

Advanced Media Literacy Assessment

Media Literacy · Practice Test · 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.