



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2025 MAIN SESSION**

SUBJECT:	Media Literacy Education
PAPER NUMBER:	Controlled – Unit 2
DATE:	16 th May 2024
TIME:	10:00 a.m. to 11:35 a.m.

COPIES OF COLOURED PICTURES/FIGURES ARE ATTACHED.

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

Name of candidate _____

I.D. number _____

School _____

Class _____

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

Scenario

- Priscilla is studying Journalism at MCAST.
- As part of her course, she will be shadowing a copywriter at The Times of Malta.
- Before starting the shadowing, Priscilla did some research about printing media.

Question 1

K-2 (4 marks)

a. Name **TWO** different forms of print media, apart from newspapers.

Print Form 1: _____ (0.5)

Print Form 2: _____ (0.5)

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

Use 1: _____ (0.5)

Use 2: _____ (0.5)

c. Figure 1 shows the newspaper's front cover of The Sunday Times on January 1, 2023.



Figure 1: The Sunday Times Front Cover (January 2023)
(Source: <https://www.tomorrowpapers.co.uk>)

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

(2)

Question 2

K-8 (4 marks)

Priscilla did some research about different codes and conventions of newspapers.

a. List **TWO** codes and **TWO** conventions usually found in print media.

Code 1: _____ (0.25)
Code 2: _____ (0.25)
Convention 1: _____ (0.25)
Convention 2: _____ (0.25)

b. Outline the use of **TWO** codes and **TWO** conventions found on the front cover shown in Question 1 Figure 1.

Code 1: _____
_____ (0.25)
Code 2: _____
_____ (0.25)
Convention 1: _____
_____ (0.25)
Convention 2: _____
_____ (0.25)

This question continues on next page.

b. Look at the newspaper cover shown in Figure 2. Recognise the **TWO** structural features indicated by the arrows.



i. _____ (0.5)

ii. _____ (0.5)

Figure 2: The Sunday Times Front Cover (January 2023)
(Source: <https://www.tomorrowpapers.co.uk>)

c. Describe the **TWO** structural features identified in Figure 2 and their use in the newspaper front cover.

Structural Feature i. _____

_____ (1)

Structural Feature ii. _____

_____ (1)

Please turn the page.

Question 4

C-3 (6 marks)

a. Explain how the picture marked i. and the picture marked ii. are being used differently in The Sunday Times newspaper in Figure 3.



Figure 3: The Sunday Times Front Cover (January 2023)
(Source: <https://www.tomorrowpapers.co.uk>)

(2)

b. Figure 4 shows two different articles addressing the pandemic from two different newspapers: The Guardian on the left and The Times on the right.



Figure 4: (Sources: <https://www.theguardian.com/europe> and <https://www.bbc.com>)

Compare the use of the **TWO** structural features marked in red in Figure 4.

(2)

This question continues on next page.

- c. Figure 5 is the cover of the novel 'Really Good, Actually,' written by Monica Heisey. The novel explores one woman's messy search for joy and meaning in the wake of an unexpected breakup. Priscilla designed a cover for a political related novel, shown in Figure 6, but named it 'Really Bad, actually'.



Figure 5: cover of the novel 'Really Good, Actually,'
(Source: <https://www.goodreads.com/>)

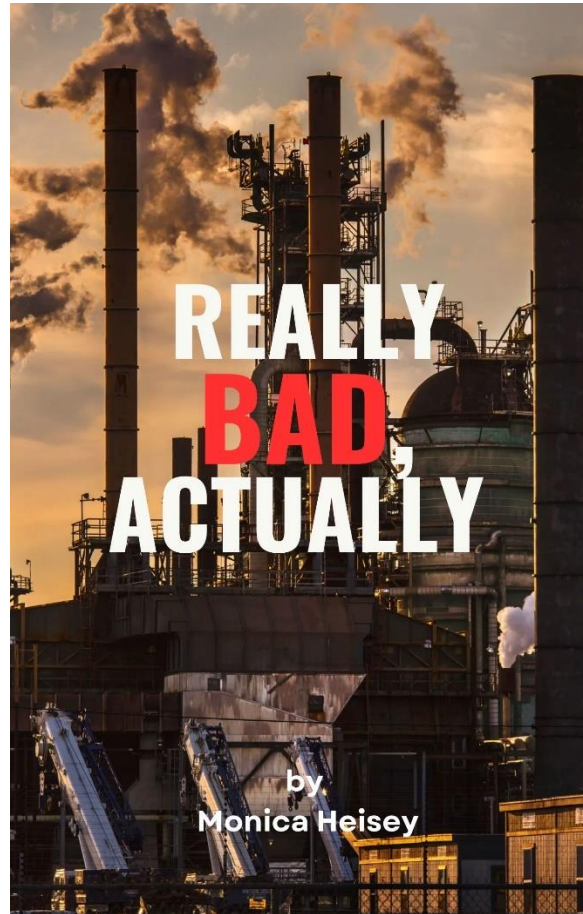


Figure 6: Priscilla's cover

Discuss how **TWO** structural features in Figure 5 and Figure 6 change the meaning of the given print medium.

(2)

Question 5

K-3 (4 marks)

Priscilla noticed that graphics are a very powerful tool in print media.

a. Name the **TWO** types of graphics.

Graphic 1: _____ (0.5)

Graphic 2: _____ (0.5)

b. Outline the difference between the **TWO** types of graphics mentioned in Question 5a.

(1)

c. Graphics may be used to entertain and to inform people. Describe these **TWO** purposes.

(2)

Question 6

K-4 (4 marks)

a. List **TWO** graphic elements that are usually found in print media.

Graphic Element 1: _____ (0.5)

Graphic Element 2: _____ (0.5)

This question continues on next page.

b. Identify the **TWO** graphic elements indicated by the arrows in Figure 7.



Figure 7: Graphic on The Sunday Times front cover (January 2023)
(Source: <https://www.tomorrowpapers.co.uk>)

i. _____ (0.5)

ii. _____ (0.5)

c. Describe **TWO** uses of any graphic elements that could be found in print media.

Use 1: _____

_____ (1)

Use 2: _____

_____ (1)

Question 7

C-4 (6 marks)

- a. A 'medium where information can be given in detail' is a print characteristic.
Explain how this print characteristic engages the interest of audiences.

(2)

- b. Compare how **TWO** common print characteristics communicate different messages in magazines and newspapers.

Comparison of characteristic 1: _____

(1)

Comparison of characteristic 2: _____

(1)

This question continues on next page.

Question 8

K-10 (4 marks)

Priscilla decided to start a blog to share her experience in the media sector.

a. Name the remaining **TWO** key steps necessary to design a website blog.

Step 1: Choose your message

Step 2: Select target audience

Step 3: Choose a concept

Step 4: _____ (0.5)

Step 5: _____ (0.5)

b. Mention the first **TWO** key steps necessary to publish a blog.

Step 1: _____ (0.5)

Step 2: _____ (0.5)

Step 3: Hosting

Step 4: Publish online

Step 5: Disseminate and share

c. Outline **TWO** considerations required to keep a blog running.

(2)

Please turn the page.

Question 9

K-9 (4 marks)

- a. List **TWO** procedures that can be used to be smart online apart from 'protecting your digital self' and 'practise safe browsing'.

Procedure 1: _____ (0.5)

Procedure 2: _____ (0.5)

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

Positive: _____

_____ (0.5)

Negative: _____

_____ (0.5)

- c. Describe the importance of following the **TWO** procedures to be smart online you listed in Question 9a.

_____ (2)

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