



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2025 SUPPLEMENTARY SESSION**

SUBJECT: **Media Literacy Education**
 PAPER NUMBER: Synoptic – Unit 1
 DATE: 4th November 2025
 TIME: 11:30 a.m. to 1:35 p.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	8	8	12	12	8	70

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

Scenario

- Rita is studying Media at MCAST.
- For her assignment, she analysed the film 'Fly Me to the Moon'.

Question 1

K-1 (6 marks)

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

i. Media Forms:

_____ (1)

_____ (1)

ii. Media Platforms:

_____ (1)

_____ (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 Platforms	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.

Sensationalism	News	Politicisation	Independent	Communication
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Reason 1: _____ (1)

Reason 2: _____ (1)

6

Question 2

K-2 (8 marks)

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

i. A media text is _____
_____ (1)

ii. A media genre is _____
_____ (1)

b. List **TWO** types of media texts apart from blog.

i. Media text 1: _____ (0.5)

Media text 2: _____ (0.5)

ii. List **TWO** types of media genres apart from reality TV.

Media genre 1: _____ (0.5)

Media genre 2: _____ (0.5)

c. 'Propaganda' and 'marketing' are characteristics of media texts and media genres. Describe these **TWO** characteristics.

_____ (4)

8

Please turn the page.

Question 3

K-4 (8 marks)

a. Define the term 'media audience':

_____ (2)

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

Type of Audience 1: _____ (1)

Type of Audience 2: _____ (1)

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

Minority: _____

_____ (2)

Social Class: _____

_____ (2)

8

Question 4

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. Stereotypes: _____

_____ (1)

ii. Religion: _____

_____ (1)

Question 6

C-4 (12 marks)

Figure 2 is another scene from the movie 'Fly Me to the Moon'.

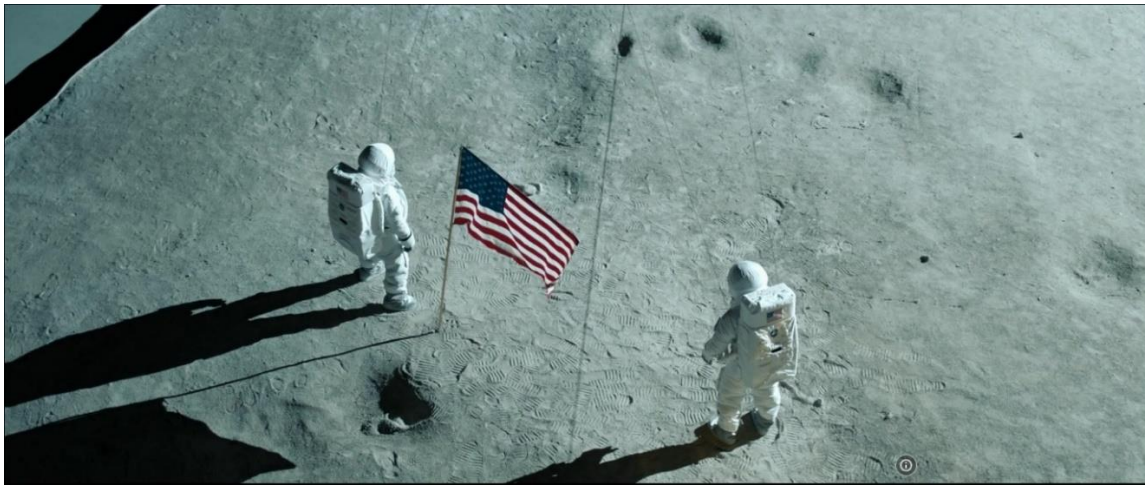


Figure 2: Fly Me to the Moon 2024 (Source: www.imdb.com)

a. Outline **TWO** mise-en-scène elements found in Figure 2.

Mise-en-scène element 1: _____

_____ (2)

Mise-en-scène element 2: _____

_____ (2)

b. Describe how **TWO** mise-en-scène elements found in Figure 2 can affect the audience in a patriotic way.

Element 1: _____

_____ (2)

Element 2: _____

_____ (2)



Question 7

C-3 (12 marks)

The two adverts in Table 1 feature the main actors from Fly Me to the Moon. Scarlett Johansson appears in a champagne advertisement, while Channing Tatum is featured in a cold brew coffee commercial.

a. Identify **ONE** cultural representation found in each of the media texts given in Table 1.

Table 1: Media Texts

	Media text	Cultural representation
i.	 <p>Figure 4: Scarlett Johansson testimonial for Moët & Chandon (Source: https://www.elle.com)</p>	<hr/> <p>(2)</p>
ii.	 <p>Figure 5: Channing Tatum in the Stok Cold Brew Super Bowl Advert (Source: https://www.adweek.com)</p>	<hr/> <p>(2)</p>

b. Describe how the **TWO** cultural representations identified in Question 7a are impacted by the related media texts.

Cultural representation 1: _____

_____ (2)

Cultural representation 2: _____

_____ (2)

c. Discuss how a cultural representation influences **TWO** ideas and their related behaviours.

Idea and behaviour 1: _____

_____ (2)

Idea and behaviour 2: _____

_____ (2)

12

Question 8

K-10 (8 marks)

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

Colour Temperature: _____

_____ (1)

White Balance: _____

_____ (1)

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

Use of Fluorescent: _____

_____ (1)

Use of Tungsten: _____

_____ (1)

This question continues on next page.

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

2000K	5500K	3000K	2700K	6500K
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Temperature for Sunlight at Midday: _____ (2)

Temperature for Candle Light: _____ (2)

8