



L-Università
ta' Malta

MATSEC
Examinations Board



Specimen Assessments

SEC 41 Media Literacy Education

2023

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Specimen Assessments

The sample assignment and controlled assessment specimen are only available as guidance for teachers and internal verifiers. Teachers are expected to develop their own assignment briefs and marking schemes including typical expected answers, and attach the relevant front sheets.

Specimen Assignment 1: Presenting a Pitch to a Particular Audience on 'Identity and Change'

Candidate's Declaration of Authenticity

I, the undersigned, _____ (*Name and Surname*), declare that all the work I shall submit for this assignment will be my own.

I further certify that if I use the ideas, words, or passages from existing sources, I will quote those words or paraphrase them and reference them by making use of a reference system.

I am aware that should I submit work which is not mine, or work which has been copied from one or more sources, I will be penalised as per MATSEC Examinations Board policies related to plagiarism.

Candidate's Signature: _____

I.D. Card No.: _____

Date: _____

General Scenario

- Maria is currently studying for a course in Media Literacy. As part of her studies, she is working as a junior journalist at “Lifestyle Magazine”.
- “Lifestyle Magazine” is a popular monthly magazine which publishes information on food, movies, and fashion.
- For this months’ publication, you were entrusted to prepare a journal to be used by Maria as part of her internship.

TASK 1

DEADLINE: DD-MM-YYYY

Question 1

C-1 (6 marks)

The first journal entry should be based on the following four media texts.



Media Text 1: Kim Kardashian Instagram 2019



Media Text 2: The Sun 2016

- a. Outline the following **FOUR** factors that affect the interpretation of these media texts. Each factor should be related to **ONE** media text only. Each media text should be used at least once.
- i. Bias;
 - ii. Values;
 - iii. Backgrounds;
 - iv. Attitudes (prejudices). (2)
- b. Describe how the following **FOUR** aspects influence the interpretation of these media texts. Each aspect should be related to **ONE** media text only. Each media text should be used at least once.
- i. Media languages;
 - ii. Media content;
 - iii. Media audiences;
 - iv. Personal and collective agendas. (2)
- c. Explain how the following **FIVE** features of media platforms affect the interpretation of these media texts. Each feature should be related to **ONE** media text only. Each media text should be used at least once.
- i. Interactivity;
 - ii. News value;
 - iii. Sensationalism;
 - iv. Marketing;
 - v. Personal gratification. (2)

Question 2

K-5 (4 marks)

The second journal entry should be based on "Media Representation".

- a. List **FOUR** characteristics of media representation. (1)
- b. Outline the following **FOUR** key features that affect the representation of a media text:
- i. Stereotypes;
 - ii. Sexuality;
 - iii. Culture;
 - iv. Reality. (1)
- c. Describe the implications of the **FOUR** key features outlined in Question 2b that affect the representation of a media text. (2)

Question 3

C-3 (6 marks)

The third journal entry, titled "Cultural Representation: An outlook through music Videos", is going to focus on the following **FIVE** music videos.

After viewing the music videos using the provided links, answer the questions below.

	
<p>Jennifer Lopez - Ain't Your Mama https://www.youtube.com/watch?v=PgmX7z490Ek</p>	<p>Troye Sivan - FOOLS https://www.youtube.com/watch?v=uxg222-hWWc</p>
	
<p>Beyoncé - Formation https://www.youtube.com/watch?v=WDZJPJV__bQ</p>	<p>Westlife - Uptown Girl https://www.youtube.com/watch?v=0HTexqxo1og</p>
	
<p>Logic - One Day ft. Ryan Tedder https://www.youtube.com/watch?time_continue=108&v=kIZhyifo6Q4</p>	

- Identify a different cultural representation found in each of these **FIVE** music videos. Write the name of each cultural representation and the video it is found in. (2)
- Describe how **ONE** cultural representation is impacted by the media. (2)
- Discuss how the cultural representation used in Question 3b influences people's ideas, opinions, perceptions, and behaviour. (2)

SUBMISSION FORMAT

- Question 1: **Journal Entry**
 Question 2: **Journal Entry**
 Question 3: **Journal Entry**

Question 1**A-1 (10 marks)****Background Information**

- The editor knows that as part of your study, you are undertaking photography lessons.
- He asked you to prepare a pitch for a visual story aimed for adolescents, named 'If I were a ... for just one day'.
- The visual story will eventually be published in the May issue magazine.

You are required to choose the character of the visual story, and:

- a. Research this theme by:
 - i. conducting primary research using questionnaires or a focus group;
 - ii. conducting secondary research using newspaper stories/articles and books; and
 - iii. making sure the research is relevant to adolescents. (3)
- b. Prepare a pitch, including:
 - i. a hard copy of the presentation;
 - ii. adequate documentation supporting the presentation; and
 - iii. a clear line of thought through the documentation. (3)
- c. Present a pitch in class whereby your teacher and classmates will be taking the role of the editing board members. You should also make use of written information and visual aids as part of your pitch. (4)

SUBMISSION FORMATQuestion 1a: **Research Material**Question 1b: **Hard-copy of the Presentation and Documentation**Question 1c: **Pitch Presentation**

Specimen Assignment 1 Marking Scheme

Criteria Reference	The candidate should be able to:	Task and Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
C-1		Task 1	6		
	MQF 1: Outline factors that affect the interpretation of given media texts.	1a	2	Award 0.5 marks for each factor outlined. (0.5 x 4 = 2)	Students are expected to outline the FOUR provided factors that affect the interpretation of the given media texts. <i>N.B. If all FOUR factors are outlined correctly in relation to one media text only, 0.5 marks should be deducted.</i>
	MQF 2: Describe how different aspects of media platforms influence the interpretation of given media texts.	1b	2	Award 0.5 marks for each aspect described. (0.5 x 4 = 2)	Students are expected to describe how the FOUR provided aspects of media platforms, influence the interpretation of the given media texts. <i>N.B. If all FOUR aspects are described correctly in relation to one media text only, 0.5 marks should be deducted.</i>
	MQF 3: Explain the features of media platforms that affect the interpretation of given media texts.	1c	2	Award 0.4 marks for each feature of media platforms explained. (0.4 x 5 = 2)	Students are expected to explain how the provided FIVE features of media platforms affect the interpretation of the given media texts. <i>N.B. If all FIVE features are explained correctly in relation to one media text only, 0.4 marks should be deducted.</i>

Criteria Reference	The candidate should be able to:	Task and Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
K-5		Task 1	4		
	MQF 1: List characteristics of media representation.	2a	1	Award 0.25 marks for each characteristic listed. (0.25 x 4 = 1)	Students are expected to list FOUR characteristics of media representation.
	MQF 2: Outline the key features that affect the representation of a media text.	2b	1	Award 0.25 marks for each key feature outlined. (0.25 x 4 = 1)	Students are expected to outline the FOUR provided key features that affect the representation of a media text.
	MQF 3: Describe the implications of key features that affect the representation of a media text.	2c	2	Award 0.5 marks for each key feature implication described. (0.5 x 4 = 2)	Students are expected to describe the implications of the FOUR key features outlined in Question 2b, that affect the representation of a media text.
C-3		Task 1	6		
	MQF 1: Identify cultural representations found in given media texts.	3a	2	Award 0.4 marks for each cultural representation identified. (0.4 x 5 = 2)	Students are expected to identify FIVE cultural representations found in the music videos; a different representation in each.
	MQF 2: Describe how a cultural representation is impacted by the media.	3b	2	Award 2 marks for a correct description.	Students are expected to describe how a cultural representation is impacted by the media. N.B. Students can describe any cultural representation, even if this is different from the ones identified in Question 3a.

Criteria Reference	The candidate should be able to:	Task and Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
	MQF 3: Discuss how a cultural representation influences people's ideas, opinions, perceptions and behaviour.	3c	2	Award 0.5 marks for each aspect discussed. (0.5 x 4 = 2)	Students are expected to discuss how the cultural representation used in Question 3b influences the following FOUR aspects: <ul style="list-style-type: none"> • People's ideas • Opinions • Perceptions • Behaviour
		Task 2	10		
A-1	MQF 1: Research a given theme for a particular audience.	1a	3	Award 1 mark for each research component. (1 x 3 = 3)	Students are expected to research a theme for a particular audience showing: <ul style="list-style-type: none"> • Primary research: questionnaires or focus group evidence; • Secondary research: newspaper stories/articles and books; • Relevance of research to the given audience.
	MQF 2: Prepare a pitch by including the most important elements of the research.	1b	3	Award 1 mark for each aspect of preparation. (1 x 3 = 3)	Students are required to prepare a pitch, producing: <ul style="list-style-type: none"> • A hard copy of the presentation • Adequate documentation supporting the presentation; • A clear line of thought through the documentation.
	MQF 3: Present a pitch to a particular audience effectively.	1c	4	As per Observation Sheet.	Refer to Observation Sheet. N.B. Marks should only be awarded if the pitch is actually presented in class.

OBSERVATION SHEET

NOT TO BE DISTRIBUTED TO STUDENTS

School:	NN -	Cohort:	2020-2023
Subject:	Media Literacy Education	Level:	SEC
Unit:	1 – The Media and “Me”	Assignment:	1 of 3
Student’s Name/ID:			
Teacher’s Name:			
Task & Question:	Task 2 – Question 1	Criterion:	A-1

Activity requirements to meet grading criterion

A-1	MQF 3	Present a pitch to a particular audience effectively.	4 Marks
		Comments	Mark
		Non-verbal communication <input type="checkbox"/>	1
		Verbal communication <input type="checkbox"/>	1
		Written communication <input type="checkbox"/>	1
		Good use of visual aids <input type="checkbox"/>	1
TOTAL MARK FOR A-1 MQF 3 (OUT OF 4 MARKS):			

Other comments: _____

Assessor’s Signature:		Date:	
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SUBJECT: **Media Literacy Education**
PAPER NUMBER: Specimen Controlled – Unit 1
DATE: XXth May 2021
TIME: 10:00 a.m. to 11:35 a.m.

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

Scenario

- Paul works in a local media company named 'Mediapro'.
- A group of media students are going to visit this company.
- Paul has been asked to give an introduction of media to these students.

Question 1

K-1 (4 marks)

Paul introduced the tour by explaining 'media forms' and 'media platforms'.

a. i. Define the term 'media forms'.

(0.5)

ii. Define the term 'media platforms'.

(0.5)

b. List **TWO** examples of media forms and **TWO** examples of media platforms.

	Media forms	Media platforms
Example 1		
Example 2		

(1)

- c. Disney has a wide spectrum of audiences. It tries to target them by using different media forms and platforms.

Identify **TWO** reasons for cross-media convergence by Disney.

(2)

Question 2

K-2 (4 marks)

During the tour, Paul explained to the students why Mediapro works on a range of different media texts and how the characteristics of different media genres help in creating effective media messages.

- a. i. Define the term 'media text'.

(0.5)

- ii. Define the term 'media genre'.

(0.5)

- b. List **TWO** examples of media texts and **TWO** examples of media genres.

	Media texts	Media genres
Example 1		
Example 2		

(1)

- c. Propaganda and signature are characteristics of media texts and media genres.

Describe these **TWO** characteristics.

Question 5

C-2 (6 marks)

Paul showed a visual example to students to explain how media texts impact audiences. He used the following image to create an interactive discussion.



Source: Getty Images/Vetta

a. Identify **TWO** ways how audiences are impacted by the above media text.

Way 1: _____ (1)

Way 2: _____ (1)

b. Describe how the above media text can influence the 'ways of seeing' of adults through images and bias.

Influence of images:

_____ (1)

Influence of bias:

_____ (1)

Question 7

C-4 (6 marks)

Paul explained how elements of the mise-en-scène could affect the audiences' interpretation of an image. He showed the students the following photograph by Thomas Friedrich Schäfer.



Source: <http://www.thephotophore.com/thomas-friedrich-schafer/>

- a. Outline any **TWO** elements of the mise-en-scène found in the above photograph.

Element 1: _____
_____ (1)

Element 2: _____
_____ (1)

- b. Describe how any **TWO** mise-en-scène elements found in the photograph can affect the audience in a nostalgic way.

Effect of element 1:

_____ (1)

Question 9

K-10 (4 marks)

At the end of the visit, Paul wanted students to know more about colour temperature in photography.

a. i. Define 'colour temperature.'

(0.5)

ii. Define 'white balance.'

(0.5)

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

Fluorescent white balancing: _____

(0.5)

Tungsten white balancing: _____

(0.5)

c. Identify the right colour temperature from the list below for 'Halogen' and 'Overcast sky' light conditions.

6500 K – 7500 K	5500 K	3000 K	2700 K	2000 K
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Light Condition	Temperature
Halogen	
Overcast Sky	

(2)

Specimen Controlled Assessment Marking Scheme

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
K-1		Q1	4		
	MQF 1: Define 'media forms' and 'media platforms'.	1a	1	Award 0.5 marks for each definition. (0.5 x 2 = 1)	Students are expected to provide a definition of each of the TWO terms.
	MQF 2: List different media forms and platforms.	1b	1	Award 0.25 marks for each example. (0.25 x 4 = 1)	Students are expected to list TWO media forms and TWO media platforms.
	MQF 3: Identify the reasons for cross media convergence in the connected world.	1c	2	Award 1 mark for each of reason identified. (1 x 2 = 2)	Students are expected to identify TWO reasons for cross media convergence in the given scenario.
K-2		Q2	4		
	MQF 1: Define the terms 'media text' and 'media genre'.	2a	1	Award 0.5 marks for each definition. (0.5 x 2 = 1)	Students are expected to provide a definition of each of the TWO terms.
	MQF 2: List different media texts and media genres.	2b	1	Award 0.25 marks for each example. (0.25 x 4 = 1)	Students are expected to list TWO media texts and TWO media genres.
	MQF 3: Describe characteristics of media texts and media genres.	2c	2	Award 1 mark for each characteristic described. (1 x 2 = 2)	Students are expected to provide a description of propaganda and signature.

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
K-3		Q3	4		
	K3MQF 1: List the various types of 'media institutions'.	3a	1	Award 0.5 marks for each media institution listed. (0.5 x 2 = 1)	Students are expected to list TWO types of media institutions, other than independent.
	MQF 2: Outline the different types of 'media ownership'.	3b	1	Award 0.5 marks for each type of media ownership outlined. (0.5 x 2 = 1)	Students are expected to outline 'State' and 'Private' media ownership.
	MQF 3: Describe the different impacts on content produced by a media institution.	3c	2	Award 1 mark for each impact described. (1 x 2 = 2)	Students are expected to describe the impact of censorship and morality on content produced by a media institution.
K-4		Q4	4		
	MQF 1: Define a 'media audience'.	4a	1	Award 1 mark for the definition.	Students are expected to provide a definition of a 'media audience'.
	MQF 2: List different types of media audiences.	4b	1	Award 0.5 marks for each media audience listed. (0.5 x 2 = 1)	Students are expected to list TWO types of media audiences.
	MQF 3: Outline aspects of media audiences.	4c	2	Award 1 mark for each aspect outlined. (1 x 2 = 2)	Students are expected to outline the TWO given aspects of media audiences.

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
C-2		Q5	6		
	MQF 1: Identify how audiences are impacted by a specific media text.	5a	2	Award 1 mark for each identified way. (1 x 2 = 2)	Students are expected to identify TWO ways how audiences are impacted by the given media text.
	MQF 2: Describe how a given media text influences the 'ways of seeing' of a specific type of audience.	5b	2	Award 1 mark for each influence described. (1 x 2 = 2)	Students are expected to describe how images and bias in the given media text influence the way of seeing of an 'adult' audience.
	MQF 3: Explain the relationship between different audiences and a given media text.	5c	2	Award 1 mark for each relationship. (1 x 2 = 2)	Students are expected to explain TWO ways how different audiences could relate to the given media text.
K-6		Q6	4		
	MQF 1: Define the term 'mise-en-scène'.	6a	1	Award 1 mark for the definition.	Students are expected to provide a definition of 'mise-en-scène'.
	MQF 2: List elements that could be found in a mise-en-scène.	6b	1	Award 0.5 marks for each element listed. (0.5 x 2 = 1)	Students are expected to list TWO elements that could be found in a mise-en-scène.
	MQF 3: Describe the impact of elements in a given mise-en-scène.	6c	2	Award 1 mark for each impact described. (1 x 2 = 2)	Students are expected to describe the impact of TWO elements found in the given mise-en-scène.

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
C-4		Q7	6		
	MQF 1: Outline mise-en-scène elements found in a given photograph.	7a	2	Award 1 mark for each element outlined. (1 x 2 = 2)	Students are expected to outline TWO mise-en-scène elements found in the given photograph.
	MQF 2: Describe how mise-en-scène elements found in a given photograph can affect the audience.	7b	2	Award 1 mark for each element described. (1 x 2 = 2)	Students are expected to describe how TWO mise-en-scène elements found in the given photograph can affect the audience in a nostalgic way.
	MQF 3: Evaluate how changes in mise-en-scène elements found in a given photograph can affect the audience.	7c	2	Award 1 mark for each element change evaluation. (1 x 2 = 2)	The students are expected to evaluate how TWO changes in mise-en-scène elements found in the given photograph can affect the audience.
K-9		Q8	4		
	MQF 1: List different types of lenses.	8a	1	Award 0.5 marks for each type of lens listed. (0.5 x 2 = 1)	Students are expected to list TWO types of lenses.
	MQF 2: Outline the purpose of different types of lenses.	8b	1	Award 0.5 marks for each type of lens outlined. (0.5 x 2 = 1)	Students are expected to outline the TWO type of lenses listed in Question 8a.
	MQF 3: Describe key characteristics of lenses.	8c	2	Award 1 mark for each the characteristic described. (1 x 2 = 2)	Students are expected to describe the 'Depth of field' and 'Image stabilisation' characteristics of lenses.

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	What is expected in the answer/s
K-10		Q9	4		
	MQF 1: Define 'colour temperature' and 'white balance'.	9a	1	Award 0.5 marks for each definition. (0.5 x 2 = 1)	Students are expected to provide a definition of each of the TWO terms.
	MQF 2: State the use of specific white balance settings in photography.	9b	1	Award 0.5 marks for each correct use stated. (0.5 x 2 = 1)	Students are expected to state the use of the TWO given white balance settings in photography.
	MQF 3: Identify the right colour temperature for specific light conditions.	9c	2	Award 1 mark for each colour temperature correctly identified. (1 x 2 = 2)	Students are expected to identify the correct colour temperature for the TWO given light conditions.