

Middle School Media Literacy Basics

Media Literacy · Answer Key · 8 Questions

1. Which of the following is an example of a primary source of information?

- A) A newspaper article summarizing an event
- B) A biography written about a historical figure
- C) A diary entry written by someone who witnessed an event**
- D) A documentary film about a historical period

2. What is the main purpose of a 'call to action' in an advertisement?

- A) To inform the audience about a product's history
- B) To encourage the audience to take a specific next step**
- C) To explain the scientific principles behind a product
- D) To entertain the audience with a humorous story

3. When evaluating the credibility of an online source, what does 'domain name' refer to?

- A) The website's background color
- B) The website's web address (e.g., .com, .org)**
- C) The website's advertising partner
- D) The website's loading speed

4. What is 'bias' in the context of media?

- A) When a news report presents both sides of an issue equally
- B) When a media message favors one perspective over others, often unfairly**
- C) When a journalist conducts thorough research
- D) When a media outlet uses objective language

5. Which media form primarily uses text and images to convey information?

- A) Radio broadcasts
- B) Podcasts
- C) Newspapers**
- D) Television news

6. What is the term for the techniques advertisers use to persuade audiences, such as using celebrities or emotional appeals?

- A) Fact-checking
- B) Source analysis
- C) Persuasive strategies**
- D) Objective reporting

7. In digital citizenship, what does 'cyberbullying' refer to?

- A) Using social media to share positive messages
- B) Using electronic communication to bully a person**
- C) Participating in online educational forums
- D) Sharing personal information responsibly online

8. What is the difference between 'fact' and 'opinion' in media?

- A) Facts are subjective statements, while opinions are objective.
- B) Facts are verifiable statements, while opinions are personal beliefs or judgments.**
- C) Facts can be easily changed, while opinions are always permanent.
- D) Facts are always presented in the media, while opinions are not.