



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2024 SUPPLEMENTARY SESSION**

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SUBJECT: **Media Literacy Education**  
 PAPER NUMBER: Synoptic – Unit 2  
 DATE: 1<sup>st</sup> November 2024  
 TIME: 11:30 a.m. to 1:35 p.m.

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**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**

- Fabrizio is a copywriter in a print media company.
- He is currently working on a magazine which will be published next month.

**Question 1**

**K-1 (6 marks)**

a. List **TWO** roles and responsibilities of a copywriter in print media, besides overseeing the production of work.

Role and responsibility 1: \_\_\_\_\_ (1)

Role and responsibility 2: \_\_\_\_\_ (1)

b. Name **TWO** key characteristics of a copywriter’s role in print media, besides the interest in popular culture.

Characteristic 1: \_\_\_\_\_ (1)

Characteristic 2: \_\_\_\_\_ (1)

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

Role and responsibility 1 for a magazine advert: \_\_\_\_\_

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

Role and responsibility 2 for a magazine advert: \_\_\_\_\_

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

6

**Question 2**

**K-2 (8 marks)**

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

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

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

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

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

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

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

**NEWS IN DEPTH**  
 Tiny particles of air pollution could have a BIG impact on your health.

# AN INVISIBLE THREAT

**WHAT CAUSES AIR POLLUTION?**  
 Burning coal, natural gas and petrol releases all sorts of nasty substances into the air. Coal-burning power plants and factories are the main source of air pollution in China. On the first day of 2017, air pollution in the capital Beijing was 24 times higher than the healthy level. The toxic smog was thick enough to make driving and flying impossible.

**IN SOME CHINESE CITIES, FACEMASKS ARE A PART OF EVERYDAY LIFE**

**I DON'T LIVE IN CHINA. DO I NEED TO WORRY?**  
 In many parts of the world, industry is cleaner and greener than it used to be. But air pollution caused by petrol and diesel engines is getting worse all around the world. This winter, air pollution in London shot up to its highest level in five years.

**OZONE  
 CARBON MONOXIDE  
 NITROGEN OXIDES  
 VOLATILE ORGANIC COMPOUNDS  
 PARTICULATE MATTER**

**HOW CAN I PROTECT MY LUNGS?**  
 Air pollution is monitored hourly to let us know how bad it is, and how well we are controlling it. You can check the air pollution forecast for your area at [goo.gl/EquHu7](http://goo.gl/EquHu7)

LOW	Enjoy being outdoors as usual
MODERATE	People with lung problems may need to reduce strenuous physical activities outdoors
HIGH	Anyone with sore eyes, a cough or sore throat should consider reducing activity, especially outdoors. People with asthma may need to use their inhaler more often. Older people should exercise less.
VERY HIGH	Reduce physical activity, especially outdoors. People with lung or heart problems should avoid it altogether.

**7 MILLION EARLY DEATHS AROUND THE WORLD EACH YEAR DUE TO AIR POLLUTION**

**CAN SCIENCE HELP?**  
 New technology promises to help us do the things we want to do more cleanly. Improved catalytic converters make car exhaust fumes less toxic. But with more cars on the road than ever before, greener technology can only go so far. The best solution is to change our behaviour.

Minuscule particles of dust, soot, smoke and liquid in the air are known as **particulate matter**. The smaller the particles, the more dangerous they are. When you breathe these particles in, they get lodged deep in your lungs. Some even make it into your bloodstream.

You could line up **30** of the smallest polluting particles on a **single human hair**.

**HOW AIR POLLUTION AFFECTS YOUR HEALTH**  
 In January, a United Nations report warned that air pollution plagues the UK – and children are the most at risk. These are some of the main ways air pollution affects our health:

- Can stop our lungs growing and developing properly
- Makes allergies worse
- Aggravates asthma
- Makes coughs, bronchitis and lung infections more likely
- Can stop our brains and nervous system developing properly, affecting behaviour and learning

**30-40,000 EARLY DEATHS IN THE UK CAUSED BY BREATHING POLLUTED AIR OVER A LONG PERIOD**

**WHAT CAN I DO TO HELP?**

- Write to your MP and let them know.
- Ask your school to run bikeability classes.
- Walk, bike or scoot to school.
- Ask friends to share lifts to parties, sports matches and clubs.
- Plant a tree. Leaves help clean the air by giving tiny particles a place to settle. Then they get washed away by the rain.
- If your school is next to a busy road, start a campaign to plant a wall of trees between the road and your playground.

WHIZZPOPBRANG.COM 6 WHIZZPOPBRANG.COM 7

Figure 1: Whizz Pop Bang Magazine for Kids (Source: [www.whizzpopbang.com](http://www.whizzpopbang.com))

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i. Type of audience for Whizz Pop Bang (Figure 2): \_\_\_\_\_ (2)

ii. Type of audience for LV Magazine (Figure 3): \_\_\_\_\_ (2)

b. Describe **TWO** characteristics pertaining to the target audience of Whizz Pop Bang (Figure 2).

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 Whizz Pop Bang (Figure 2).

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

**Question 4**

**K-5 (8 marks)**

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

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

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

b. Emotional reading and improving comprehension are two purposes for reading print media. Outline these **TWO** purposes for reading print media.

Emotional reading: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Improving comprehension: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

c. Figure 4 is a cover of the book named Greta and the Giants. Relate this book to a specific audience and any **TWO** of its reading purposes.



Figure 4: Greta and the Giants Book (Source: <https://www.amazon.co.uk>)

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

Reading purpose 1:

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

Reading purpose 2:

\_\_\_\_\_  
\_\_\_\_\_ (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 Greta and the Giants shown in Figure 5.



Figure 5: Greta and the Giants Book (Source: <https://www.amazon.co.uk>)

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

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

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

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(4)

8

**Question 6**

**K-6 (8 marks)**

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

Structural feature 1: \_\_\_\_\_ (1)

Structural feature 2: \_\_\_\_\_ (1)

b. Look at the following example of print media. Recognise the **TWO** structural features indicated on the front cover of the magazine shown in Figure 6.



Figure 6: New Scientist Magazine (Source: <https://www.newscientist.com/>)

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

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

c. Describe the **TWO** structural features you identified in Figure 6 (Question 6b) and their use in the magazine front cover.

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(4)

**Question 7**

**C-2 (12 marks)**

Figure 7 is an advert that will be featured in the magazine.



Figure 7: Bund, Friends of the Earth (Source: <https://www.behance.net/>)

a. Outline **TWO** different graphical elements found in the advert (Figure 7).

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

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(2)

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

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

b. Justify why sadness might be perceived by an audience from this pictorial image (Figure 7).

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

c. Figure 8 is another advert which will be featured in this Magazine.

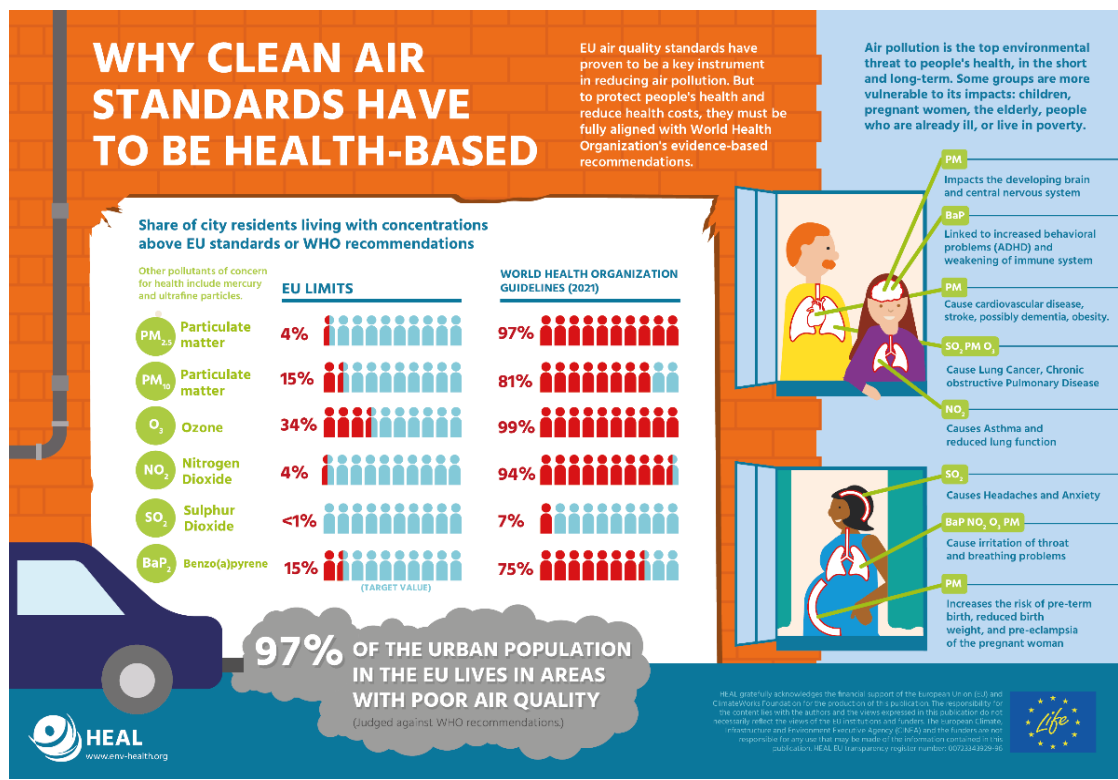


Figure 8: Health and Environment Science (Source: <https://www.env-health.org>)

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Explain **TWO** messages which are being conveyed in Figure 8.

Message 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

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

12

**Question 8**

**K-9 (8 marks)**

One of the articles published in the magazine is about being smart online.

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

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)

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