



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2022 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 2
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.

Scenario:

Claire has been chosen to create print material to inform parents on school related news, activities, and events.

Question 1

K-2 (4 marks)

a. Name **FOUR** different forms of printed material.

- i. _____ (0.25)
- ii. _____ (0.25)
- iii. _____ (0.25)
- iv. _____ (0.25)

As part of her research, Claire researches different print media. She notes how different print media often have more than one use.

b. Besides providing information, outline how print media can be used to:

- i. Entertain: _____
_____ (0.5)
- ii. Persuade: _____
_____ (0.5)

c. Look at Figure 1 which is the first page of a graphic novel.

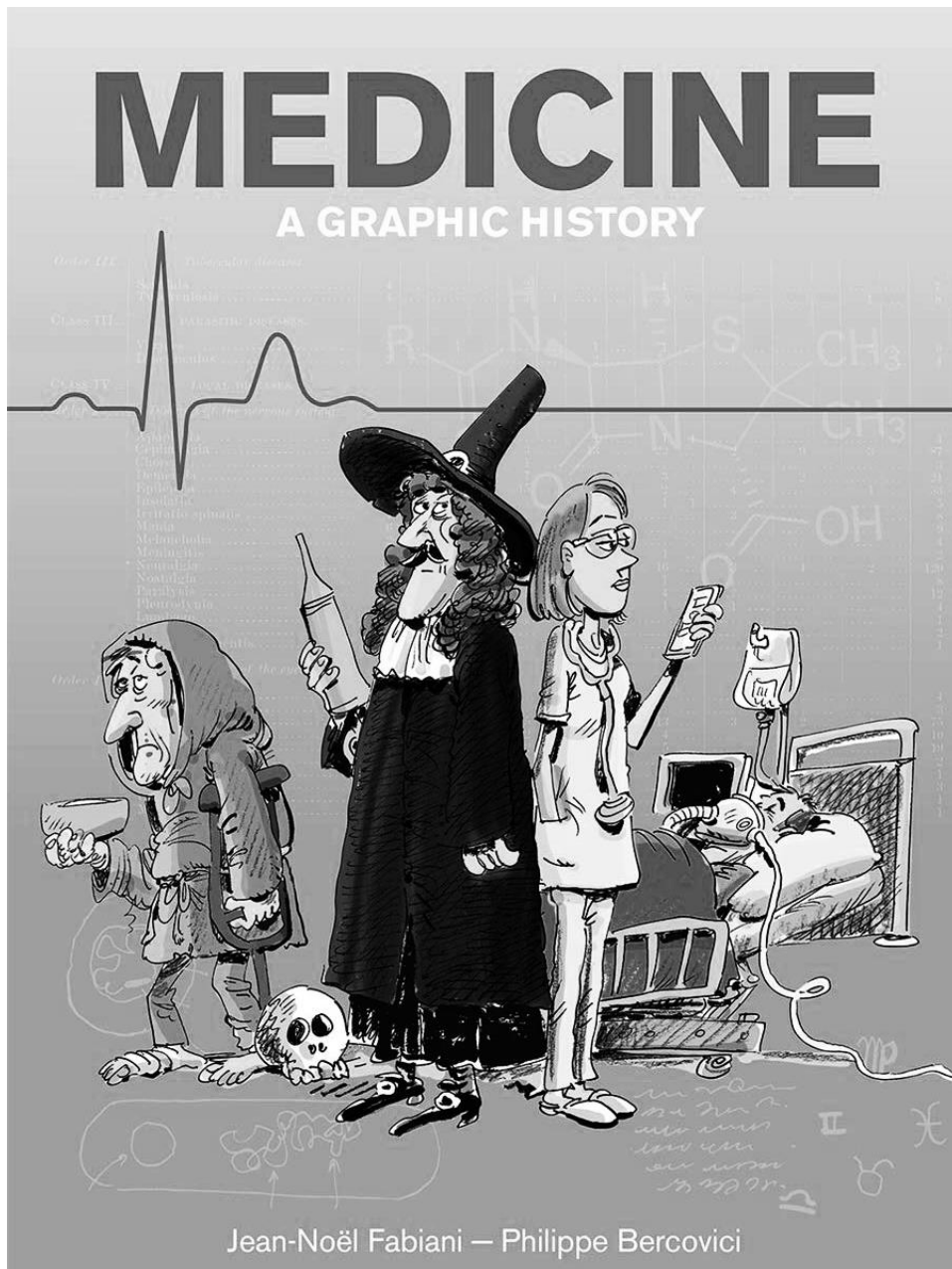


Figure 1: Cover of 'Medicine: A graphic novel' by Fabiani & Bercovici (2000)

Describe **TWO** uses of the print material above.

(2)

Question 2

K-3 (4 marks)

When Claire started gathering graphics for her print product, she had to deal with two types of graphics.

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

i. _____ (0.5)

ii. _____ (0.5)

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

_____ (1)

c. Describe **TWO** purposes for which graphics may be used.

_____ (2)

Question 3

K-4 (4 marks)

Claire will need to include text in her print media but she knows that typography is only one of the types of graphic elements used.

a. List **FOUR** other graphic elements found in print media, besides typography:

_____ (0.25) _____ (0.25)

_____ (0.25) _____ (0.25)

Look at the following print advertisement.

b. Identify the **FOUR** graphic elements indicated by the arrows in the space provided below:

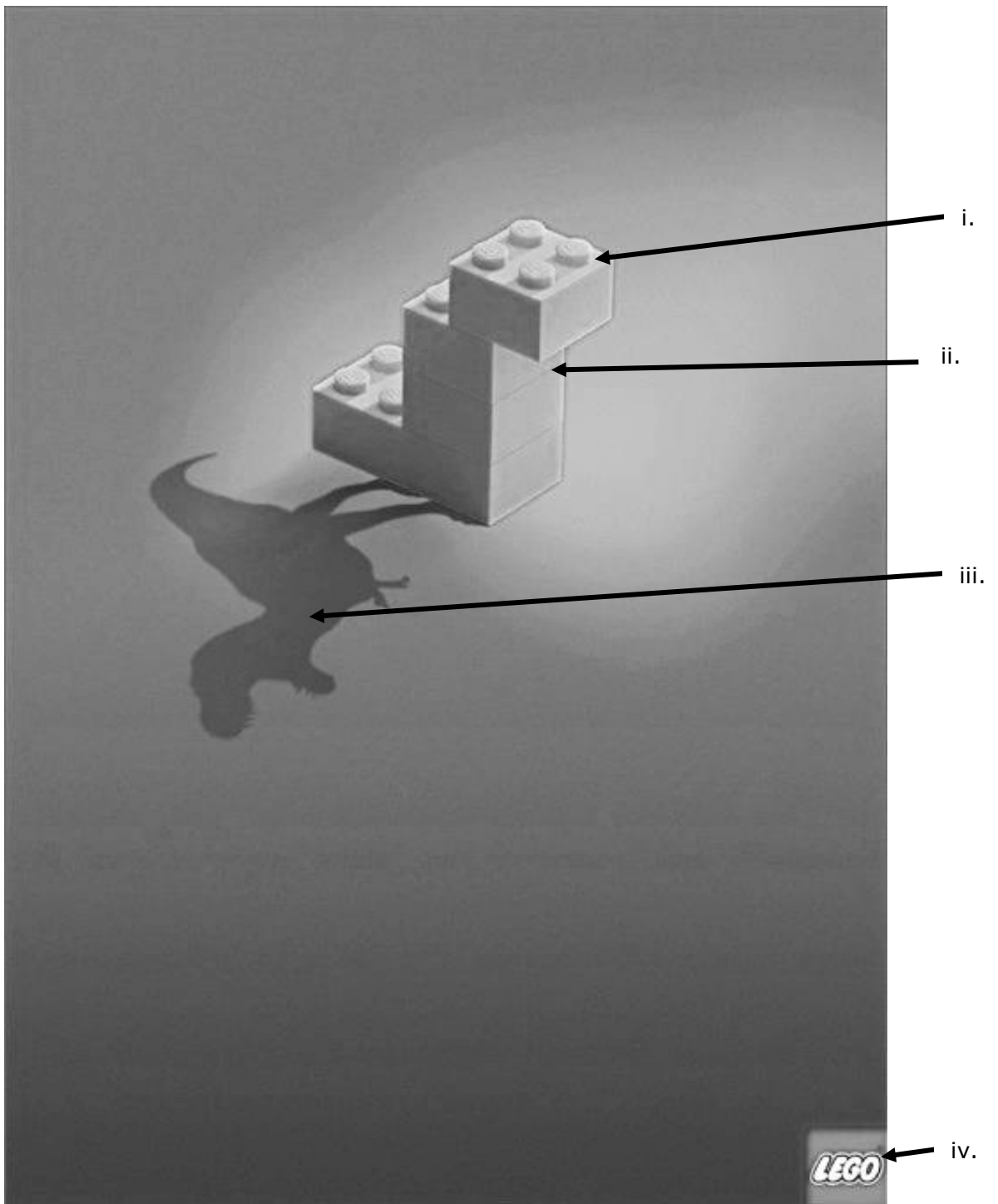


Figure 2: Lego Print ad
(Source: <https://www.eurobricks.com> in March 2021)

- i. _____ (0.25) ii. _____ (0.25)
iii. _____ (0.25) iv. _____ (0.25)

c. Describe how **TWO** graphic elements found in print media can be used:

Graphic element 1: _____

_____ (1)

Graphic element 2: _____

_____ (1)

Question 4

K-6 (4 marks)

When designing the print media, Claire knows that that there are some structural features which she must include.

a. Name **FOUR** structural features (besides "Front Cover Flash") found in print media:

_____ (0.25) _____ (0.25)

_____ (0.25) _____ (0.25)

b. Look at the following example of print media. Recognise the **FOUR** structural features indicated by the arrows in the space provided below.

The image shows a newspaper cover with the following elements:

- i.** Arrow pointing to the **PUBLICATION OFFICE** information in the top right corner.
- ii.** Arrow pointing to the **THE CONTINENTAL DRIFT** masthead.
- iii.** Arrow pointing to the main title **ZERO CORNERS MARKET**.
- iv.** Arrow pointing to a black and white photograph of a man in a suit.

Figure 3: Newspaper from 'The Grand Budapest Hotel' (Anderson, 2014)
 (Source: <https://www.dazeddigital.com> in March 2021)

- i. _____ (0.25) ii. _____ (0.25)
iii. _____ (0.25) iv. _____ (0.25)

c. Describe structural feature (iii) and structural feature (iv) recognised in Question 4b, and their use in the newspaper.

(2)

Please turn the page.

b. Look at the following two examples of print media: Figure 5 is a movie poster, Figure 6 is a music album cover.



Figure 5: Joker Release Date Poster
(Source: <https://www.reelrundown.com> in March 2021)



Figure 6: Imagine Dragons, 'Night Visions' Cover Art
(Source: <https://www.universal-music.co.jp> in March 2021)

This question continues on next page.

In the space provided below, compare the use of structural feature (i) in these two media.

(2)

c. Look at the following two articles.

Discuss how the **TWO** structural features in Figure 7 and Figure 8 change the meaning of the print medium in the space provided below.



Figure 7: Valletta Food Court
(Source: <https://www.lovinmalta.com> in March 2021)

Question 6

K-9 (4 marks)

Claire would also like to create an on-line version of her print material, but knows that she needs to be smart online.

a. List **FOUR** procedures to be smart online.

_____ (0.25)
_____ (0.25)
_____ (0.25)
_____ (0.25)

b. Outline **ONE** positive consequence and **ONE** negative consequence of online activity that Claire can expect if publishing material online.

Positive consequence: _____
_____ (0.5)
Negative consequence: _____
_____ (0.5)

c. Describe the importance of following **TWO** procedures, from Question 6a, to be smart online.

_____ (2)