



L-Università
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MATSEC
Examinations Board



Marking Scheme

SEC Media Literacy Education Unit 2

Main Session 2026

9th May 2025

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Marking Scheme (Main Session 2026): SEC Media Literacy Education Unit 2

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer Other valid answers are to be accepted unless stated otherwise
K-2		Q1	4		
	MQF 1: Name different forms of printed material.	1a	1	Award 0.5 marks for each correct name.	Candidates are to name TWO printing materials, such as: comics; newspapers; books; advertising material. Magazines should not be accepted.
	MQF 2: Outline different uses of print media.	1b	1	Award 0.5 marks for each correct outline.	Candidates are to provide an outline of TWO of the following, or other valid, uses of print media: to inform, to entertain, to sell, to direct, to instruct, to fashionise, to empathise, to generalise. Print media inform by delivering clear, reliable information. They provide detailed, accessible content on current events, topics, and issues for various audiences.
	MQF 3: Describe different uses of a given print medium example.	1c	2	Award 1 mark for each correct description.	Candidates are to describe TWO uses of the given print medium in Figure 1. Example of a correct description: Inform: The cover provides valuable information on various topics such as "Recovery 101: How to Get Back From Injury... Fast!", "Master the Long Run," and "Race-Day Nutrition... Sorted!" This helps readers gain insights into running tips, injury recovery, and nutritional advice. make it shorter.

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K-8		Q2	4		
	MQF1: List the codes and conventions found in print media.	2a	1	Award 0.25 marks for each correct code and convention listed.	<p>Candidates are to list any TWO codes, such as: Layout and design; Image; Colour and graphics; Post-production; Objects; Body language.</p> <p>Candidates are to list any TWO conventions, such as: Style; Fact or fiction; Tone; Buzzwords; Use of direct address.</p>
	MQF2: Outline the use of codes and conventions in a given print medium.	2b	1	Award 0.25 marks for each correct outline.	<p>Candidates are to outline any TWO codes in Figure 1, such as: Layout and design; Image; Colour and graphics; body language, post-production; objects.</p> <p>Example of a good outline of a code: Layout and design - The front cover uses a structured layout to grab attention, with a bold headline, such as "Your Best Race!". This clean design balances text and images to guide the reader's focus.</p> <p>Candidates are to outline any TWO conventions, such as: Style; Fact or fiction; Tone; Buzzwords; use of direct address.</p> <p>Example of a good outline: use of direct address – The cover engages readers personally with direct address phrases like "Your Best Race!" making the content feel relevant and immediately applicable to the reader's running experience.</p>

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	MQF3: Describe the impact of codes and conventions in a given print medium.	2c	2	Award 0.5 marks for each correct description.	Candidates are to describe the impact of TWO codes and TWO conventions outlined in Question 2b. An example of a good description: The layout: The layout of Runner's World's cover grabs attention with a bold headline and organised subheadings, making key articles easy to spot. Its clean design balances text and images, guiding the reader's eye and enhancing overall appeal.
K-6		Q3	4		
	MQF 1: Name structural features found in print media.	3a	1	Award 0.5 marks for each correct feature named.	Candidates are to name TWO structural features found in print media, such as: Masthead, dateline, support story, cross reference, headlines, column, front cover flash, picture, caption. Page size should not be accepted.
	MQF 2: Recognise various structural features in a given print medium.	3b	1	Award 0.5 marks for each correct answer.	Candidates are to recognise the following TWO features: i. Headline ii. Picture Other answers should not be accepted.
	MQF 3: Describe various structural features and their use in a given print medium.	3c	2	Award 1 mark for each correct description of the feature and its use.	Candidates are to describe the TWO structural features, picture and headline, recognised in Figure 2, including their use. Example of a correct description: Headlines are big, bold titles that grab your attention. In Figure 2, "Recovery 101: How to Get Back From Injury... Fast!" stands out in large letters to attract readers interested in injury recovery, making them curious to read more and buy the magazine.

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C-3		Q4	6		
	MQF 1: Explain how structural features are used differently in a given print medium.	4a	2	Award 1 mark for each correct explanation.	<p>Candidates are to explain how the TWO headlines are used differently in Figure 3.</p> <p>Example of a correct explanation: Headline ii. This headline aims to expose the harsh reality of forced labour. By using critical and straightforward language, it highlights the severe exploitation faced by workers, bringing attention to social and ethical issues that demand public awareness and scrutiny.</p>
	MQF 2: Compare the use of different structural features in different print media.	4b	2	Award 1 mark for each correct comparison.	<p>Candidates are to compare the use of the headline and picture features in Figure 4.</p> <p>Example of a good comparison of pictures: The ginger image in the article uses vivid, natural slices to inform readers about health benefits, appealing to those interested in natural wellness. Conversely, the running shoe ad uses a dynamic, minimalist image to sell to performance-driven athletes by emphasising advanced features and sleek design.</p>

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	MQF 3: Discuss how structural features can change the meaning of a given print medium.	4c	2	Award 1 mark for each structural feature discussed.	Candidates are to discuss how TWO structural features can change the meaning of the two adverts shown in Figures 5 and 6. Example of a good discussion: The picture in Figure 5, highlighting a diverse group running together, utilises empathy to foster feelings of inclusivity and community engagement. Conversely, Figure 6's picture employs persuasion, showcasing a solitary, elite athlete in a futuristic setting to attract those focused on personal achievement and technological innovation, emphasizing exclusivity and individual performance. Both images strategically alter the advertisements' impact by targeting distinct audience motivations.
		Q5	4		
K-3	MQF 1: Name types of graphics.	5a	1	Award 0.5 marks for each correct answer.	Candidates are to name the following TWO types of graphics: Vector, Raster Other answers should not be accepted.
	MQF 2: Outline the difference between different types of graphics.	5b	1	Award 1 mark for the correct outline.	Candidates are to provide the following or any other outline deemed correct: A raster graphic is made up of pixels, while a vector graphic is made up of paths. No marks should be awarded if the difference between both graphics is not outlined.

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	MQF 3: Describe the purposes for which graphics may be used.	5c	2	Award 1 mark for each correct description.	Candidates are to describe TWO purposes of graphic, such as: To advertise, to entertain, to inform, to persuade, sign posting, to shock. Example of a correct description: Sign posting: Graphics can be used for signposting to guide readers through a publication. Icons, arrows, and color-coded sections highlight important areas and direct attention to key points, making it easier to navigate and find specific information.
K-4		Q6	4		
	MQF 1: List graphic elements found in print media.	6a	1	Award 0.5 marks for each correct element listed.	Candidates are to list TWO elements, such as: Images, typography, lines, textures, colours. Shapes should not be accepted.
	MQF 2: Identify graphic elements found in print media.	6b	1	Award 0.5 marks for each correct element identified.	Candidates are to identify the following elements: i. Image ii. Typography/colours Other answers should not be accepted.

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	MQF 3: Describe uses of graphic elements found in print media.	6c	2	Award 1 mark for each correct description.	<p>Candidates are to describe TWO uses of graphic elements in print media.</p> <p>Example of a correct use description: To Enhance Layout Design: Typography contributes to the visual structure and readability of the content. Different fonts and styles can be used to distinguish between sections, add emphasis, and create a cohesive look that guides the reader through the material in an engaging and organized manner.</p> <p>Do not accept to shape as a valid answer.</p>
C-4		Q7	6		
	MQF1: Explain how a print characteristic engages the interest of audiences.	7a	2	Award 2 marks for a correct explanation.	<p>Candidates are to explain how 'light weight portable and disposable medium', characteristic of a print medium engages the interest of audiences.</p> <p>An example of a good explanation: This characteristic makes print media convenient and accessible, allowing audiences to easily carry, share, and read content anywhere. Its portability encourages frequent use, while its disposable nature means readers can regularly access new and updated information, keeping their interest engaged.</p>

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	MQF2: Compare how different print characteristics in magazines and newspapers communicate different messages.	7b	2	Award 1 mark for each correct comparison.	<p>Candidates are to compare how TWO different print characteristics in magazines and newspapers from the following communicate different messages: a light weight, portable and disposable medium or for mass communication or a medium where a reader can engage in multiple readings or a medium where information can be given in detail.</p> <p>An example of a good comparison: Magazines and newspapers are lightweight, portable, and disposable. Magazines provide glossy, engaging content for casual reading, while newspapers focus on delivering timely news, ensuring accessibility and convenience for staying informed.</p>
	MQF3: Discuss how a given print product engages with its specific audience through specific print characteristics.	7c	2	Award 1 mark for each correct discussion.	<p>Candidates are expected to discuss how the magazine in Figure 8 engages with its specific audience through TWO specific print characteristics.</p> <p>Example of a good discussion: A light weight portable and disposable medium: Runner's World magazine engages its audience by being lightweight and portable, making it easy for readers to carry and read anywhere, whether they are at home, in a gym, or on the go. This convenience allows active, health-conscious adults to access valuable content, such as training plans and gear reviews, whenever and wherever they need it.</p>

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K-10		Q8	4		
	MQF 1: Name the key steps necessary to design a website blog.	8a	1	Award 0.5 marks for each step named in the correct order.	Candidates are expected to name the following TWO key steps. Step 1: Choose your message Step 2: Select a target audience
	MQF 2: Mention the key steps necessary to publish a website blog.	8b	1	Award 0.5 marks for each step mentioned in the correct order.	Candidates are expected to mention the following TWO key steps. Step 4: publish online Step 5: Disseminate and share.
	MQF 3: Outline the considerations necessary to keep a blog running.	8c	2	Award 1 mark for each consideration outlined.	Candidates are expected to outline TWO from the following, or any other valid, considerations: Design and update regularly, use images and keep the look minimal, informative, and up-to-date content, write compelling content and monitor, observe online rules and responsibilities. Example of a good outline: Informative and Up-to-Date Content: Regularly updating the blog with relevant and timely information keeps readers engaged and attracts new visitors, ensuring the blog remains valuable and interesting.

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K-9		Q9	6		
	MQF 1: List procedures to be smart online.	9a	1	Award 0.5 marks for each correct procedure.	<p>Candidates are expected to list TWO procedures to be smart online, such as:</p> <p>Creating safe profiles (passwords etc.); click smart and be selective; protect your 'digital self' and practice safe browsing; backup your data regularly.</p> <p>Read authentication information should not be accepted.</p>
	MQF 2: Outline the positive and negative consequences of online activity.	9b	1	Award 0.5 marks for each correct outline.	<p>Candidates are expected to outline ONE positive and ONE negative consequence of online activity from the following, or any other valid ones: Legal; moral; financial; psychological; physical</p> <p>Example of a good outline: Negative: Online activity can lead to negative psychological consequences such as anxiety, depression, and low self-esteem due to cyberbullying, social comparison, and excessive screen time.</p>
MQF 3: Describe the importance of following procedures to be smart online.	9c	2	Award 1 mark for each correct description.	<p>Candidates are expected to describe the importance of the TWO procedures to be smart online, they listed in Question 9a.</p> <p>Backup your data regularly: Regularly backing up your data is crucial to protect against data loss from cyberattacks, hardware failures, or accidental deletions. It ensures you can quickly recover important information, maintain productivity, and safeguard personal and professional data integrity.</p>	