



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2021 SUPPLEMENTARY SESSION**

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SUBJECT:	<b>Media Literacy Education</b>
PAPER NUMBER:	Synoptic – Unit 2
DATE:	2 <sup>nd</sup> November 2021
TIME:	4:00 p.m. to 6:05 p.m.

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

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

**Scenario**

- Henrietta has finished her degree in Media at MCAST.
- She has now started working as a copywriter at a local magazine.

**Question 1**

**K-1 (6 marks)**

a. List **TWO** roles and responsibilities of a copywriter in print media.

- i. \_\_\_\_\_ (1)
- ii. \_\_\_\_\_ (1)

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

- i. \_\_\_\_\_ (1)
- iii. \_\_\_\_\_ (1)

c. Describe **TWO** roles and responsibilities of Henrietta as a copywriter for a magazine advert.

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

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

**Question 2**

**K-2 (8 marks)**

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

- i. \_\_\_\_\_ (0.5)
- ii. \_\_\_\_\_ (0.5)
- iii. \_\_\_\_\_ (0.5)
- iv. \_\_\_\_\_ (0.5)

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

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

Use of print media 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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

c. Describe **TWO** uses of the media text shown in Figure 1.



Figure 1. Epic Magazine July 2018

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(4)

**Question 3**

**K-5 (8 marks)**

The company where Henrietta works as a copywriter publishes different magazines which cater for different audiences.

a. Name **TWO** different types of audience preferences.

i. \_\_\_\_\_ (1)

ii. \_\_\_\_\_ (1)

b. Research is one of the purposes of reading. Outline **TWO** other different purposes of reading in print media.

Purposes of reading in print media 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Purposes of reading in print media 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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

c. Figure 2 is a cover of Okido Magazine. Relate Okido Magazine to a specific audience and its reading purposes.

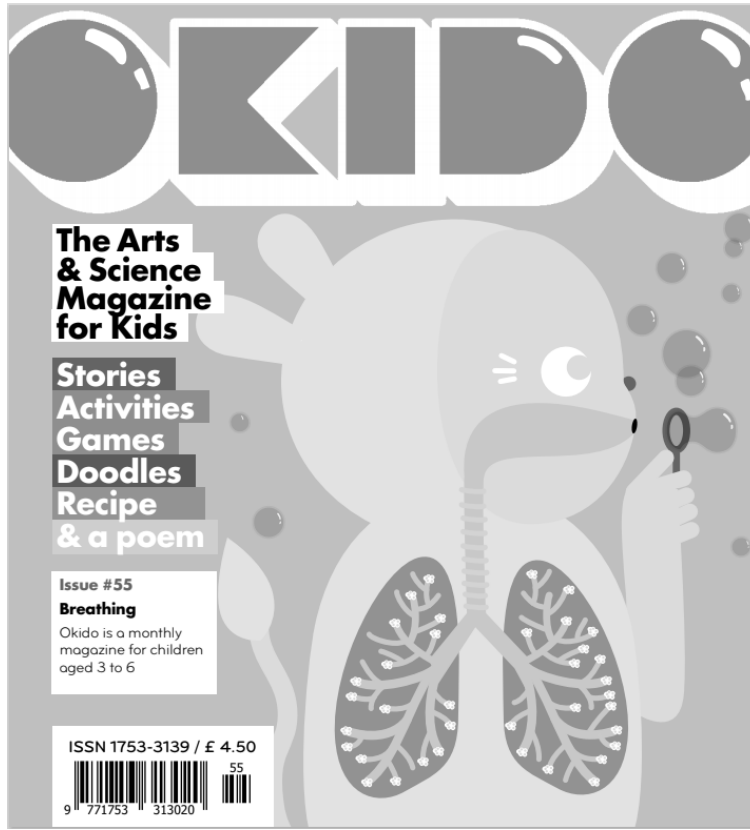


Figure 2. Okido Magazine Issue 55

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(4)







b. Figure 5 is a page from Epic Magazine.



Figure 5. Epic Magazine July 2018

Identify the **FOUR** different graphic elements pointed at in Figure 5.

- i. \_\_\_\_\_ (0.5)
- ii. \_\_\_\_\_ (0.5)
- iii. \_\_\_\_\_ (0.5)
- iv. \_\_\_\_\_ (0.5)

*This question continues on next page.*

c. Describe the use of **TWO** graphic elements found in Figure 5 (from Question 3b).

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(4)

**Question 6**

**K-7 (8 marks)**

As a copywriter, Henrietta is aware of the subjectivity in the content that she writes.

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 listed in Question 6a.

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

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

- c. Figures 6 and 7 show different perspectives towards one real-life event published on the same day: the British Prime Minister, Boris Johnson, easing COVID-19 restrictions. Describe the different versions of this recent real-life story to show issues of subjectivity based on the article headline.



Figure 6. Daily Mail, 7th May 2021



Figure 7. The Daily Telegraph, 7th May 2021

**Question 7**

**C-2 (12 marks)**

Figure 8 is a print advertisement created by Leo Burnett, Australia for World Wildlife Fund (WWF).



Figure 8. WWF by Leo Burnett, Australia

a. Outline **TWO** different graphical elements found in the WWF advert (Figure 8).

Graphic element 1: \_\_\_\_\_

\_\_\_\_\_

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

Graphic element 2: \_\_\_\_\_

\_\_\_\_\_

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

b. Justify why **sadness** might be perceived by an audience of the WWF advert (Figure 8).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

c. Figure 9 is an advert of Adidas: Forever Sport campaign's double-page spread. Explain **TWO** messages which are being conveyed in this specific pictorial image.

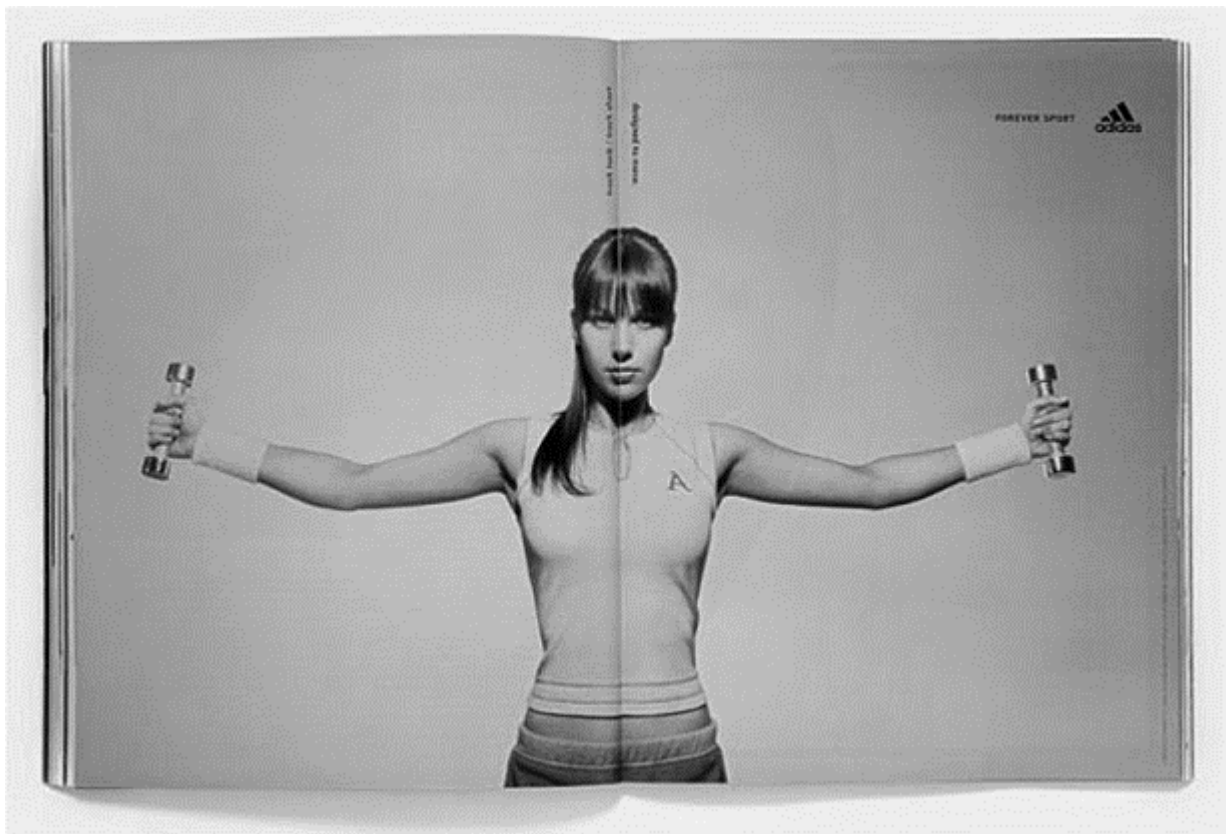


Figure 9. Adidas: Forever Sport

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