BRITISH COLUMBIA ENGLISH LANGUAGE ARTS 10: LITERARY STUDIES AND COMPOSITION · UNIT D · 5 QUESTIONS

Media and Spoken Language — Practice Test

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1

Family portrait of parents with their two young children. An ad shows a happy family using a cleaning spray and says: Make home happy. Which technique is used?



A emotional appeal, because it links the product with a happy home

B a scientific test, because it reports laboratory results

C a news report, because it gives the daily news

D a warning, because it lists product dangers

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2 **An ad says: Doctors recommend this toothpaste. If no evidence is given, a careful reader should**

- A buy the toothpaste at once
- B ignore all toothpaste advertisements forever
- C ask what evidence supports the claim before believing it
- D believe the claim because doctors are mentioned

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3 **A social media post claims a celebrity said something shocking, but links to no source. What should a reader do?**

- A share it quickly so friends see it first
- B assume it is true because it is popular
- C reply with an angry comment at once
- D check a reliable source before sharing or believing it

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4 **Which headline shows the most neutral language?**

- A Shocking library plan stuns angry residents
- B Council votes to build new library downtown
- C Amazing council finally builds glorious library
- D Terrible council wastes money on useless library

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5 **A student is designing a poster for a charity food drive. Which detail belongs on the poster?**

- A a long essay about the history of charity
- B a list of every student in the school
- C the personal phone number of each organiser
- D what to donate, where to bring it, and by when

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ANSWER KEY

1. A
2. C
3. D
4. B
5. D

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