

Media Literacy Fundamentals

Media Literacy · Answer Key · 15 Questions

1. What is the primary purpose of a news headline?

- A) To provide a detailed summary of the article's content.
- B) To attract the reader's attention and convey the main point of the story.**
- C) To offer an opinion on the topic discussed in the article.
- D) To list all the sources used in the report.

2. Which of the following best describes 'bias' in media?

- A) A neutral presentation of facts with no underlying perspective.
- B) A preference or inclination that prevents impartial judgment, often reflecting a particular viewpoint.**
- C) The use of complex language to obscure the truth.
- D) The intentional spread of inaccurate information for personal gain.

3. What does the term 'source' refer to in media analysis?

- A) The final destination of a news report.
- B) The person, organization, or document from which information is obtained.**
- C) The printing press used to produce a publication.
- D) The audience that consumes the media.

4. What is 'fact-checking' in the context of media?

- A) Creating new content based on existing reports.
- B) The process of verifying the accuracy of claims made in media content.**
- C) Distributing media content to a wide audience.
- D) Analyzing the emotional impact of media on viewers.

5. When encountering information online, what does the acronym 'URL' stand for?

- A) Usable Resource Locator
- B) Uniform Resource Locator**
- C) Universal Reading Link
- D) Underlying Resource Log

6. What is a 'persuasive technique' used in advertising?

- A) A method used to present factual information objectively.
- B) Strategies employed to influence an audience's thoughts, feelings, or actions.**
- C) A way to cite all research sources accurately.
- D) A technique for ensuring the long-term storage of advertisements.

7. What is meant by the 'target audience' of a media message?

- A) The individuals or groups the message is specifically intended to reach.**
- B) The critics who will review the media content.
- C) The producers who create the media.
- D) The historical period in which the media was created.

8. What is the primary characteristic of 'sponsored content' or 'native advertising'?

- A) It is always clearly labeled as advertising.
- B) It mimics the editorial style and format of the platform on which it appears.**
- C) It is produced solely by the editorial staff of the publication.
- D) It is independent of any commercial interests.

9. In digital media, what is a 'filter bubble'?

- A) A feature that filters out advertisements from websites.
- B) An intellectual environment created by personalized searches, where people are only exposed to information that confirms their existing beliefs.**
- C) A technical glitch that prevents certain websites from loading.
- D) A tool used for filtering spam emails.

10. What does 'media ownership' refer to?

- A) The number of journalists working for a media outlet.
- B) The control or possession of media companies by individuals or corporations.**
- C) The total viewership of a television program.
- D) The physical location of a media company's headquarters.

11. What is the purpose of a 'call to action' in advertising or public service announcements?

- A) To provide background information on the product or issue.
- B) To encourage the audience to take a specific, desired action.**
- C) To analyze the historical context of the message.
- D) To credit the creators of the advertisement.

12. What is a 'stereotype' in media?

- A) A detailed and nuanced representation of a person or group.
- B) An oversimplified and often inaccurate generalization about a particular group of people.**
- C) A specific factual claim made about an individual.
- D) A fictional character developed through extensive research.

13. What is the term for information that is intentionally false and designed to deceive?

- A) Misinformation
- B) Disinformation**
- C) Malinformation
- D) Propaganda

14. What is the significance of diverse representation in media?

- A) It ensures all media content is identical in its messaging.
- B) It reflects the varied experiences and identities of society, promoting understanding and reducing stereotypes.**
- C) It guarantees that only fictional stories are told.
- D) It limits the types of stories that can be produced.

15. What does the term 'framing' mean when analyzing media?

- A) The physical size of the media piece.
- B) The way a story or issue is presented, influencing how audiences understand it.**
- C) The number of images used in an article.
- D) The geographical location where the media was created.