



L-Università  
ta' Malta

**MATSEC**  
Examinations Board



**Specimen Paper**

SEC 41 Media Literacy Education

**2027**

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Specimen Assessment: Sample Controlled Paper



L-Università  
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
SAMPLE CONTROLLED PAPER**

SUBJECT: **Media Literacy Education**

PAPER: **Level 1 – 2 – 3**

DATE:

TIME: **2 Hours**

**Directions to Candidates**

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

Copies of coloured pictures/figures are attached.

This paper carries a total of 100 marks.

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

**For examiners' use only:**

| Question | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | Total |  |
|----------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|-------|--|
| Score    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |       |  |
| Maximum  | 4 | 4 | 8 | 2 | 6 | 4 | 8 | 4 | 8 | 5  | 6  | 4  | 4  | 4  | 8  | 6  | 4  | 4  | 3  | 4  | 100   |  |

1. List **TWO** media forms and **TWO** media platforms.

Media Form 1: \_\_\_\_\_ (1)

Media Form 2: \_\_\_\_\_ (1)

Media Platform 1: \_\_\_\_\_ (1)

Media Platform 2: \_\_\_\_\_ (1)

**(Total: 4 marks)**

2. Describe cross-media convergence.

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**(Total: 4 marks)**

3. Describe **TWO** characteristics of billboards and **TWO** characteristics of the horror genre.

Billboards

Characteristic 1:

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(2)

Characteristic 2:

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(2)

Horror Genre

Characteristic 1:

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(2)

Characteristic 2:

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(2)

**(Total: 8 marks)**

4. Define the term 'mise-en-scène'.

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**(Total: 2 marks)**

5. Outline **TWO** mise-en-scène elements found in the given photograph.



Figure 1 (Source: www.vulture.com)

Element 1:

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(3)

Element 2:

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---

(3)

**(Total: 6 marks)**

6. Outline the bias of the content creator in the following media texts.

a. Media Text 1



Figure 2 (Source: [www.vulture.com](http://www.vulture.com))

Bias of the content creator in Media Text 1:

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(2)

b. Media Text 2 (as indicated by the arrows)



Figure 3 (Source: www.vulture.com)

Bias of the content creator in Media Text 2:

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(Total: 4 marks)

7. Quality of light and Light sources are characteristics of light. Outline **TWO** examples of each.

Quality of light

Example 1: \_\_\_\_\_

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

Example 2: \_\_\_\_\_

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

Light sources

Example 1: \_\_\_\_\_  
 \_\_\_\_\_ (2)

Example 2: \_\_\_\_\_  
 \_\_\_\_\_ (2)

**(Total: 8 marks)**

8. Identify the missing elements that make up the Communication Cycle as shown in Figure 4.

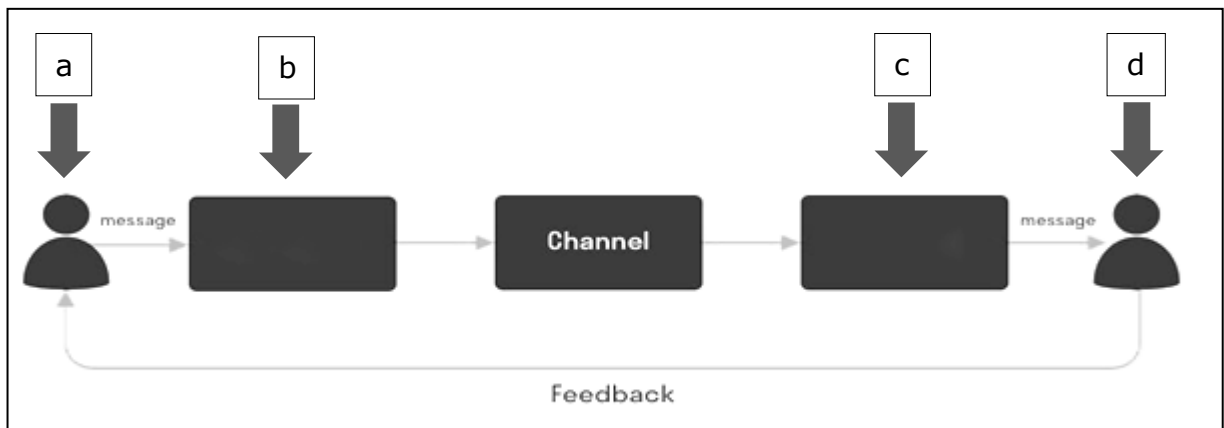


Figure 4: The Communication Cycle

Element a) \_\_\_\_\_ (1)

Element b) \_\_\_\_\_ (1)

Element c) \_\_\_\_\_ (1)

Element d) \_\_\_\_\_ (1)

**(Total: 4 marks)**

9. Describe **TWO** of the processes required to complete each of the following phases involved in a moving image production.

a. Preproduction phase

Process 1:

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



Process 2:

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(2)

b. Distribution phase

Process 1:

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---

(2)

Process 2:

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(2)

**(Total: 8 marks)**

10. List **FIVE** roles involved in a moving image production.

Role 1: \_\_\_\_\_ (1)

Role 2: \_\_\_\_\_ (1)

Role 3: \_\_\_\_\_ (1)

Role 4: \_\_\_\_\_ (1)

Role 5: \_\_\_\_\_ (1)

**(Total: 5 marks)**

11. List in correct order the **SIX** story elements that make up a 3-act structure narrative.

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

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

Element 3: \_\_\_\_\_ (1)

Element 4: \_\_\_\_\_ (1)

Element 5: \_\_\_\_\_ (1)

Element 6: \_\_\_\_\_ (1)

**(Total: 6 marks)**

12. Outline diegetic and non-diegetic sounds and why they are important in moving image.

Diegetic sounds:

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(2)

Non-diegetic sounds:

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(2)

**(Total: 4 marks)**

13. Outline **TWO** purposes of a production folder.

Purpose 1:

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(2)

Purpose 2:

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(2)

**(Total: 4 marks)**

14. Outline **TWO** risks that may emerge from hazards whilst producing a moving image production.

Risk 1:

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---

(2)

Risk 2:

---

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(2)

**(Total: 4 marks)**

15. The introduction of sound and the change from monochrome to colour were two important milestones that impacted moving image in history. Describe these **TWO** milestones.

Introduction of sound:

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(4)

Monochrome to colour:

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(4)

**(Total: 8 marks)**

16. Indicate the target audience demographics aspects of the following print medium.



Age: \_\_\_\_\_ (2)

Gender: \_\_\_\_\_ (2)

Interest: \_\_\_\_\_ (2)

Figure 5 (Source: [www.vogue.co.uk](http://www.vogue.co.uk))

**(Total: 6 marks)**

17. Outline **TWO** different graphical elements found in Figure 5 (Question 16).

Element 1:

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(2)

Element 2:

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(2)

**(Total: 4 marks)**

18. Outline monochromatic and complimentary colour harmonies in graphic design.

Monochromatic colours:

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(2)

Complimentary colour:

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(2)

**(Total: 4 marks)**

19. Identify the typographical elements of the typeface shown in the image below.



Element a) \_\_\_\_\_ (1)

Element b) \_\_\_\_\_ (1)

Element c) \_\_\_\_\_ (1)

**(Total: 3 marks)**

20. In today's digital age, online activity has become an integral part of daily life for many individuals.

Outline **ONE** positive and **ONE** negative consequence of online activity.

Positive consequence:

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(2)

Negative consequence:

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---

(2)

**(Total: 4 marks)**

Figure 1:



Figure 2:



Figure 3:



Figure 5:



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

## Specimen Assessment: Sample Marking Scheme for Controlled Paper



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MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
SAMPLE MARKING SCHEME FOR CONTROLLED PAPER**

SUBJECT: **Media Literacy Education**

PAPER: **Level 1 – 2 – 3**

DATE:

TIME: **2 Hours**

| Question No. | Total Marks | Allocation of Marks                   | Example of Expected Answer  |
|--------------|-------------|---------------------------------------|---|
| 1            | 4           | 1 mark for each item correctly listed | <p>Candidates are to list <b>TWO</b> of each of the following:</p> <p>Media forms: moving image; audio; still images; print; digital.</p> <p>Media platforms: social media; broadcast; publishing tools; photo-sharing sites; video-sharing sites; gaming platforms.</p> <p>Accept any other valid answers.</p> |

| Question No. | Total Marks | Allocation of Marks                                 | Example of Expected Answer  |
|--------------|-------------|---|---|
| 2            | 4           | 4 marks for the correct description                 | <p>Example of a good description: Cross-media convergence blends traditional and digital content, adapting it for various platforms and fostering audience engagement. This transforms content creation, sharing, and experiences, creating a seamless and interactive media landscape.</p> <p>Accept any other valid answers.</p>  |
|              |             | 2 marks if only an outline is provided              | <p>Example of an outline: This occurs when a variety of media forms and platforms are used by content creators to display their products.</p> <p>Accept any other valid answers.</p>  |
| 3            | 8           | 2 marks for each characteristic correctly described | <p>Candidates are to describe <b>TWO</b> characteristics of billboards and <b>TWO</b> characteristics of the horror genre:</p> <p>Characteristic of billboards: Billboards, a powerful marketing tool, capture attention with concise messages and eye-catching visuals, aiming to convey a brand or product message swiftly to passing audiences.</p> <p>Characteristic of the horror genre: Horror genres often feature eerie settings like haunted houses or dark forests, complemented by ominous props such as flickering candles and mysterious artefacts to evoke a sense of fear and suspense.</p> <p>Accept any other valid answers.</p> |
| 4            | 2           | 2 marks for the correct definition                  | <p>Mise-en-scène refers to the arrangement of visual elements in a film production, set up in a way to convey the intended atmosphere and narrative.</p> <p>Accept any other valid answers.</p>   |



| Question No. | Total Marks | Allocation of Marks  | Example of Expected Answer   |
|--------------|-------------|--|--|
| 5            | 6           | 3 marks for each element correctly outlined                  | <p>Candidates are to outline <b>TWO</b> mise-en-scène elements found in the image.</p> <p>Setting: The set decoration, including old television, vintage packaging, and the absence of modern items like mobile phones, places the photograph in the past.</p> <p>Accept any other valid answers.</p> <p>Accept any other valid answers.</p> |
| 6            | 4           | 2 marks for the bias in each media text correctly outlined   | <p>Candidates are to outline the bias in each of the <b>TWO</b> media texts.</p> <p>Bias in Media Text 1: The content creator is opposed to the EU attitude toward immigrants while implying that the EU should be there to save lives.</p> <p>Accept any other valid answers.</p>   |
| 7            | 8           | 2 marks for each example of light characteristic outlined    | <p>Hard light, with strong and direct illumination, creates sharp shadows.</p> <p>Accept any other valid answers.</p>  |
|              |             | 1 mark for each example correctly mentioned but not outlined | <p>Light quality: Hard light</p>   |
| 8            | 4           | 1 mark for each element correctly identified                 | <p>a) Sender<br/>b) Encoding<br/>c) Decoding<br/>d) Receiver</p>   |
| 9            | 8           | 2 marks for each process correctly described                 | <p>Location scouting entails researching and visiting potential filming sites, considering aesthetics, logistics, and budget constraints. This ultimately results in a curated selection documented through a comprehensive report for the production team.</p> <p>Accept any other valid answers.</p>                                       |
|              |             | 1 mark for each process if it is only outlined               | <p>Location scouting entails researching and visiting potential filming sites.</p> <p>Accept any other valid answers.</p>  |

| Question No. | Total Marks | Allocation of Marks  | Example of Expected Answer  |
|--------------|-------------|--|---|
| 10           | 5           | 1 mark for each correct role listed  | Candidates are to list <b>FIVE</b> roles from the following, or other valid ones:<br><br>producer, researcher, editor, director, cinematographer/(DoP), sound recordist/editor, script writer, art director.  |
| 11           | 6           | 1 mark for each element listed in the correct order                        | <ol style="list-style-type: none"> <li>1. Exposition</li> <li>2. Inciting Incident</li> <li>3. Rising Action</li> <li>4. Climax</li> <li>5. Falling Action</li> <li>6. Resolution</li> </ol> <p>Marks should <b>not</b> be awarded for story elements that are not listed in correct order.</p> |
| 12           | 4           | 2 marks for each type of sound and importance correctly outlined           | <p>Diegetic sounds, originate within the story world and are audible to characters. These enhance realism and immersion in moving images.</p> <p>Accept any other valid answers.</p>  |
|              |             | 1 mark for each sound if only its type or importance is correctly outlined | <p>Diegetic Sounds: Diegetic sounds, originate within the story world and are audible to characters.</p> <p>Importance of Diegetic sounds: These enhance realism and immersion in moving images.</p> <p>Accept any other valid answers.</p>   |

| Question No. | Total Marks | Allocation of Marks   | Example of Expected Answer   |
|--------------|-------------|---|--|
| 13           | 4           | 2 marks for each purpose correctly outlined                 | <p>Candidates are to outline <b>TWO</b> purposes of a production folder from the following, or any other valid ones:</p> <p>organising production in sections; reflections on production phases; collation of paperwork required to complete production; documentation of release forms and permits; Health and Safety and risk assessment procedures.</p> <p>A production folder facilitates reflections on various production phases, aiding in the analysis of decisions, challenges, and lessons learned.</p> <p>Accept any other valid answers.</p> |
| 14           | 4           | 2 marks for each risk correctly outlined                    | <p>Candidates are to outline <b>TWO</b> risks that may emerge from the following hazards, or other valid ones, whilst producing a moving image production:</p> <p>Hazards: physical; moral; ethical; legal.</p> <p>Example in relation to physical hazards: Tripping presents a notable risk during film production, potentially causing injuries, equipment damage, and delays.</p> <p>Accept any other valid answers.</p>  |
| 15           | 8           | 4 marks for each milestone correctly described              | <p>Introduction of Sound: The advent of synchronized sound in films, known as "talkies," in the late 1920s revolutionized the moving image industry. This innovation allowed for the inclusion of dialogue, music, and ambient sounds, fundamentally transforming storytelling and providing audiences with a more immersive cinematic experience.</p> <p>Accept any other valid answers.</p>  |
|              |             | 2 marks for each milestone if it is only correctly outlined | <p>The introduction of sound in moving images marked a significant milestone in the history of cinema, transitioning from the silent era to the era of synchronised sound.</p> <p>Accept any other valid answers.</p>  |

| Question No. | Total Marks | Allocation of Marks                                      | Example of Expected Answer  |
|--------------|-------------|--|---|
| 16           | 6           | 2 marks for each type of demographic correctly indicated | Age: Adults*<br>Gender: Female<br>Interest: Fashion<br><i>*If a valid age value (e.g. 21+) is provided instead, this should be considered as correct.</i><br><br>Accept any other valid answers.  |
| 17           | 4           | 2 marks for each element outlined                        | Candidates are to outline <b>TWO</b> different graphical elements found in Figure 5 (Question 16) from the following, or other valid ones:<br><br>Images; shapes; colours; typography; lines; textures.<br><br>Example in relation to image: The Vogue front cover features a model with dark skin seated against a dark brown backdrop. The central composition, with the model in a black dress and silky blazer, creates a striking visual contrast, evoking elegance and sophistication.<br><br>Accept any other valid answers. |
| 18           | 4           | 2 marks for each colour harmony outlined                 | Monochromatic Colours: Monochromatic schemes use variations of a single colour, such as shades of blue, creating a harmonious and calming visual palette.<br><br>Accept any other valid answers.  |
| 19           | 3           | 1 mark for each element correctly identified             | a. Serif<br>b. X-height<br>c. Baseline  |
| 20           | 4           | 2 marks for each consequence correctly outlined          | Candidates are to outline <b>ONE</b> positive and <b>ONE</b> negative consequence of online activity from the following, or other valid ones:<br><br>legal; moral; financial; psychological; physical.<br><br>A positive consequence linked to the financial aspect:<br>Online platforms offer opportunities for remote work, freelance gigs, and e-commerce, providing individuals with diverse avenues for income generation and financial growth.<br><br>Accept any other valid answers.   |