BRITISH COLUMBIA ENGLISH LANGUAGE ARTS 10: LITERARY STUDIES AND COMPOSITION · UNIT D · 25 QUESTIONS

Media and Spoken Language — Practice Test

This practice test was made by AI and there may be mistakes. If a question or answer looks wrong, use the Flag a mistake button to let Brett know so he can fix it.

1 **An advertisement shows a famous athlete drinking a sports drink and says: Champions choose this drink. Which technique is used?**



A celebrity endorsement, because a famous person is used to sell the product

B a scientific study, because the ad reports test results

C a news report, because the ad reports facts neutrally

D a warning label, because the ad lists health risks

Understand It with Pulse | Flag a mistake

2 **An ad says: Everyone in town is buying these shoes. Which persuasive technique is this?**

- A humour, because the ad tells a joke
- B a testimonial, because a customer shares a story
- C bandwagon, because it claims everyone else is buying them
- D expert opinion, because a shoe expert gives advice

Understand It with Pulse | Flag a mistake

3 **A headline reads: Local hero saves dog from river. A second headline reads: Dog rescued after falling in river. What is the main difference?**

- A the first headline gives fewer facts than the second
- B the second headline is written for a younger audience
- C the second headline is an advertisement, not news
- D the first headline uses emotional language to praise the rescuer

Understand It with Pulse | Flag a mistake

4 **A news story quotes only one side of a debate about a new road. What should a careful reader do?**

- A assume the missing side has no argument
- B look for other sources that present the other side
- C accept the story as complete and balanced
- D ignore the road debate entirely

Understand It with Pulse | Flag a mistake

5 **Which question best helps a reader detect bias in a media text?**

- A how many pictures does the text include
- B what colour is the headline of the text
- C how long is the text in pages
- D whose views are included, and whose views are left out

Understand It with Pulse | Flag a mistake

6 **A poster for a school dance uses bright colours, large letters, and a photo of students dancing. Its main purpose is to**

- A warn students not to attend school dances
- B attract students and persuade them to attend the dance
- C report the results of the last school dance
- D teach students how to dance step by step

Understand It with Pulse | Flag a mistake

7 **A student is creating a poster to encourage recycling. Which slogan is most effective?**

- A Small bins, big difference: recycle every day
- B Recycling is a thing that exists in our town
- C Please read this poster about recycling
- D There are bins in many places around the school

Understand It with Pulse | Flag a mistake

8 **A student is making a short video about healthy lunches. Which opening is most likely to hold an audience?**



A a silent screen with no words or images

B a reading of the school lunch rules

C a surprising fact about how many students skip lunch

D a long list of every food in the cafeteria

Understand It with Pulse | Flag a mistake

9 **When creating a media text, why should a student think about the audience first?**

A because the audience decides the grade for the text

B because the audience must approve every word used

C because the audience shapes the words, images, and tone that will work

D because the audience always writes the text itself

Understand It with Pulse | Flag a mistake

10 **A speaker begins a class presentation by stating the main point clearly. This is effective because**

A the audience knows what to listen for from the start

B the audience will stop listening after the first sentence

C the speaker will not need any supporting details

D the speaker can skip the conclusion of the talk

Understand It with Pulse | Flag a mistake

11 **During a presentation, a speaker speaks too quickly and looks only at notes. What should the speaker improve?**



A the volume of the notes, so they rustle loudly

B pace and eye contact, so the audience can follow and stay engaged

C the length of the notes, so they are even longer

D the number of slides, so there are more to read

Understand It with Pulse | Flag a mistake

12 **A good listener during a class discussion should**

- A interrupt each speaker to share a personal story
- B write down every single word the speaker says
- C look away and think about something else
- D listen for the main point, take brief notes, and ask a clear question

Understand It with Pulse | Flag a mistake

13 **In a discussion, one student says: I disagree, because the evidence points the other way. This response is effective because it**

- A avoids giving any reason for the disagreement
- B states a view politely and gives a reason for it
- C changes the topic to something easier
- D repeats what the first student said word for word

Understand It with Pulse | Flag a mistake

14 **A student takes notes during a talk. Which note-taking strategy is best?**

A copy every sentence the speaker says exactly

B write only the title of the talk and nothing else

C draw pictures unrelated to the talk

D record main ideas and key details in short phrases

Understand It with Pulse | Flag a mistake

15 **Read this short transcript. Maya: Our school should start a compost program. Every week, the cafeteria throws away food that could feed the garden. Leo: That would also cut waste costs. Which statement best sums up the discussion?**



A both students support composting for garden and cost reasons

B both students oppose composting in the school

C Maya supports composting but Leo disagrees with her

D Leo suggests closing the cafeteria garden

Understand It with Pulse | Flag a mistake

16 **Read this short transcript. Sam: I think the new phone rule is unfair. Priya: I see your point, but the rule helps students focus in class. What is Priya doing?**

A changing the subject to a new school rule

B refusing to listen to Sam at all

C acknowledging a view, then offering a different perspective

D agreeing fully with everything Sam said

Understand It with Pulse | Flag a mistake

17 **A radio ad repeats a jingle five times in thirty seconds. The repetition is meant to**



A make the product easy to remember

B give listeners detailed product facts

C warn listeners about product risks

D let listeners hear other advertisements

Understand It with Pulse | Flag a mistake

18 **A website claims a new study drink improves grades, but gives no source for the claim. A careful reader should**

A buy the drink to test it personally

B treat the claim with doubt until a reliable source is found

C believe the claim because it appears on a website

D share the claim with friends at once

Understand It with Pulse | Flag a mistake

19 **Which media text is most likely to be biased?**

A a train timetable showing departure times

B a dictionary entry defining a word

C an ad paid for by the company selling the product

D a weather forecast listing temperatures for the week

Understand It with Pulse | Flag a mistake

20 **A student wants classmates to watch a video about ocean pollution. Which title is most likely to attract them?**



A A Video About the Ocean and Some Things in It

B Please Watch This Video for Class Tomorrow

C Ocean Facts, Part One, Section One

D The Ocean Is Calling: What We Throw Away Comes Back

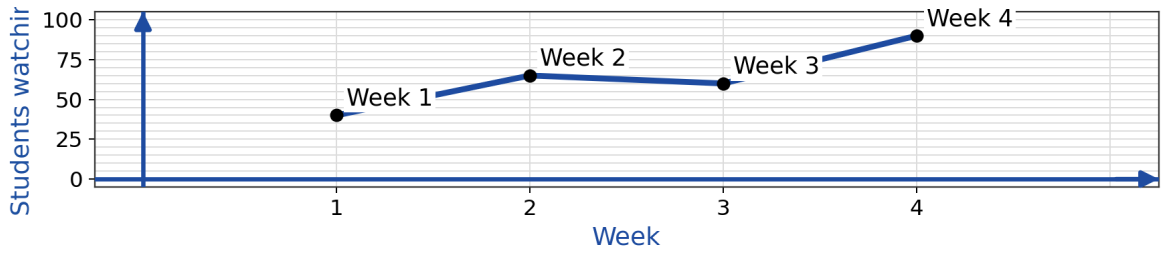
Understand It with Pulse | Flag a mistake

21 **A speaker uses a photo of a crowded hallway to support a point about school crowding. This is effective because**

- **A** photos always prove that a speaker is correct
- **B** the audience will forget the spoken point
- **C** the photo replaces the need for any argument
- **D** the visual evidence supports the spoken point directly

Understand It with Pulse | Flag a mistake

22 **The diagram shows how many students watched the school news in each of four weeks. What does the diagram show?**

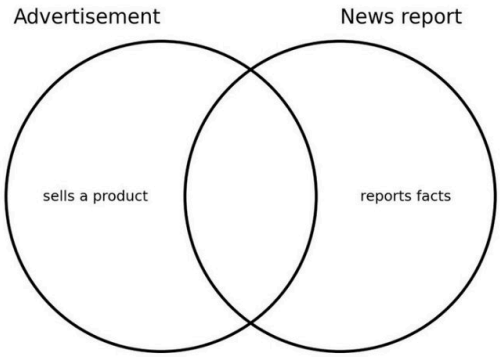


- **A** viewing stayed exactly the same each week
- **B** viewing rose only in week 1 and then stopped
- **C** viewing rose overall, with a small dip in week 3
- **D** viewing fell every week without exception

Understand It with Pulse | Flag a mistake

23 **In the diagram, which idea belongs in the overlapping middle region shared by both texts?**

23 **In the diagram, which idea belongs in the overlapping middle region shared by both texts?**



Question 23

In the diagram, which idea belongs in the overlapping middle region shared by both texts?

A) is paid for by a company

B) created for an audience with a purpose

C) aims to sell a product to buyers

D) aims to report facts neutrally

A is paid for by a company

B created for an audience with a purpose

C aims to sell a product to buyers

D aims to report facts neutrally

A is paid for by a company

B created for an audience with a purpose

C aims to sell a product to buyers

D aims to report facts neutrally

Understand It with Pulse | Flag a mistake

24 **A listener hears a speaker say: In conclusion, the main reason is cost. What should the listener note first?**

A the main reason, cost, because the speaker signals it as the key point

B the word conclusion, because it is the longest word

C the speaker's clothing, because it shows confidence

D the time of day, because it affects listening

Understand It with Pulse | Flag a mistake

25 **Which listening strategy best helps a student follow a long spoken explanation?**

A count how many times the speaker pauses

B write down only words that are hard to spell

C listen for signal words like first, however, and in conclusion

D memorise the first sentence and ignore the rest

Understand It with Pulse | Flag a mistake

ANSWER KEY

1.	A	**10.**	A	**19.**	C
2.	C	**11.**	B	**20.**	D
3.	D	**12.**	D	**21.**	D
4.	B	**13.**	B	**22.**	C
5.	D	**14.**	D	**23.**	B
6.	B	**15.**	A	**24.**	A
7.	A	**16.**	C	**25.**	C
8.	C	**17.**	A		
9.	C	**18.**	B		

© 2026 Brett Robbins. All Rights Reserved.