

Advanced Media Literacy Assessment

Media Literacy · Answer Key · 12 Questions

1. What is the primary purpose of a 'news peg' in journalism?

- A) To provide background historical context for a story.
- B) To identify a specific, timely, and relevant event or issue that makes a story newsworthy.**
- C) To offer editorial commentary and analysis on current events.
- D) To ensure the story adheres to a strict word count for publication.

2. The concept of 'gatekeeping' in media studies refers to:

- A) The process by which audiences filter information based on personal preferences.
- B) The financial barriers to entry for aspiring media producers.
- C) The role of editors and journalists in selecting, shaping, and disseminating news stories.**
- D) The technical infrastructure required for broadcasting and online distribution.

3. What does the 'cultivation theory' primarily suggest about the effects of television?

- A) It encourages active audience participation and critical engagement with content.
- B) It suggests that prolonged exposure to media, particularly television, can shape viewers' perceptions of reality.**
- C) It posits that audiences selectively choose media that confirms their existing beliefs.
- D) It argues that media messages are directly implanted into passive audiences' minds without interpretation.

4. In the context of media production, what is 'synergy'?

- A) The act of collaborating with rival media companies for shared content.
- B) The cooperative interaction of different media outlets to promote a unified brand or product across multiple platforms.**
- C) The development of a single piece of content distributed across various media without adaptation.
- D) The practice of independent journalists pooling resources for investigative reporting.

5. The 'spiral of silence' theory explains how:

- A) Dominant media narratives can suppress minority viewpoints, leading individuals to remain silent on controversial issues.**
- B) Audiences become overwhelmed by the sheer volume of information available online.
- C) Reporters are pressured by their news organizations to avoid covering sensitive topics.
- D) Social media algorithms create echo chambers that amplify certain opinions.

6. What is the primary function of a 'media audit'?

A) To review and assess the performance, impact, and ethical practices of media organizations or campaigns.

- B) To provide financial audits for media companies' internal accounting.
- C) To conduct market research for new media product development.
- D) To fact-check individual news articles for accuracy.

7. The concept of 'framing' in media analysis refers to:

A) The visual design and layout of a media message.

B) The way a story or issue is presented, emphasizing certain aspects and downplaying others, influencing audience interpretation.

- C) The technical processes involved in transmitting media signals.
- D) The legal framework governing media content and distribution.

8. What does the 'public sphere' concept, as developed by Jürgen Habermas, most closely relate to?

A) The private lives of influential media personalities.

B) The space where citizens can come together to debate and form public opinion, often facilitated by media.

- C) The internal decision-making processes of media corporations.
- D) The global network of interconnected media technologies.

9. In media ethics, the principle of 'objectivity' often implies:

A) Presenting opinions and analysis as factual statements.

B) Avoiding bias and presenting information fairly and impartially, even if absolute objectivity is unattainable.

- C) Prioritizing sensationalism to attract a larger audience.
- D) Reporting only information that supports the organization's agenda.

10. What is a 'superinjunction' in the context of media law?

A) A court order prohibiting the publication of specific information and preventing anyone involved from even acknowledging its existence.

- B) A broad legal ban on all forms of media reporting on a particular subject.
- C) A temporary restraining order against a news organization for defamation.
- D) A judicial review of media content for national security risks.

11. The 'agenda-setting' role of the media suggests that:

A) The media dictates exactly what audiences will think about an issue.

B) The media influences the perceived importance of issues by choosing which stories to cover and how prominently.

- C) Audiences exclusively determine the media's editorial agenda.
- D) The media only reports on topics already of significant public interest.

12. What is the primary characteristic of 'fake news' or disinformation?

A) It is always opinion-based and lacks factual evidence.

B) It is intentionally false or misleading content presented as legitimate news, often with the intent to deceive or manipulate.

C) It is a form of satire or parody that is clearly identifiable as fictional.

D) It is content generated by artificial intelligence that is factually accurate but lacks human creativity.