




---

SUBJECT: **Media Literacy Education**  
 PAPER NUMBER: Synoptic – Unit 2  
 DATE: 4<sup>th</sup> November 2025  
 TIME: 8:30 a.m. to 10:35 a.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	12	8	8	70



**Question 2**

**K-2 (8 marks)**

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

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

Form of printed material 2: \_\_\_\_\_ (1)

b. Outline **TWO** different uses of print media, besides to fashionise.

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: Okido magazine July 2007  
 (Source: <https://store.okido.com/>)

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





**Question 4**

**K-5 (8 marks)**

a. Name **TWO** different types of audience preferences, besides political.

Audience preference 1: \_\_\_\_\_ (1)

Audience preference 2: \_\_\_\_\_ (1)

b. Outline the following **TWO** purposes of reading in print media.

Motivational reading: \_\_\_\_\_

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

Understand and store information: \_\_\_\_\_

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

c. Figure 4 is a cover of the book named "I Am Malala" by Malala Yousafzai. Relate this book to a specific audience and any **TWO** of its reading purposes.

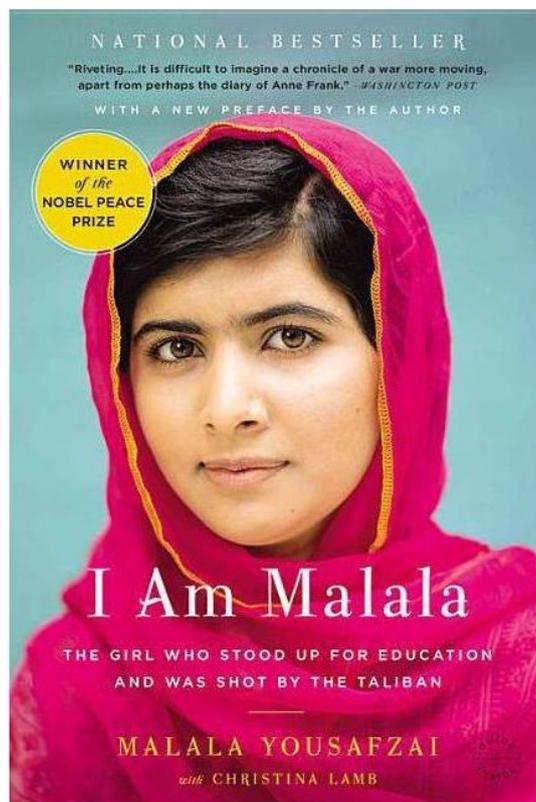


Figure 4: I Am Malala (Source: www.target.com)

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

Reading purpose 1: \_\_\_\_\_

\_\_\_\_\_

Reading purpose 2: \_\_\_\_\_

\_\_\_\_\_

(1)

(1)

8
---

**Question 5**

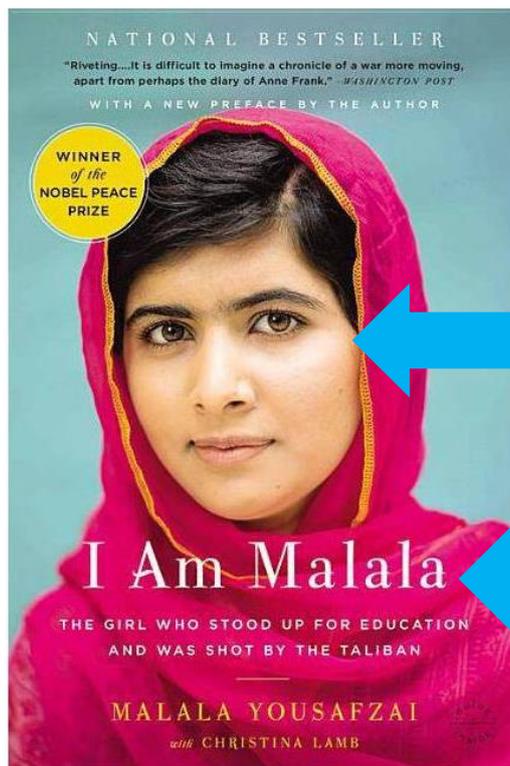
**K-4 (8 marks)**

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

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

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

b. Identify **TWO** different graphic elements on the cover of the book I Am Malala shown in Figure 5.



← i.

← ii.

Figure 5: I Am Malala Book (Source: www.target.com)

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

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

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

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

---

---

---

---

---

---

---

---

---

---

(4)

8

**Question 6**

**C-2 (12 marks)**

Figure 6 is an advert which was published in Italy in May 2016. It was created for the brand: Pedigree, by the advertising agency: TBWA.



Figure 6: Pedigree advert  
(Source: [www.adsoftheworld.com](http://www.adsoftheworld.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 happiness might be perceived by an audience from the pictorial image in Figure 6.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (4)

c. Explain **TWO** messages which are being conveyed in Figure 6.  
Message 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

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

12

**Question 7**

**K-6 (8 marks)**

a. Name **TWO** structural features found in print media, besides cross reference.  
Structural feature 1: \_\_\_\_\_ (1)  
Structural feature 2: \_\_\_\_\_ (1)

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

b. Look at the following example of print media. Recognise the **TWO** structural features indicated on the front cover of The Times newspaper shown in Figure 7.



i.

ii.

Figure 7: The Times newspaper November 2024 (Source: <https://www.tomorrowpapers.co.uk>)

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

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

*This question continues on next page.*



