



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2025 MAIN SESSION**

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<b>SUBJECT:</b>	<b>Media Literacy Education</b>
<b>PAPER NUMBER:</b>	Controlled – Unit 1
<b>DATE:</b>	8 <sup>th</sup> May 2023
<b>TIME:</b>	10:00 a.m. to 11:35 a.m.

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**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.

- Paul is starting out as a junior photographer at a local magazine.
- For his next photography project, he was inspired by Annie Leibovitz.
- Annie Leibovitz, an American photographer, is well known for her iconic, dramatic, and eccentric photos of a diverse variety of celebrities.

**Question 1**

**K-1 (4 marks)**

Paul uses several media platforms to showcase his work.

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. Annie Leibovitz uses different platforms to reach a wider audience.

Identify **TWO** reasons from the following word-bank why cross-media convergence can be used in the connected world.

Boost teamwork	Lifestyle	Facilitates innovation	Solve conflicts	Communication
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Reason 1: \_\_\_\_\_ (1)

Reason 2: \_\_\_\_\_ (1)

**Question 2**

**K-2 (4 marks)**

a. Define the terms 'media text' and 'media genre':

i. A media text is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

ii. A media genre is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. i. List **TWO** types of media texts apart from billboards.

Media text 1: \_\_\_\_\_ (0.25)

Media text 2: \_\_\_\_\_ (0.25)

ii. List **TWO** types of media genres apart from science fiction.

Media genre 1: \_\_\_\_\_ (0.25)

Media genre 2: \_\_\_\_\_ (0.25)

c. Describe **ONE** characteristic of billboards and **ONE** characteristic of science fiction genre.

Characteristic of billboards: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Characteristic of science fiction genre: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

**Question 3**

**K-3 (4 marks)**

a. List **TWO** types of media institutions:

Media institution 1: \_\_\_\_\_ (0.5)

Media institution 2: \_\_\_\_\_ (0.5)

b. Outline the following types of media ownership:

State ownership:

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(0.5)

Private ownership:

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(0.5)

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

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(2)

**Question 4**

**K-4 (4 marks)**

The media audience of the magazine where Paul works is mostly adults.

a. Define the term 'media audience'.

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(1)

b. List **TWO** types of media audiences, apart from adults.

Type of audience 1: \_\_\_\_\_ (0.5)

Type of audience 2: \_\_\_\_\_ (0.5)

c. Social class and gender are two aspects of media audiences. Outline these **TWO** aspects.

Social class: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

Gender: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

**Question 5**

**C-2 (6 marks)**

Figure 1 shows a cover of Vogue magazine of the Ukraine’s First Lady shot by Annie Leibovitz.



Figure 1: Zelenska Vogue by Annie Leibovitz. (2022)  
(Source: <https://www.theartnewspaper.com/>)

a. Identify **TWO** ways how the media text in Figure 1 can impact an audience.

Way 1: \_\_\_\_\_ (1)

Way 2: \_\_\_\_\_ (1)

b. Describe how choice of words and images used in Figure 1 can influence the 'ways of seeing' of adults.

Choice of words: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

Image: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

- Figure 2 shows an image of Olena Zelenska Ukraine's First Lady at Antonov Airport with a group of female Ukrainian soldiers.
- The First Lady is wearing Ukrainian luxurious branded attire.
- Different audiences reacted differently to this image.



Figure 2: Olena Zelenska, Vogue by Annie Leibovitz. (2022)  
(Source: <https://www.vogue.com/>)



c. Figure 3 shows a photo from the fashion editorial shoot featuring model Natalia Vodianova dressed as Alice photographed by Annie Leibovitz for Vogue US in December 2003.



Figure 3: *Alice In Wonderland*, *Vogue* by Annie Leibovitz. (2003)  
(Source: <https://www.vogue.com/>)

Describe the impact of **TWO** different mise-en-scène elements used in Figure 3 to:

- i. generate a sense of space and
- ii. suggest a character's state of mind.

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(2)



**Question 7**

**C-4 (6 marks)**

Figure 4 is a photo of Queen Elizabeth II in the White Drawing Room at Buckingham Palace which was taken by Annie Leibovitz in 2007.



Figure 4: Queen Elizabeth II by Annie Leibovitz. (2007).  
(Source: <https://www.vanityfair.com>)

a. Outline **TWO** mise-en-scène elements found in Figure 4.

Mise-en-scène element 1: \_\_\_\_\_  
\_\_\_\_\_ (1)

Mise-en-scène element 2: \_\_\_\_\_  
\_\_\_\_\_ (1)

b. Describe how **TWO** mise-en-scène elements found in Figure 4 can affect the audience in a patriotic way.

Element 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

***This question continues on next page.***

Element 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Figure 5 is another photo of Queen Elizabeth II marking her 90<sup>th</sup> birthday shot by Annie Leibovitz in 2016 for Vanity Fair magazine.



Figure 5: Queen Elizabeth II by Annie Leibovitz. (2016).  
Source: <https://www.vanityfair.com>

c. Evaluate how **TWO** changes in mise-en-scène elements found in Figure 5 in comparison with Figure 4, can affect the audience in a sympathetic way.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Vertical distortion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

**Question 9**

**K-10 (4 marks)**

Paul decided to adjust the white balance in some of his photographic work.

a. Define the terms 'colour temperature' and 'white balance'.

Colour temperature: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

White balance: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. State the use of the following white balance settings in photography.

Auto (A): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Flash (Lightning Bolt): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Identify the correct colour temperature that can be used in the following specific light conditions:

2000K	2700K	3000K	5500K	7000K
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Temperature for Candle Light: \_\_\_\_\_ (1)

Temperature for Incandescent: \_\_\_\_\_ (1)



Figure 1:



Figure 2:



Figure 5:



Figure 3:



Figure 4:



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