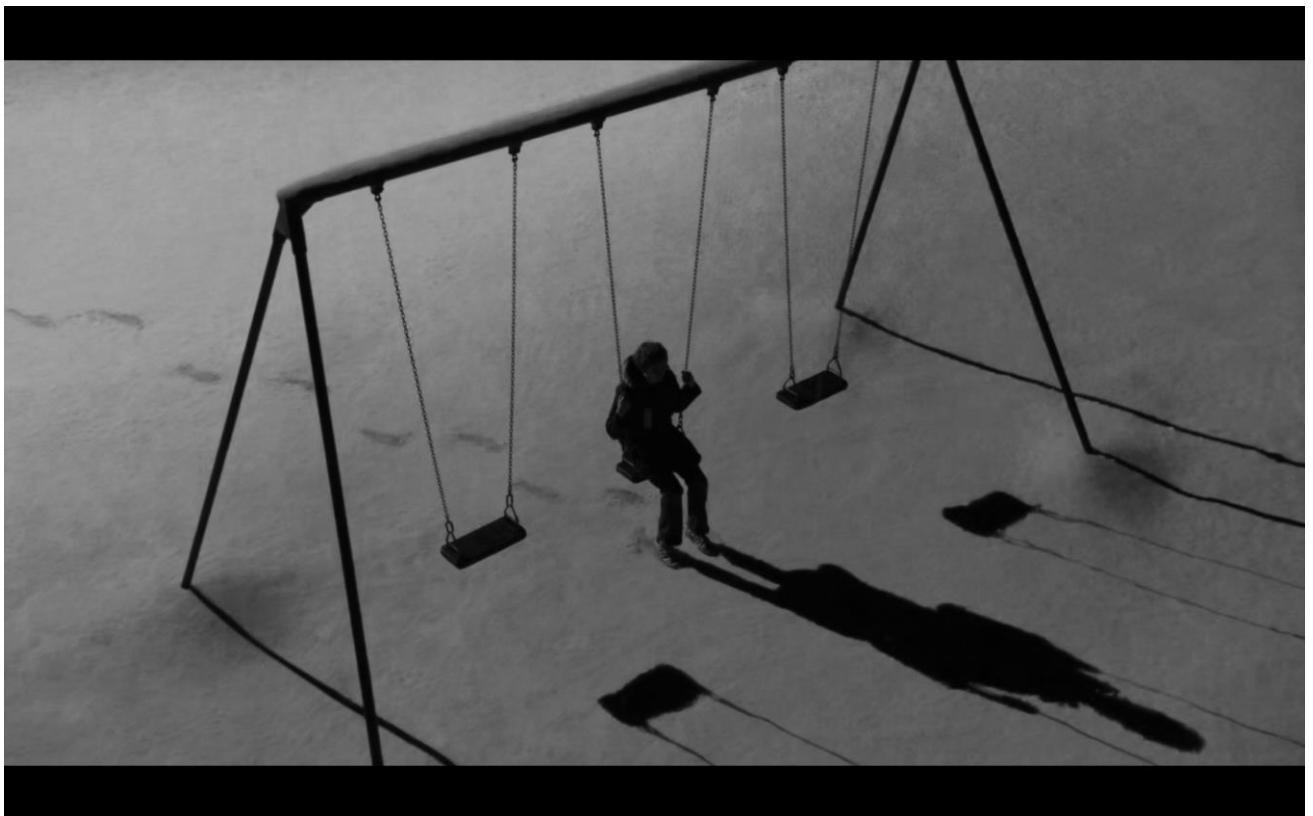


Figure 3: *Scott Pilgrim vs. the World*. (2010). [film] Directed by Edgar Wright. Toronto, ON: Universal Studios.

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