



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2022 SUPPLEMENTARY SESSION**

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SUBJECT: **Media Literacy Education**  
 PAPER NUMBER: Synoptic – Unit 2  
 DATE: 31<sup>st</sup> October 2022  
 TIME: 11:30 a.m. to 1:35 p.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:**

<b>Question</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Total</b>
<b>Score</b>									
<b>Maximum</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>70</b>

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

**Scenario**

- Philip is passionate about creative writing.
- Upon completing his course, he started working as a copywriter at a local advertising agency.

**Question 1**

**K-1 (6 marks)**

a. List **TWO** roles and responsibilities of a copywriter in print media, besides eliciting a client’s core message.

Role and responsibility 1: \_\_\_\_\_ (1)

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

b. Name **TWO** key characteristics of a copywriter’s role in print media.

Characteristic 1: \_\_\_\_\_ (1)

Characteristic 2: \_\_\_\_\_ (1)

c. Describe **TWO** roles and responsibilities of Philip as a copywriter for a billboard advert.

Role and responsibility 1 for a billboard advert: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Role and responsibility 2 for a billboard advert: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

6

**Question 2**

**K-2 (8 marks)**

Philip is learning a lot about print media in his new role.

a. Name **FOUR** different forms of printed material, apart from advertising material.

Form of printed material 1: \_\_\_\_\_ (0.5)

Form of printed material 2: \_\_\_\_\_ (0.5)

Form of printed material 3: \_\_\_\_\_ (0.5)

Form of printed material 4: \_\_\_\_\_ (0.5)

b. Outline **TWO** different uses of print media.

Use of print media 1: \_\_\_\_\_

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

Use of print media 2: \_\_\_\_\_

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

c. Describe **TWO** uses of the print medium shown in Figure 1.



Figure 1: Copyright 1949 Kellogg's Co.  
Source: <https://keymancollectibles.com/>



c. Figure 2 is a cover of *Il-Bizzilla* Magazine published by Air Malta and distributed to passengers during flights. Relate *Il-Bizzilla* Magazine to a specific audience and its reading purposes.



Figure 2. *Il-Bizzilla*

Source: <https://issuu.com/bizzilla/docs/bizzilla-web>

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(4)

8
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**Please turn the page.**

Question 4

C-1 (12 marks)

Figure 3 and Figure 2 show the covers of Milestone Magazine and Peppa Pig Magazine.



Figure 3: Milestones Magazine June 2019;  
Source: [shorturl.at/floC4](http://shorturl.at/floC4)

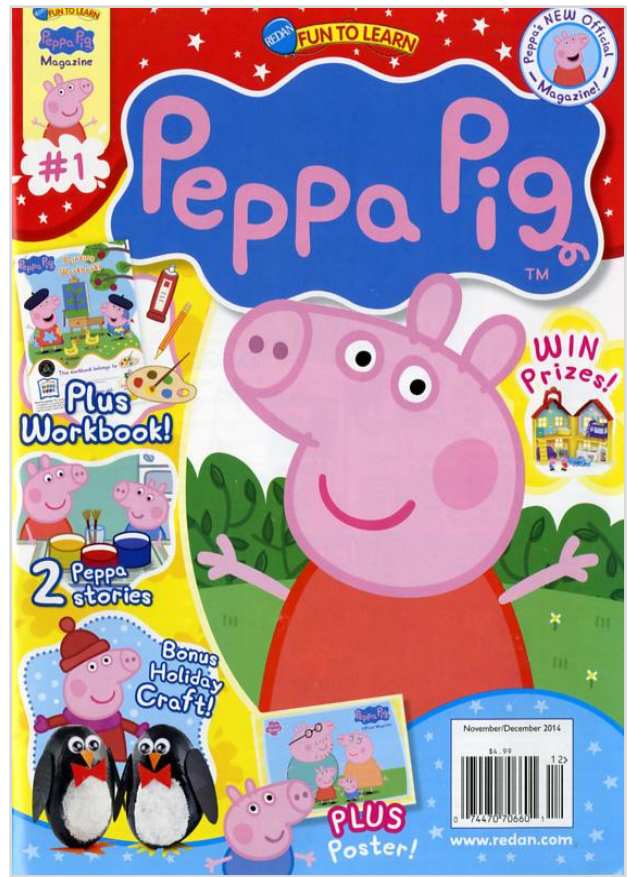


Figure 4: Peppa Pig Magazine (2014)  
Source: <https://kidscreen.com/>

a. Indicate the different types of target audiences of these **TWO** magazines.

i. Type of audience for Milestones Magazine: \_\_\_\_\_ (2)

ii. Type of audience for Peppa Pig Magazine: \_\_\_\_\_ (2)

b. Describe **TWO** characteristics pertaining to the target audience of Milestones Magazine (Figure 3).

Audience characteristic 1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Audience characteristic 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

c. Explain **TWO** reasons why copywriters need to define the different characteristics of the target audience of Milestones Magazine.

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\_\_\_\_\_  
\_\_\_\_\_ (4)

12

**Question 5**

**K-4 (8 marks)**

a. List **FOUR** graphic elements that are usually found in print media, apart from shapes.

Graphic element 1: \_\_\_\_\_ (0.5)  
Graphic element 2: \_\_\_\_\_ (0.5)  
Graphic element 3: \_\_\_\_\_ (0.5)  
Graphic element 4: \_\_\_\_\_ (0.5)

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

b. Identify **FOUR** different graphic elements found on the cover of the Milestones Magazine shown in Figure 3 (Question 4), apart from shapes.

Graphic element 1 in Milestones Magazine: \_\_\_\_\_ (0.5)

Graphic element 2 in Milestones Magazine: \_\_\_\_\_ (0.5)

Graphic element 3 in Milestones Magazine: \_\_\_\_\_ (0.5)

Graphic element 4 in Milestones Magazine: \_\_\_\_\_ (0.5)

c. Describe the use of any **TWO** graphic elements that are usually found in print media, you listed in Question 5a.

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(4)

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**Question 6**

**C-2 (12 marks)**

Figure 5 is a print advertisement created by advertising agency Ogilvy for the brand Dove. The campaign is part of Dove’s movement to help build confidence and positive body image on social media.



Figure 5: Dove Self-Esteem & Body Image Campaign/Ogilvy 2021  
Source: <https://campaignsoftheworld.com/>



a. Outline **TWO** different graphical elements found in the Dove advert (Figure 5).

Graphic element 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Graphic element 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

b. Justify why 'sadness' might be perceived by an audience of the Dove advert (Figure 5).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (4)

c. Figure 6 is an advert from another Dove campaign.  
Explain **TWO** messages that are being conveyed by this specific pictorial image.

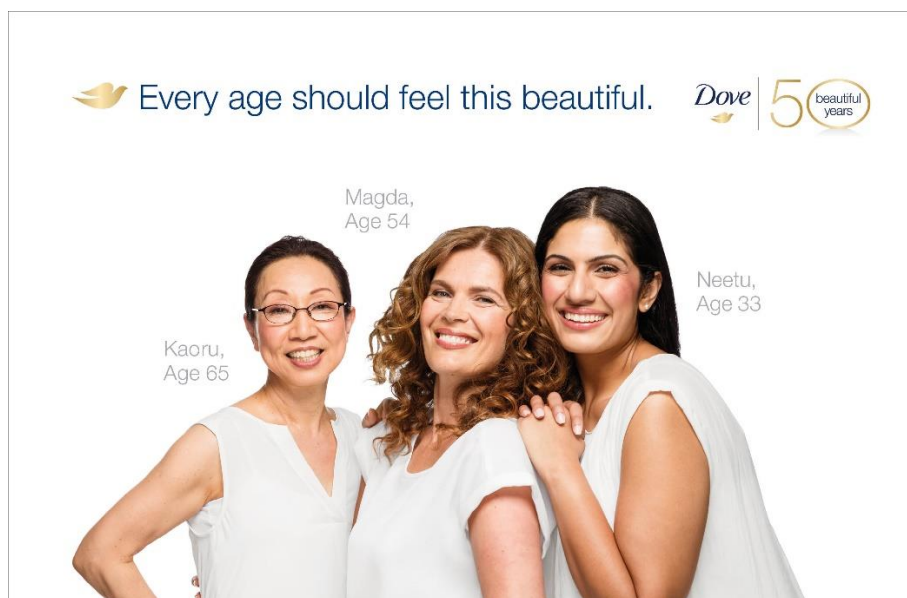


Figure 6: Dove Campaign  
Source: <https://strategyonline.ca>

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

Message 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Message 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

12

**Question 7**

**K-7 (8 marks)**

a. List **TWO** examples of issues of subjectivity in print media.

Issue 1: \_\_\_\_\_ (1)

Issue 2: \_\_\_\_\_ (1)

b. Outline the **TWO** examples of issues of subjectivity in print media you listed in Question 7a.

Outline of issue 1: \_\_\_\_\_  
\_\_\_\_\_ (1)

Outline of issue 2: \_\_\_\_\_  
\_\_\_\_\_ (1)



**Question 8**

**K-9 (8 marks)**

The agency Philip works at is shifting to digital publishing platforms.

- a. List **TWO** procedures to be smart online, apart from protecting one’s ‘digital self’ and practising safe browsing.

Procedure 1: \_\_\_\_\_ (1)

Procedure 2: \_\_\_\_\_ (1)

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

Positive consequence: \_\_\_\_\_  
\_\_\_\_\_ (1)

Negative consequence: \_\_\_\_\_  
\_\_\_\_\_ (1)

- c. Describe the importance of following the **TWO** procedures to be smart online you listed in Question 8a.

Importance of following Procedure 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

Importance of following Procedure 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

8

Figure 1:

ADVERTISEMENT

**PLAY BASEBALL GAME RING SCORES A "HIT" FOR TED!**

YIPPEE, BUNCH - GOT MY BASEBALL GAME RING!

LET'S ALL PLAY!

HERE'S THE SCORE CARD FOR HITS, RUNS, "HOMERS!"

RING WILL FIT ANY FINGER.

HOW C'N WE GET ONE?

WOW A HIT.

JUST MAIL KELLOGG'S CORN FLAKES BOX TOP AND 25¢

SWEET SUMMER EATIN'... crispy flakes with c-o-o-l milk and fruit. Kellogg's Corn Flakes. America's all-time favorite ready-to-eat cereal. *bar none!* Taste it! Every spoonful brim-loaded with flavor. Great energy food for sports. Swell eatin' between meals, too. Ask Mother to get some!

Bright metal ring

HIDDEN TRIGGER ACTS AS "BAT."

Plastic "bubble" covers baseball diamond.

**YOURS-ONLY 25¢**

And one Kellogg's Corn Flakes box top mailed to KELLOGG'S, Box 209, NEW YORK 8, N.Y.

**KELLOGG'S, Box 209, New York 8, N. Y.**  
 Yes, please send me ( ) BASEBALL GAME RINGS. For each I enclose 25¢ in coin and one box top from Kellogg's Corn Flakes.

My Name \_\_\_\_\_  
 My Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 In Canada send 25¢ and 1 Kellogg's Corn Flakes box top to Kellogg's, Dept. 5-BL, London, Ontario (PLEASE PRINT)

Copyright 1949, by Kellogg Co.

Figure 2:

#63 MARCH 2018

**Il-Bizzilla**

THE AIR MALTA IN-FLIGHT MAGAZINE

air malta

AFTER THE AZURE WINDOW p. 26 We bid thee farewell, but your memory lives on.  
 TALK OF THE TOWN p. 50 This month take a look at what Marsaxlokk has to offer.

Figure 3:

NRS221 LIFE STAGE CONSIDERATIONS: THE OLDER PERSON WEEKLY MAGAZINE

**MILESTONES**

VOLUME 03, NUMBER 01, JUNE 2013

AUSTRALIA'S WEEKLY NO. 1 AGED CARE MAGAZINE

**HEALTHY AGEING**

IMPORTANT PUBLIC DEBATE:

**HOW OLD IS OLD?**

TSUNAMI OF FRAIL, DEPENDENT, OLD PEOPLE THREATENING HEALTH BUDGET

Engage with Australia's Weekly No. 1 Age Care Magazine

FREE

Figure 4:

Fun to Learn

Peppa Pig Magazine

Peppa Pig Official Magazine

#1

**Peppa Pig**™

Plus Workbook!

2 Peppa stories

Bonus Holiday Craft!

WIN Prizes!

PLUS Poster!

November/December 2014

www.redan.com

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Figure 5:

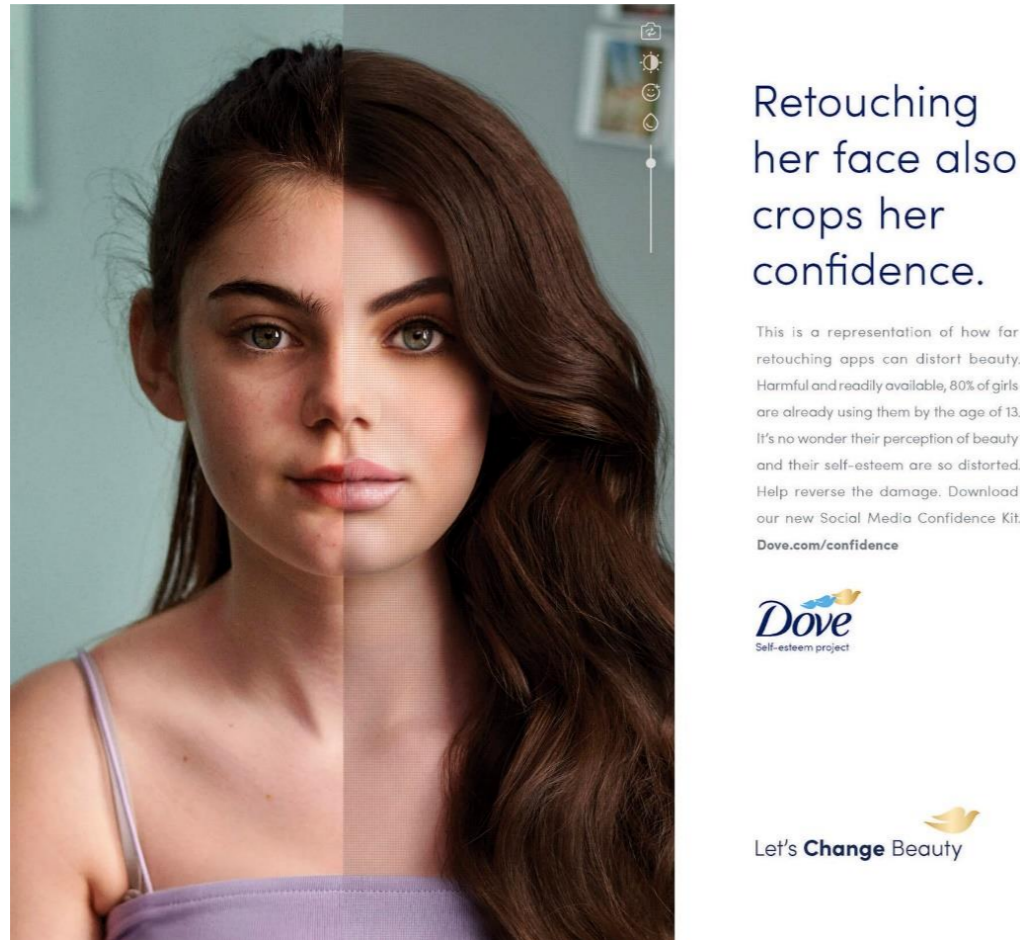


Figure 6:

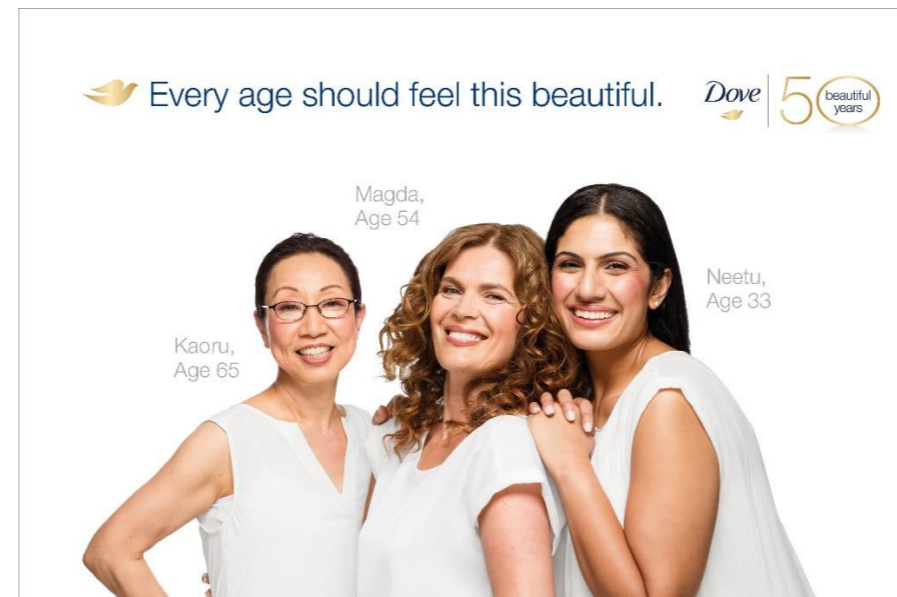


Figure 7:



Figure 8:



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