



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2022 SUPPLEMENTARY SESSION**

SUBJECT: **Media Literacy Education**
 PAPER NUMBER: Synoptic – Unit 1
 DATE: 31st October 2022
 TIME: 8:30 a.m. to 10:35 a.m.

COPIES OF COLOURED PICTURES/FIGURES ARE ATTACHED.

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

For examiners' use only:

Question	1	2	3	4	5	6	7	8	Total
Score									
Maximum	6	8	8	12	12	8	8	8	70

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

Scenario

- Sam is a talented photographer.
- Her friends encourage her to start promoting her work.
- Sam 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. From the textbox below, identify **TWO** reasons why cross-media convergence is used in the connected world.

Marketing Technology Billboard Lifestyle Entrepreneurship

Reason 1: _____ (1)

Reason 2: _____ (1)

6

Question 2

K-4 (8 marks)

a. Define the term 'media audience':

_____ (2)

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

Type of Audience 1: _____ (1)

Type of Audience 2: _____ (1)

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

Education: _____

_____ (2)

Social class: _____

_____ (2)

8

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. Culture: _____

_____ (1)

ii. Religion: _____

_____ (1)

Question 4

C-2 (12 marks)

The poster in Figure 1 was created by a Maltese illustrator and climate-change activist.



Figure 1: (Credit: Nice & Serious/Ed Dingli.
Source: Nice & Serious/Facebook via shorturl.at/twIV3)

a. Identify **FOUR** ways how audiences can be impacted by the poster in Figure 1.

- Way 1: _____ (1)
- Way 2: _____ (1)
- Way 3: _____ (1)
- Way 4: _____ (1)

b. Describe how the image and the use of language in this poster (Figure 1) may influence youth's 'ways of seeing'.

Image:

(2)

Use of Language:

(2)

c. Explain **TWO** different ways how different audiences could react to this poster (Figure 1).



(4)

12


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 data-bbox="395 927 879 958">Figure 2: Movie: <i>Slumdog Millionaire</i> (2009)</p>	<p data-bbox="1385 674 1433 705">(1)</p>
ii.	 <p data-bbox="395 1554 879 1585">Figure 3: Movie: <i>Brokeback Mountain</i> (2005)</p>	<p data-bbox="1385 1227 1433 1258">(1)</p>

This question continues on next page.

iii.	 <p>Figure 4: Movie: <i>The Batman</i> (2022)</p>	_____ (1)
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iv.	 <p>Figure 5: Movie: <i>Sister Act</i> (1992)</p>	_____ (1)
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b. Describe how any **TWO** cultural representations identified in Question 5a are impacted by the related media texts.

Cultural representation 1: _____

_____ (2)

Cultural representation 2: _____

_____ (2)

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:



Figure 7: Photograph 1: *Source: Andrew Loewen (Unsplash)*

Type of shot in Photograph 1: _____ (1)

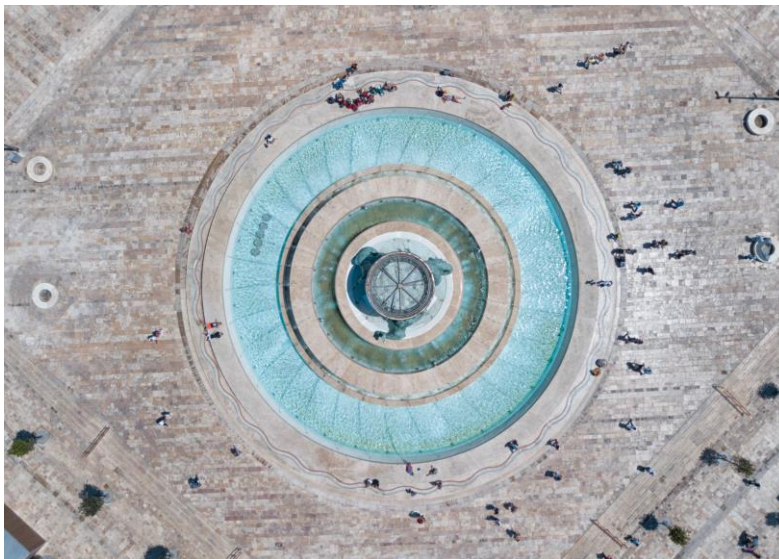


Figure 8: Photograph 2: *Source: Joseph Bhagiar (Unsplash)*

Type of shot in Photograph 2: _____ (1)

c. Figure 9 shows shots from a scene of the movie Coco. Figure 10 is part of its screenplay. Coco is an American animated fantasy film released by Walt Disney Pictures and produced by Pixar Animation Studios. The protagonist of this film is Miguel, an aspiring musician, who travel to the Land of the Dead in search of his great-great-grandfather, a famous singer.

Describe how both the series of close-up shots and long-shots affect the narrative of this scene.



Miguel



Mama Imelda



Papa Julio

(Source: <https://coco-movie.fandom.com/>)



1.



2.



3.



4.



5.



6.



7.



8.

Figure 9

SHOT NUMBER	CUT TO:
1	<p>In a far corner, one traveller in particular is raising hell.</p> <p style="text-align: center;">MAMÁ IMELDA</p> <p style="text-align: center;">I demand to speak to the person in charge!</p> <p>A beleaguered CASE WORKER cringes as Mamá Imelda tears into her.</p> <p style="text-align: center;">CASE WORKER</p> <p style="text-align: center;">I'm sorry, señora, it says here no one put up your photo ---</p> <p>Mamá Imelda coldly eyes the Macintosh 128K on the woman's desk.</p>
2	<p style="text-align: center;">MAMÁ IMELDA</p> <p style="text-align: center;">My family always -- ALWAYS - puts my photo on the ofrenda! That devil box tells you nothing but lies!</p> <p>In a swift movement, Mamá Imelda removes her shoe and smacks the computer.</p>
3	<p style="text-align: center;">PAPÁ JULIO</p> <p style="text-align: center;">Mamá Imelda?</p> <p>She turns her shoe on Papá Julio, who leans back and yelps. Mamá Imelda softens.</p>
4	<p style="text-align: center;">MAMÁ IMELDA</p> <p style="text-align: center;">Oh, mi familia! They wouldn't let me cross the bridge! Tell this woman and her devil box that my photo is on the ofrenda.</p>
5	<p style="text-align: center;">PAPÁ JULIO</p> <p style="text-align: center;">Well, we never made it to the ofrenda...</p> <p style="text-align: center;">MAMÁ IMELDA</p> <p style="text-align: center;">What?!</p> <p style="text-align: center;">PAPÁ JULIO</p> <p style="text-align: center;">We ran into... um...</p>
6	<p>Mamá Imelda's eyes fall on Miguel.</p> <p>Miguel looks at Mamá Imelda. Her photo flashes before him.</p>
7	<p style="text-align: center;">MAMÁ IMELDA</p> <p style="text-align: center;">Miguel?</p>
8	<p style="text-align: center;">MIGUEL</p> <p style="text-align: center;">Mamá Imelda...</p>

Figure 10

a. Identify the **TWO** key photographic camera features, indicated by the arrows, which have a direct impact on the exposure of the resulting image.

Feature i: _____ (1)

Feature ii: _____ (1)

b. Outline the relationship between ISO sensitivity and noise.

_____ (2)

c. Describe the relationship between shutter speed and aperture in order to achieve the effects shown in each of the following **TWO** situations:

Situation 1: Figure 12

The scope: To freeze the movement of the cat and the butterfly.

Available Light: High key lighting



Figure 12: Creator & Copyright holder: Leoba; Source: Getty Images/iStockphoto

Situation 2: Figure 13
The scope: To show the movement of the fireworks.
Available Light: Low-light



Figure 13: (Source: Wikimedia Commons)

Figure 1:



Figure 2:



Figure 3:



Figure 4:



Figure 5:



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Figure 6:



Figure 7:



Figure 8:

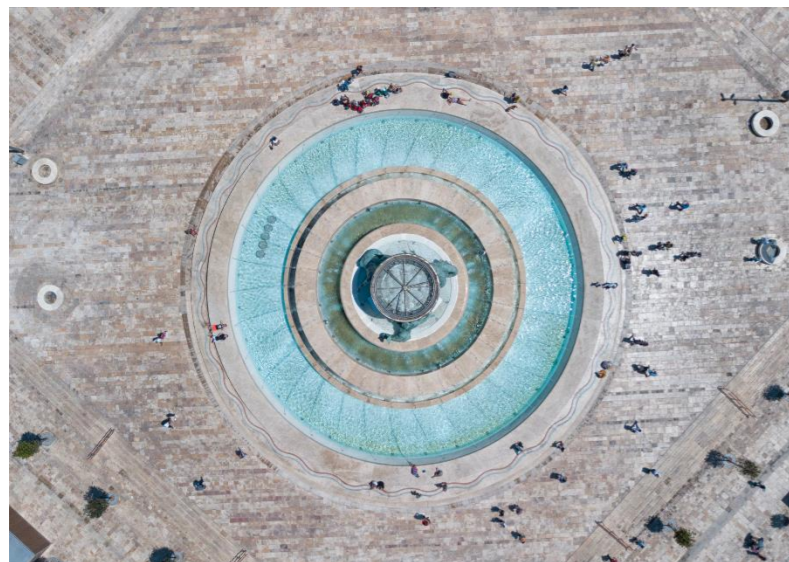
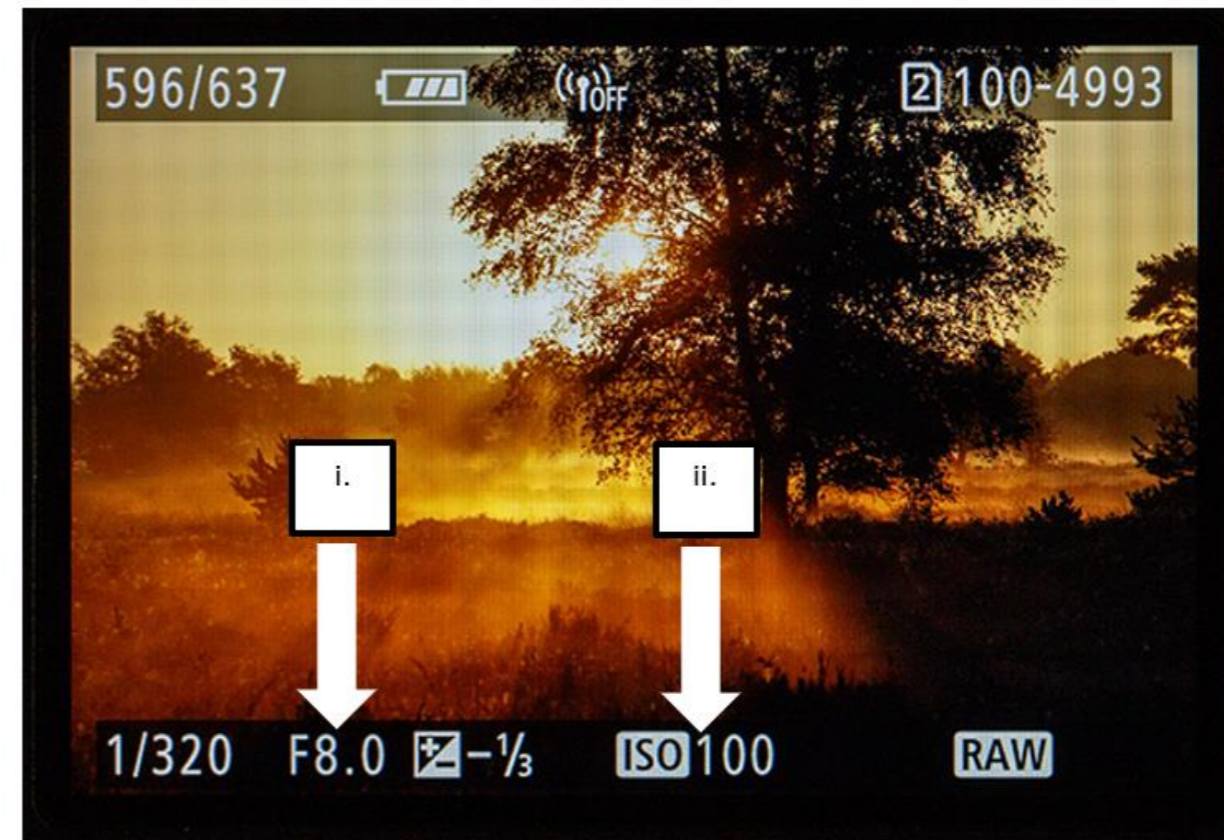


Figure 11:



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Figure 9:

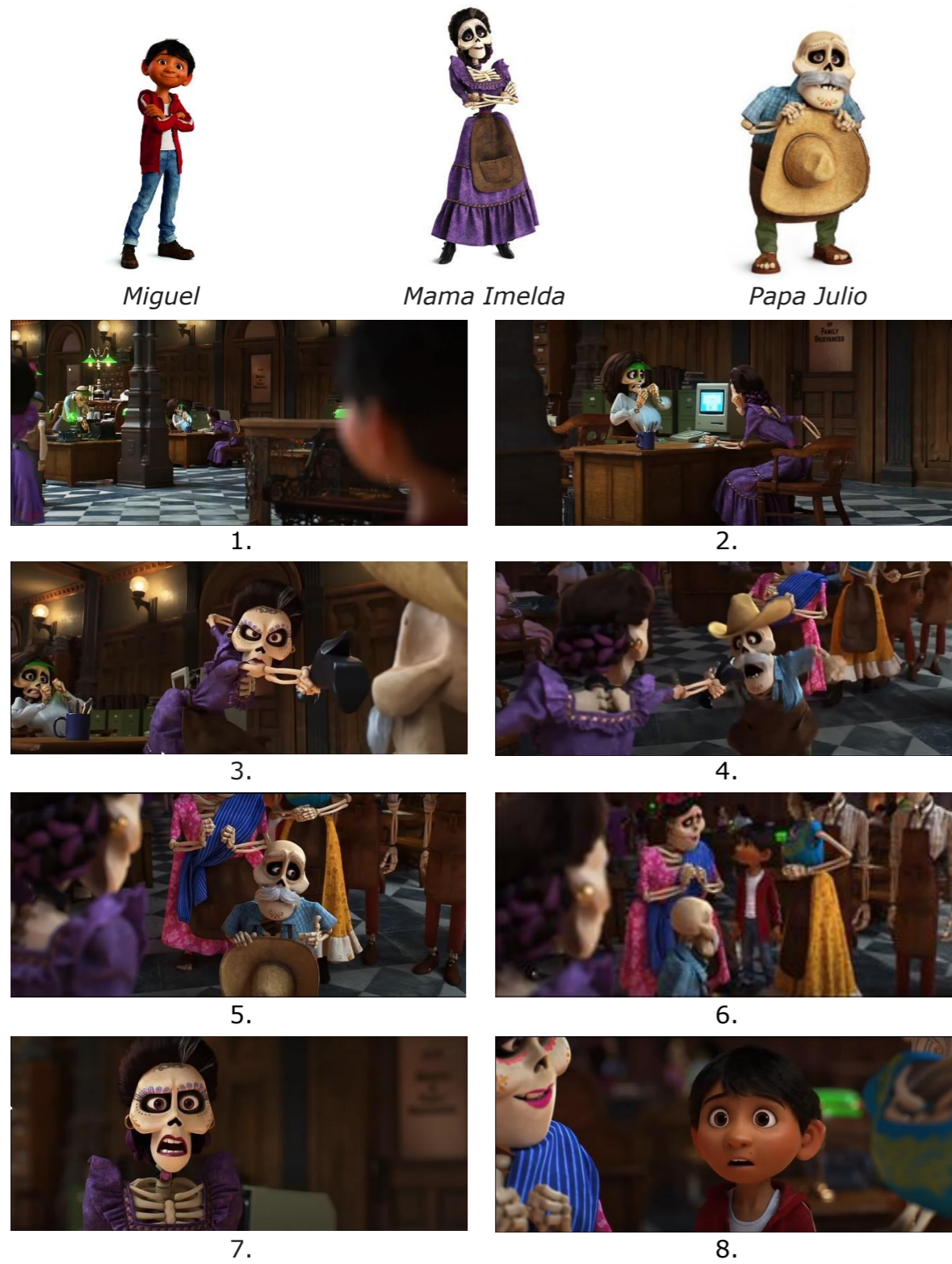


Figure 12:



Figure 13:



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