

Media Literacy Foundations

Media Literacy · Answer Key · 20 Questions

1. In what year was the Marshall McLuhan classic 'Understanding Media: The Extensions of Man' first published?

- A) 1954
- B) 1964**
- C) 1974
- D) 1984

2. How many core concepts of media literacy are commonly defined by the Center for Media Literacy?

- A) 3
- B) 5**
- C) 8
- D) 10

3. Which decade is often cited as the period when the term 'media literacy' first began appearing in academic literature?

- A) 1950s
- B) 1960s
- C) 1970s**
- D) 1980s

4. Who is the scholar famous for popularizing the phrase 'the medium is the message'?

- A) Marshall McLuhan**
- B) Neil Postman
- C) Henry Jenkins
- D) George Gerbner

5. UNESCO established the Media and Information Literacy (MIL) curriculum framework in what year?

- A) 2001
- B) 2008
- C) 2011**
- D) 2015

6. The term 'fake news' saw a massive surge in usage during which specific global event year?

- A) 2008
- B) 2012
- C) 2016**
- D) 2020

7. How many basic questions comprise the 'Key Questions to Ask' framework used by the Center for Media Literacy?

- A) 3
- B) 5**
- C) 7
- D) 9

8. In 1938, which famous radio broadcast caused widespread public panic due to its realistic presentation?

- A) The War of the Worlds**
- B) The Great Depression Report
- C) Hindenburg Disaster
- D) Moon Landing

9. What number represents the traditional 'Five Ws' (Who, What, Where, When, Why) used in journalistic fact-checking?

- A) 3
- B) 5**
- C) 7
- D) 8

10. The term 'literacy' originally focused on which primary skill before expanding to include media?

- A) Computer coding
- B) Reading and writing**
- C) Public speaking
- D) Radio operation

11. Which report, published in 1999, was a landmark study on media violence commissioned by the US Surgeon General?

- A) The Television and Social Behavior report**
- B) The Digital Age study
- C) The Radio Waves report
- D) The Internet Safety report

12. The 'Fair Use' doctrine in US copyright law consists of how many specific factors?

A) 2

B) 4

C) 6

D) 8

13. In which year did the internet's 'World Wide Web' officially become available to the public?

A) 1989

B) 1991

C) 1995

D) 1999

14. What is the name of the social media platform launched by Mark Zuckerberg in 2004?

A) Twitter

B) MySpace

C) Facebook

D) LinkedIn

15. The first practical telegraph was patented by Samuel Morse in which year?

A) 1837

B) 1847

C) 1857

D) 1867

16. How many years after the invention of the printing press did mass newspapers begin to flourish?

A) 100 years

B) 200 years

C) 300 years

D) 400 years

17. Which US president held the first 'Fireside Chats' via radio starting in 1933?

A) Herbert Hoover

B) Franklin D. Roosevelt

C) Harry Truman

D) Dwight Eisenhower

18. In the context of media literacy, 'gatekeeping' refers to the process of filtering information, a concept defined by Kurt Lewin in which decade?

A) 1920s

B) 1940s

C) 1960s

D) 1980s

19. The 'Cultivation Theory,' which suggests long-term TV exposure shapes viewer perception, was developed by George Gerbner in what year?

A) 1965

B) 1976

C) 1985

D) 1992

20. The Australian Media Literacy Alliance was formed in which year to support digital literacy?

A) 2015

B) 2017

C) 2019

D) 2021