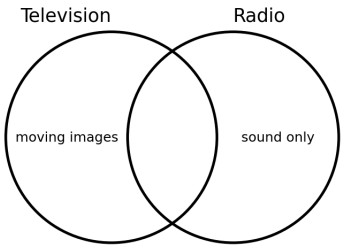
ONTARIO ENGLISH, GRADE 11, UNIVERSITY PREPARATION (ENG3U) · UNIT D · 10 QUESTIONS

Media Studies — 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 **The Venn diagram compares Television and Radio. The feature found in both is**



A moving images

B sound only

C printed text

D spoken words

Understand It with Pulse

Flag a mistake

2 **The denotation of an image is**

A the opinion of the viewer

B the history of the image

C what the image literally shows

D the feelings it suggests

Understand It with Pulse | Flag a mistake

3 **A media text aimed at a wide audience will usually**

A focus on one small group

B use clear language and familiar images

C use jargon only experts know

D avoid images entirely

Understand It with Pulse | Flag a mistake

4 **An opinion column differs from a news report because it**

A openly presents the writer view on an issue

B never mentions facts at all

C is always shorter than news

D is written by an editor only

Understand It with Pulse | Flag a mistake

5 **A media text that uses a shocking image mainly to get attention is using**

A balanced reporting

B a documentary approach

C an instructional style

D sensationalism to provoke a strong reaction

Understand It with Pulse | Flag a mistake

Media Text I - A Radio Ad for a Local Bookshop

Use this reading for question 6.

The ad opens with the sound of a bell over a shop door, followed by a friendly voice saying Step into a story. The voice describes shelves full of novels, study guides, and local authors, and says the shop is open late on Thursdays. The ad ends with the address and the line Find your next favourite book. No prices are mentioned.

6 **The sound of the bell at the start is most likely meant to**

A announce a sale on bells

B replace the spoken message

C create the feeling of entering a welcoming shop

D prove the shop has a bell

Understand It with Pulse | Flag a mistake

7 **The ad mentions local authors mainly to**

- A hide the shop address
- B appeal to community pride and local interest
- C list every book in the shop
- D prove local books are cheaper

Understand It with Pulse | Flag a mistake

8 **The line Find your next favourite book is meant to**

- A invite listeners to visit and browse
- B tell listeners the shop is closing
- C give the shop opening hours
- D list the books on sale

Understand It with Pulse | Flag a mistake

9 **The ad does not mention prices, which suggests its main aim is to**

- A hide the cost of all books
- B prove books are free
- C avoid talking about the shop
- D attract visitors rather than sell one item

Understand It with Pulse | Flag a mistake

10 **A listener can tell the shop is open late on**

- A Fridays, from the address
- B Saturdays, from the slogan
- C Thursdays, as stated in the ad
- D Mondays, from the bell sound

Understand It with Pulse | Flag a mistake

ANSWER KEY

1. D
2. C
3. B
4. A
5. D
6. C
7. B
8. A
9. D
10. C

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