



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2021 SUPPLEMENTARY SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Synoptic – Unit 1
DATE:	2 nd November 2021
TIME:	4:00 p.m. to 6:05 p.m.

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

Answer **ALL** questions in the space provided.

Scenario

- John was made responsible for a promotional campaign.
- He plans to create educational videos and other material.
- John first needs to understand different aspects related to media.

Question 1

K-1 (6 marks)

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

Media Forms:

_____ (1)

Media Platform:

_____ (1)

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

Media Forms	Type 1: _____	(0.5)
	Type 2: _____	(0.5)
Media Platform	Type 1: _____	(0.5)
	Type 2: _____	(0.5)

c. John would like this promotional campaign to be shared on different platforms.

Identify **TWO** reasons from the text box below why cross-media convergence is used in the connected world:

Commitment	Communication	Employment	News	Innovation
------------	---------------	------------	------	------------

Reason 1: _____ (1)

Reason 2: _____ (1)

Question 2

K-4 (8 marks)

a. Define the term 'media audience':

_____ (2)

b. Apart from youths and adults, list **TWO** other types of audiences which could be targeted.

Type of Audience 1: _____ (1)

Type of Audience 2: _____ (1)

c. Outline the following **TWO** aspects of media audiences:

Social class	Gender

_____ (4)	

Question 3

K-5 (8 marks)

a. List **TWO** characteristics of media representation.

Characteristic of media representation 1: _____ (1)

Characteristic of media representation 2: _____ (1)

b. Outline the following **TWO** key features that affect the representation of a media text.

i. Religion: _____ (1)

ii. Violence: _____ (1)

This question continues on next page.

c. Describe the implications of religion and violence that affect the representation of a media text.

(4)

Question 4

C-2 (12 marks)

The poster in Figure 1 was created in France, where racism is a major issue.



(Source: shorturl.at/duvJ6)

a. Identify **FOUR** ways how audiences can be impacted by this poster.

_____ (1)

_____ (1)

_____ (1)

_____ (1)

b. Describe how the image and the choice of words in this poster may influence the 'ways of seeing' of adults in France.

The image:

_____ (2)

The choice of words:

_____ (2)

c. Explain **TWO** different ways how different audiences could relate to this poster.

(4)

Question 5

C-3 (12 marks)

a. Identify **ONE** different cultural representation found in each of the following media texts.

	Media text	Cultural representation
i.	 <p>Figure 2: Source: https://img.huffingtonpost.com</p>	<p>_____ (1)</p>
ii.	 <p>Figure 3: Source: https://honey.nine.com.au</p>	<p>_____ (1)</p>

iii.



Figure 4: Source: <https://www.businessinsider.com>

(1)

iv.



Figure 5: Source: <https://www.dolcegabbana.com>

(1)

b. Describe how any **ONE** cultural representation is impacted by the media.

(4)

c. Discuss how any **ONE** cultural representation influences people's ideas, opinions, perceptions, and behaviour.

c. Refer to the following screen shot from the film 'Aladdin'.

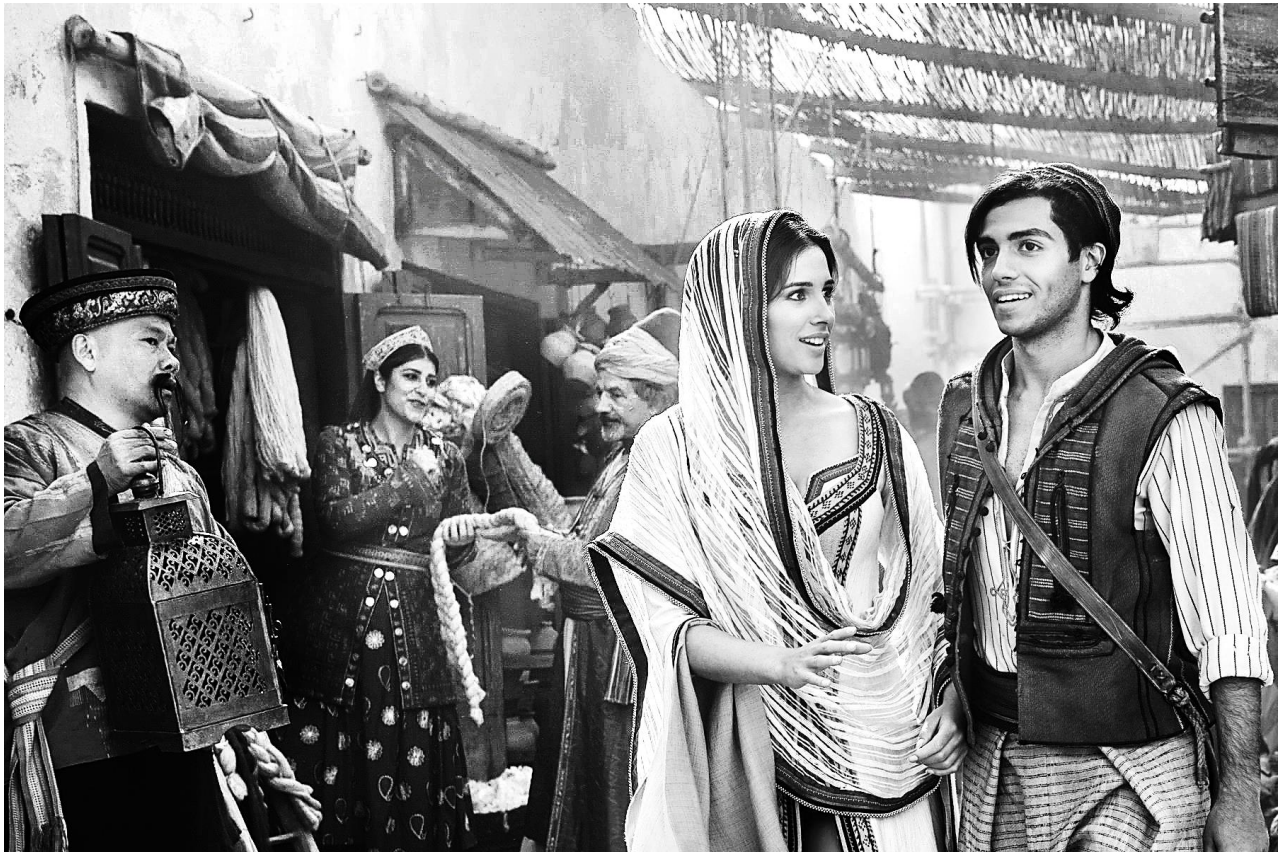


Figure 6: Aladdin. (2019). [film] Directed by G. Ritchie

Describe how 'mise-en-scène' elements in this Aladdin scene have the following **TWO** impacts:

Generates a sense of space

Suggesting a characters' state of mind

(4)

Question 7

K-7 (8 marks)

a. Define what is meant by 'shot' in a media context.

(2)

b. Identify the different types of shots used in the following photographs:



Photograph 1: Source: <https://www.documentary.org>

Type of shot in Photograph 1: _____ (1)

Question 8

K-8 (8 marks)

A camera has been set on a manual setting as required to achieve high impact narrative pictures.

- a. Identify the **FOUR** key photographic camera features in Figure 7 below, which have a direct impact on the exposure of the resulting image

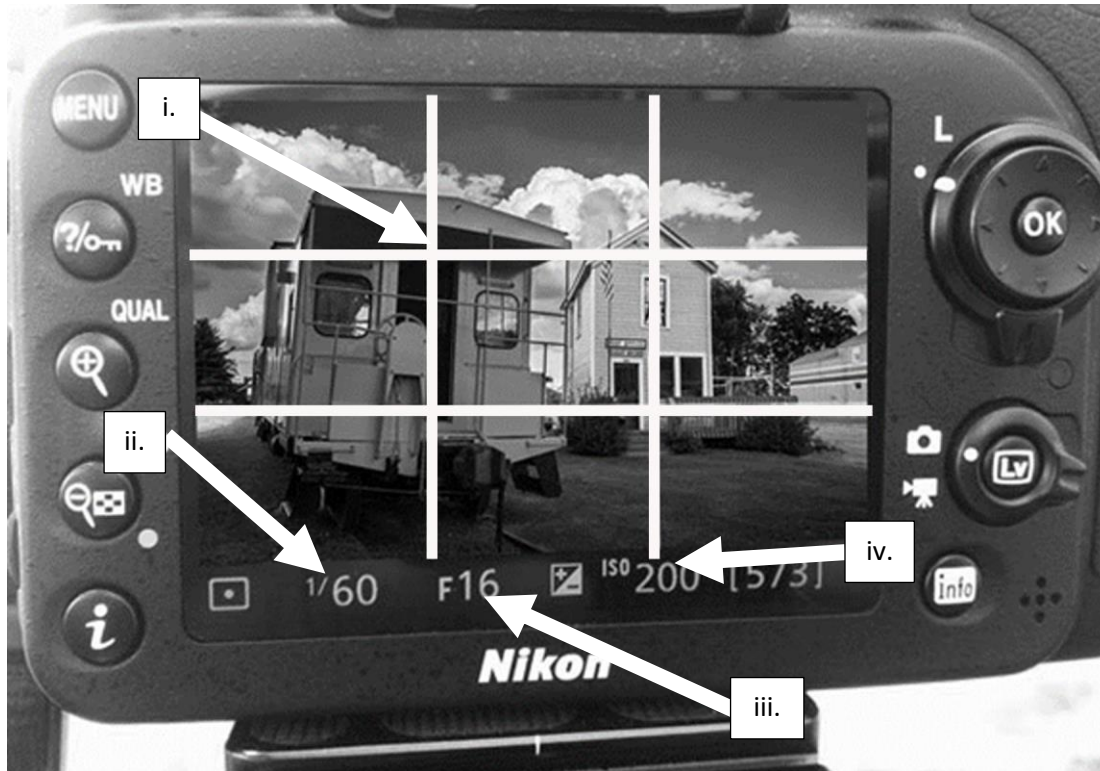


Figure 7: Source: <https://www.https://digital-photography-school.com/>

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

- b. Outline the relationship between ISO sensitivity and noise when the light available is low.

_____ (2)

Blank Page

Blank Page