



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2023 SUPPLEMENTARY SESSION**

SUBJECT: **Media Literacy Education**
 PAPER NUMBER: Synoptic – Unit 2
 DATE: 2nd November 2023
 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	12	8	8	8	12	8	70

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

Scenario

- Romina is a copywriter in a print media company.
- She is currently working in the newspaper department.

Question 1

K-1 (6 marks)

- a. List **TWO** roles and responsibilities of a copywriter in print media, apart from modifying work to reach clients' expectations.

Role and responsibility 1: _____ (1)

Role and responsibility 2: _____ (1)

- b. Name **TWO** key characteristics of a copywriter's role in print media, apart from the ability to work under pressure.

Characteristic 1: _____ (1)

Characteristic 2: _____ (1)

- c. Describe **TWO** roles and responsibilities of Romina as a copywriter for a newspaper article.

Role and responsibility 1 for a newspaper article: _____

_____ (1)

Role and responsibility 2 for a newspaper article: _____

_____ (1)

6

Question 2

K-2 (8 marks)

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

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, apart from to generalise.

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: Epic Magazine July 2018
 (Source: <https://www.magzter.com>)

8

(4)

Question 3

C-1 (12 marks)

- a. Indicate the different types of target audiences of the **TWO** print media shown in Figure 2 and Figure 3.

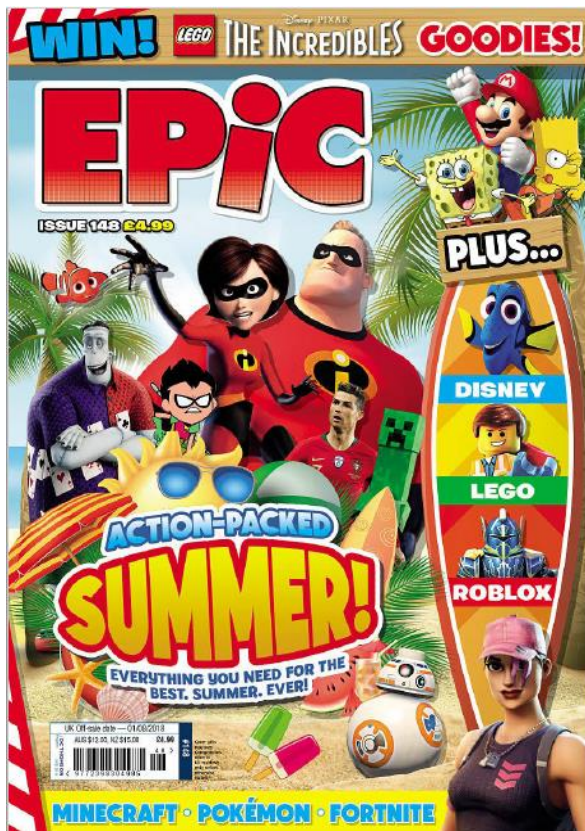


Figure 2: Epic Magazine July 2018
 (Source: <https://www.magzter.com>)



Figure 3: Sailing Today January 2022
 (Source: <https://pocketmags.com>)

i. Type of audience for EPIC: _____ (2)

ii. Type of audience for Sailing: _____ (2)

b. Describe **TWO** characteristics pertaining to the target audience of Sailing Today (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 EPIC (Figure 2).

_____ (4)

Question 4

K-5 (8 marks)

a. Name **TWO** different types of audience preferences, apart from academic.

Audience preference 1: _____ (1)

Audience preference 2: _____ (1)

b. Research and motivational reading are two purposes of reading print media. Outline these **TWO** purposes for reading print media.

Research: _____

_____ (1)

Motivational reading: _____

_____ (1)

c. Figure 4 is a cover of Shuri: A Black Panther Novel by Nic Stone. Relate this print product to a specific audience and any **TWO** of its reading purposes.



Figure 4: Shuri: A Black Panther Novel
(Source: <https://shereads.com>)

8

(4)

Question 5

K-4 (8 marks)

a. List **FOUR** graphic elements found in print media.

- Graphic element 1: _____ (0.5)
- Graphic element 2: _____ (0.5)
- Graphic element 3: _____ (0.5)
- Graphic element 4: _____ (0.5)

b. Identify **TWO** different graphic elements in the print media shown in Figure 4 (Question 4).

- i. _____ (1)
- ii. _____ (1)

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

8

(4)

Question 6

K-6 (8 marks)

a. Name **FOUR** structural features found in print media.

Feature 1: _____ (0.5)

Feature 2: _____ (0.5)

Feature 3: _____ (0.5)

Feature 4: _____ (0.5)

b. Look at the following example of print media. Recognise the **TWO** structural features indicated on this newspaper's front page in Figure 5.



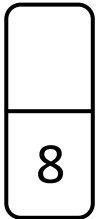
Figure 5: The Times September 2022
(Source: <https://pressgazette.co.uk>)

i. _____ (1)

ii. _____ (1)

c. Describe the **TWO** structural features identified in Figure 5 and their use in the newspaper front cover.

(4)



Please turn the page.

Question 7

C-2 (12 marks)

Figure 6 is an advert that is going to be featured in the newspaper that Romina is working on.



Figure 6: L'ORÉAL PARIS
(Source: <https://www.foreo.com>)

a. Outline **TWO** different graphical elements found in the advert shown in Figure 6.

Graphic element 1: _____

_____ (2)

Graphic element 2: _____

_____ (2)

b. Justify why 'self-confidence' might be perceived by an audience of the advert in Figure 6.

(4)

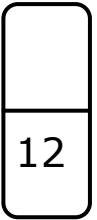
c. Explain **TWO** messages which are being conveyed in this specific pictorial image shown in Figure 6.

Message 1: _____

(2)

Message 2: _____

(2)



Question 8

K-9 (8 marks)

a. List **TWO** procedures to be smart online, apart from reading authentication information.

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