



**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 2
DATE:	13 th May 2022
TIME:	10:00 a.m. to 11:35 a.m.

COPIES OF COLOURED PICTURES/FIGURES ARE ATTACHED.

**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

- Liam has graduated from his Media Literacy Education programme.
- He decided to specialise in graphic design, and accepted a summer internship at a local creative agency.

Question 1

K-2 (4 marks)

For his first project, Liam is asked to create an advert for print media with different specifications.

a. Name **TWO** different forms of print media.

Print form 1: _____ (0.5)

Print form 2: _____ (0.5)

b. Outline how print media can be used to:

i. Entertain: _____
_____ (0.5)

ii. Instruct: _____
_____ (0.5)

c. Figure 1 shows the print advert Liam has included in his mood board.



Figure 1: Olly's Chicken Burgers
(Source: facebook.com/ollysmalta)

Describe **TWO** different uses of the print medium in Figure 1.

(2)

Question 2

K-4 (4 marks)


Liam will need to include different graphic elements in the advert.

a. List **TWO** graphic elements that are usually found in print media, apart from colour.

Graphic Element 1: _____ (0.5)

Graphic Element 2: _____ (0.5)

b. Identify the **TWO** graphic elements, apart from colour, indicated by the arrows in Figure 2.



i. _____

ii. _____

Figure 2: McDonald's Master Angus
(Source: facebook.com/McDonaldsMT)

(2)

Question 4

K-6 (4 marks)

- After receiving positive feedback from his manager, Liam is given a second task.
 - He must now work on designing another advert for a magazine.
 - There are certain structural features he must include when working with print media.
- a. Page size, headlines and pictures are structural features found in print media. Name **TWO** other structural features.

Feature 1: _____ (0.5)

Feature 2: _____ (0.5)

- b. Look at the magazine front page shown in Figure 3.
Recognise the **FOUR** structural features indicated by the arrows.



Figure 3: BBC Good Food Magazine Front Cover (February 2019)
(Source: facebook.com/BBC Good Food)

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

c. Describe any **TWO** structural features identified in Figure 3 and their use in the magazine front cover.

(2)

Question 5

C-3 (6 marks)

Figure 4 shows two pages found in a food magazine.



Figure 4: (Source: Food Network Magazine: The Big Thanksgiving Issue November 2017 pg. 72 and 73)

a. Explain how **TWO** structural features are being used differently in the two pages.

Headline: _____

_____ (1)

Main image (picture): _____

_____ (1)

b. Figure 5a is a newspaper article and Figure 5b is an advert in a magazine.

The Malta Independent on Sunday

Costa Coffee treats Valletta to breakfast

Coffee · Beverages · Food · Costa Coffee
6 Jul 2014

Costa Coffee treated all of Valletta to a coffee and muffin breakfast this morning, inviting all neighbouring residents, businesses and passers-by to try out selected products on the house.

“Everyone loves to start their day with a good coffee so we thought this would be a great way to introduce ourselves to our new neighbours. We hope we brightened up everyone’s Friday morning in time for the weekend,” said Rachelle Tabone, Marketing Manager.

Situated on the ground floor of the Embassy Shopping Complex, this is the sixth Costa Coffee store opened by The Coffee Company Malta Ltd, since it opened two years ago.

“We’re very excited to finally have a store in our great capital city. This morning was all about



greeting and treating our customers to the coffee that is the core of our business to the people who are at the heart of our business,” said Dr Robert Buttigieg, General Manager of Costa Coffee Malta, yesterday.

Robert Filletti, who works in Valletta and has spent months

asking Costa Coffee to open a store nearby, was treated to an extra special welcome. As a token for his continued support for the brand, he was rewarded a certificate naming him a Brand Ambassador and a hamper of goodies which included a Costa Coffee travel mug, vouchers and some delicious muffins and

brownies.

“Costa Coffee manages to make drinking coffee a better experience than all the rest, so when they opened up a store in Valletta, which is where I work, I was really excited. Costa Coffee are the real deal,” Mr Filletti said.

At the same time, Costa Coffee are running a scratch card campaign throughout summer around their selection of iced drinks. With every Costa Ice beverage purchased from any of the Valletta, Balzan and The Point outlets, customers are gifted with a scratch card that entitles them to one of 10,000 prizes, varying from Costa Coffee beach balls and beach bags to a one night’s stay at Radisson Blu Resort and Spa, Golden Sands.

Costa Coffee is an established coffee shop brand that was founded by two Italian brothers, Sergio and Bruno Costa, in London in 1971. Today, it forms part of Whitbread plc’s brand line-up in the UK. In 2008, Costa Coffee announced that every single cup of coffee sold by Costa is grounded from beans only

Figure 5a Press Reader/The Malta Independent on Sunday
Source: URL: <https://www.pressreader.com>



Figure 5b

(Source: Food Network Magazine: The Big Thanksgiving Issue November 2017 pg.115)

Compare the use of the headline and the main image (picture) in these print media.

(2)

c. Discuss how **TWO** structural features in Figure 6a and Figure 6b can change the meaning of a given print medium.



Figure 6a. UNICEF Believe in Zero advert
(Source: <https://kwoq.com/blog/>)



Figure 6b. Ifad drinking water advert
(Source: <https://www.behance.net/gallery>)

(2)

Question 6

K-8 (4 marks)

a. List **TWO** codes and **TWO** conventions usually found in print media.

Code 1: _____ (0.25)

Code 2: _____ (0.25)

Convention 1: _____ (0.25)

Convention 2: _____ (0.25)

b. Figure 7 shows the front cover of a cookery book.

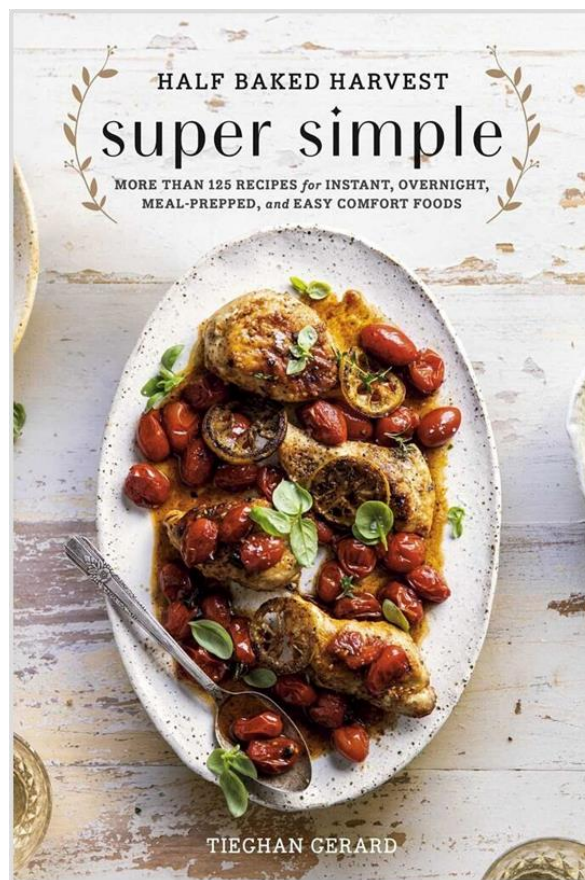


Figure 7: *Half Baked Harvest: Super Simple* Book Cover
(Source: <https://www.bookdepository.com/>)

Outline the use of **TWO** codes and **TWO** conventions found on the front cover shown in Figure 7.

Code 1: _____
_____ (0.25)

Code 2: _____
_____ (0.25)

Convention 1: _____
_____ (0.25)

Convention 2: _____
_____ (0.25)

c. Describe the impact of the **TWO** codes and **TWO** conventions in the front cover in Figure 7.

_____ (2)

Question 7

C-4 (6 marks)

a. A newspaper is an example of a 'lightweight portable and disposable' medium. Explain how this characteristic engages the interest of audiences.

_____ (2)

This question continues on next page.

b. Compare how **TWO** common print characteristics in magazines and newspapers communicate different messages.

Comparison of characteristic 1: _____

_____ (1)

Comparison of characteristic 2: _____

_____ (1)

c. Figure 8 shows the Pakistani activist, Malala Yousafzai, on the cover of the monthly American news magazine 'Time'.



Figure 8: Time Magazine (2013)
(Source: time100.time.com)

Negative: _____

_____ (0.5)

c. Describe the importance of following any **TWO** procedures to be smart online.

_____ (2)

Question 9

K-10 (4 marks)

Liam has decided to setup his own website and design a blog to share tips and ideas with his friends and fellow designers from around the world.

a. Name **TWO** of the key steps necessary for Liam to design a blog.

Step 1: _____ (0.5)

Step 2: _____ (0.5)

b. Mention **TWO** key steps necessary to publish a website blog.

Step 1: _____ (0.5)

Step 2: _____ (0.5)

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