



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2024 SUPPLEMENTARY SESSION**

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SUBJECT: **Media Literacy Education**  
 PAPER NUMBER: Synoptic – Unit 1  
 DATE: 1<sup>st</sup> November 2024  
 TIME: 8:30 a.m. to 10:35 a.m.

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**COPIES OF COLOURED PICTURES/FIGURES ARE ATTACHED.**

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

**For examiners' use only:**

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

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

**Scenario**

- Leo works as a junior journalist with an online publishing house.
- In his first article, he will write about the film Barbie.

**Question 1**

**K-1 (6 marks)**

Leo is going to use multiple media forms for his article.

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.

Ideological	Marketing	Leaflet	Lifestyle	Independent
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Reason 1: \_\_\_\_\_ (1)

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

6

**Question 2**

**K-4 (8 marks)**

In his article, Leo will investigate the audience of the movie 'Barbie'.

a. Define the term 'media audience':

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

b. List **TWO** types of media audiences.

Type of Audience 1: \_\_\_\_\_ (1)

Type of Audience 2: \_\_\_\_\_ (1)

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

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

\_\_\_\_\_

\_\_\_\_\_ (2)

Race: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

8

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**Question 3**

**C-2 (12 marks)**

Figure 1 is a TIME magazine cover for February 2016 featuring Barbie.



Figure 1: TIME magazine cover (Source: <https://www.dazeddigital.com>)

a. Identify **TWO** ways how audiences can be impacted by the media text in Figure 1.

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

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

b. Describe how the image and the choice of words used in Figure 1 may influence youth's 'ways of seeing'.

Image:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

Choice of words:

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(2)

c. Explain **TWO** different ways how different audiences could react to the media text used in Figure 1.

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(4)

12

**Question 4**

**K-5 (8 marks)**

In his article, Leo will also focus on the media representation of the film 'Barbie'.

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. Sexuality: \_\_\_\_\_  
\_\_\_\_\_ (1)



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**Question 5**

**C-3 (12 marks)**

a. Identify **ONE** cultural representation found in each of the following media texts from the film 'Barbie'.

	Media text	Cultural representation
i.	 <p data-bbox="408 831 868 860">Figure 2: Barbie (Source: www.imdb.com)</p>	<p data-bbox="1385 674 1433 703">(2)</p>
ii.	 <p data-bbox="408 1263 868 1292">Figure 3: Barbie (Source: www.imdb.com)</p>	<p data-bbox="1385 1128 1433 1158">(2)</p>

b. Describe how the **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 5: Photograph 1: Barbie (Source: [www.imdb.com](http://www.imdb.com))

Type of shot in Figure 5 - Photograph 1: \_\_\_\_\_ (1)



Figure 6: Photograph 2: Barbie (Source: [www.imdb.com](http://www.imdb.com))

Type of shot in Figure 6 - Photograph 2: \_\_\_\_\_ (1)

c. These are shots from the "Dance the Night" scene in the Barbie movie, featuring a song by Dua Lipa. Describe **TWO** ways how the series of different shots in Figure 7 below affect the narrative.



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**Question 8**

**K-8 (8 marks)**

The camera shown in Figure 8 has been set on a manual setting, as required to achieve high impact pictures.



Figure 8: Canon Camera (Source: <https://frederikboving.com>)

a. Identify the **TWO** key photographic camera features, indicated by the arrows in Figure 8 above, 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:

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Figure 9: Barbie Doll (Source: [www.pickpik.com](http://www.pickpik.com))

Situation 1: Figure 9:

The scope: To have the main focus on the doll

Available light: Natural light

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(2)



Figure 10: Photoshoot inspired by Barbie (Source: planet-photography.com)

Situation 2: Figure 10:  
The scope: To freeze the pose of the model.  
Available light: Natural

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(2)

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