NORTHWEST TERRITORIES 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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

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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

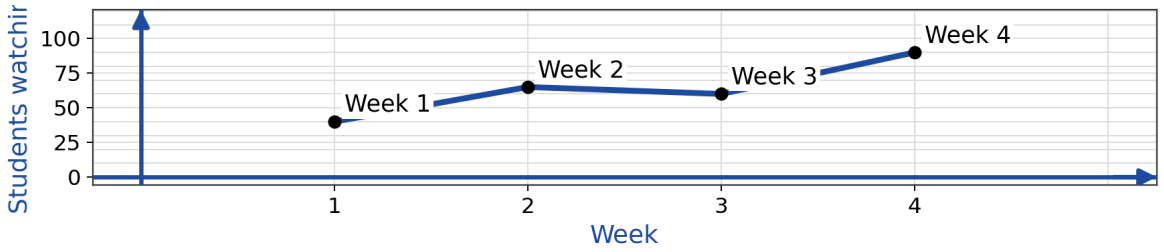
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21 **A speaker uses a photo of a crowded hallway to support a point about school crowding. This is effective because**

- **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

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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

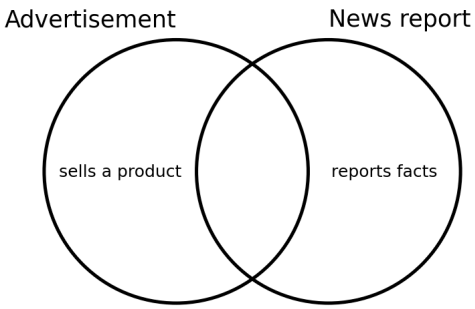
B viewing rose only in week 1 and then stopped

C viewing rose overall, with a small dip in week 3

D viewing fell every week without exception

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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

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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

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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

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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		

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