Index Number: _____ SEC41/s2.21s



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

SECONDARY EDUCATION CERTIFICATE LEVEL 2021 SUPPLEMENTARY SESSION

SUBJECT: Media Literacy Education

PAPER NUMBER: Synoptic – Unit 2
DATE: 2nd November 2021
TIME: 4:00 p.m. to 6:05 p.m.

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

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

• Henrietta has finished her degree in Media at MCAST.

• She has now started working as a copywriter at a local magazine.

Scenario

Question 1	K-1 (6 marks)
a. List TWO roles and responsibilities of a copywriter in print media.	

List TWO rol	es and respons	sibilities of a co	pywriter in prii	nt media.	
i					 (
i					 (
lame TWO	key characteris	stics of a copyw	riter's role in p	orint media.	
•					 (
ii					 (

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)

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

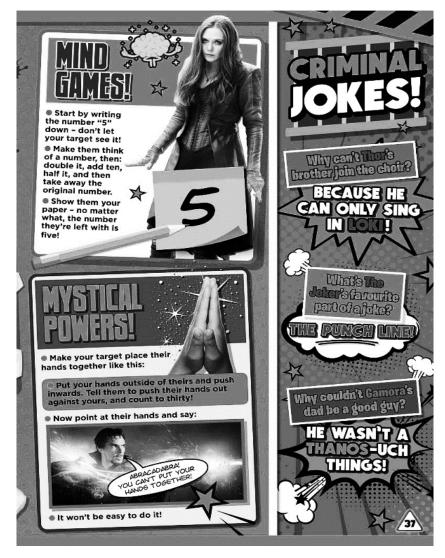


Figure 1. Epic Magazine July 2018

	(4)
Question 3	K-5 (8 marks)
The company where Henrietta works as a copywriter publishes differe for different audiences.	nt magazines which cater
a. Name TWO different types of audience preferences.	
i	(1)
ii	(1)
 Research is one of the purposes of reading. Outline TWO other diffining in print media. 	erent purposes of reading
Purposes of reading in print media 1:	
	(1)
Purposes of reading in print media 2:	
	(1)

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

		(4)

Question 4 C-1 (12 marks)

a. Indicate the different types of target audiences of the **TWO** magazines shown in Figure 3 and Figure 4.

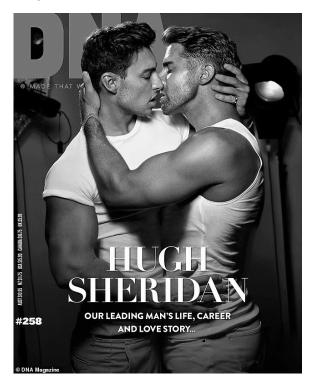




Figure 3. DNA Magazine Issue 258

Figure 4. Vogue Magazine February 2021

	i. Type of audience for DNA Magazine:	(2)
	ii. Type of audience for Vogue Magazine:	(2)
b.	Describe TWO characteristics of Vogue Magazine (Figure 4) that are relevant to their taudience.	arget
	Audience characteristic 1:	
		_ (2)
	Audience characteristic 2:	
		(2)

c.	Explain TWO reasons why copywriters of Vogue M characteristics of their specific target audience.	/lagazine	(Figure	4)	need	to	define	the
Q١	uestion 5				K	-4	(8 mar	ks)
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. 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)

c. Describe the use of TWO graphic element	s found in Figure 5 (from Question 3b).
	(4)
Question 6	K-7 (8 marks)
As a copywriter, Henrietta is aware of the su	bjectivity in the content that she writes.
a. List TWO examples of issues of subjectivi	ty in print media.
Issue 1:	(1)
Issue 2:	(1)
b. Outline the TWO examples of issues of su	ibjectivity 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

(4)

Please turn the page.

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

١.	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.

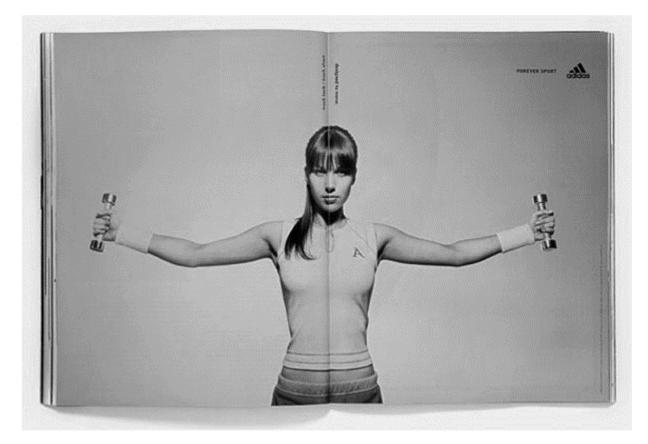


Figure 9. Adidas: Forever Sport

	(4)
Qı	uestion 8 K-9 (8 marks)
Th	e company where Henrietta works intends to start publishing media online.
a.	List TWO procedures to be smart online.
	Procedure 1:(1)
	Procedure 2:(1)
b.	Outline ONE positive and ONE negative financial consequence of online activity.
	Positive financial consequence:
	(1)
	Negative financial consequence:
c.	Describe the importance of following the TWO procedures to be smart online listed in Question 6(a).
	(4)

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