

Media Literacy Foundations

Media Literacy · Practice Test · 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