ONTARIO ENGLISH, GRADE 11, UNIVERSITY PREPARATION (ENG3U) · UNIT D · 25 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 target audience for a media text is**

- A the group of people the text is designed to reach
- B every person who sees the text by chance
- C only the people who made the text
- D the critics who review the text

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2 **A media producer chooses bright colours and large text mainly to**

- A make printing cheaper
- B attract attention and highlight a message
- C hide the main message
- D use up empty space

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3 **An advertisement that shows a celebrity using a product is using**

A a news story about the celebrity

B an unbiased product review

C endorsement to link the product to fame

D a factual report on the product

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4 **The purpose of a media text is best found by asking**

A what colour the background is

B what the producer wants the audience to think or do

C how long the text took to make

D how many people worked on it

Understand It with Pulse | Flag a mistake

5 **A news headline is written to**

A summarize the story and draw readers in

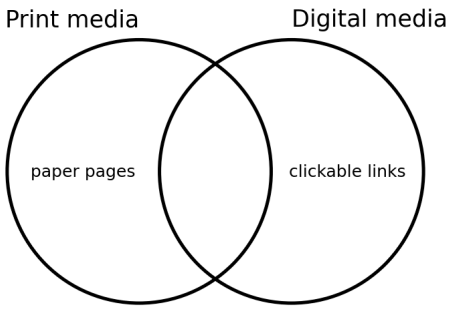
B give every detail of the story

C replace the need to read the story

D hide the main event

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6 **The Venn diagram compares Print media and Digital media. The feature found in both is**



A paper pages

B clickable links

C spoken sound

D words and images

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7 **A documentary differs from a fictional film mainly because**

- A it never uses music or narration
- B it has no point of view
- C it presents real people and events as its subject
- D it is always filmed in black and white

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8 **The connotation of an image is**

- A the date the image was taken
- B the feelings and ideas the image suggests beyond its literal content
- C the exact size of the image
- D the name of the photographer

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9 **A media text that uses humour to criticize an issue is using**

A satire to make its point entertainingly

B a straight news report

C a factual documentary

D an instruction manual

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10 **When a website asks for personal information before showing content, a careful reader should**

A enter the information at once

B assume the site is trustworthy

C share the information with friends

D consider why the site wants the information

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11 **A stereotype in a media text is**

- **A** a new character in a story
- **B** a factual statistic about a group
- **C** a simplified and often unfair image of a group
- **D** an accurate portrait of one person

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12 **The main difference between advertising and news is that advertising**

- **A** is always written by journalists
- **B** aims to persuade people to buy or support something
- **C** aims only to inform without persuasion
- **D** never uses images or sound

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13 **A film trailer is designed to**

A create interest in a film without revealing the whole story

B tell the full story of the film

C review the film critically

D replace watching the film

Understand It with Pulse | Flag a mistake

14 **Music in an advertisement often works to**

A fill silence with no purpose

B prove the product is good

C replace the spoken words

D create a mood that supports the product message

Understand It with Pulse | Flag a mistake

15 **A media text aimed at teenagers will most likely use**

A formal language from a textbook

B references only adults understand

C language, images, and references familiar to teenagers

D language aimed at young children

Understand It with Pulse | Flag a mistake

16 **The camera angle that looks down on a subject often makes the subject seem**

A unimportant to the plot

B small or powerless in the scene

C large and powerful

D closer to the camera

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17 **A low camera angle looking up at a subject often makes the subject seem**

- A powerful or imposing in the scene
- B weak and uncertain
- C far away from the viewer
- D hidden from view

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18 **Editing that cuts quickly between short shots often creates**

- A a calm and slow mood
- B confusion about every character
- C a documentary style always
- D excitement or urgency in a scene

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19 **A slogan in advertising is effective when it is**

A changed in every advertisement

B hidden at the end of the ad

C short, memorable, and linked to the product

D long and full of detail

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20 **A reader who checks who produced a media text is**

A looking for the author age only

B considering the source before trusting its message

C wasting time on unimportant detail

D assuming the text is biased

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Media Text I - A Poster for a School Recycling Drive

Use this reading for question 21.

The poster shows a large green bin in the centre, with paper, cans, and bottles flying toward it like birds returning home. Above the bin, in bold letters, are the words Every Bin Counts. Below, in smaller text, it says Bring your recycling to the front hall every Friday. A small note at the bottom reads Organized by the Grade 11 Green Team.

The background is bright yellow, and the bin is drawn with a smiling face. No other text appears on the poster.

21 **The main message of Media Text I is that**

- **A** students should bring recycling to the front hall on Fridays
- **B** students should stop using paper and cans
- **C** the Green Team meets every Friday
- **D** recycling bins are birds

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22 **The smiling face on the bin is most likely meant to**

- A show that bins can fly
- B prove bins are alive
- C hide the poster message
- D make recycling feel friendly and positive

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23 **The bright yellow background most likely serves to**

- A make the text hard to read
- B match the school uniform
- C catch the eye of students passing by
- D show that recycling is dangerous

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24 **The words Every Bin Counts are placed in bold letters mainly to**

- **A** give the date of the drive
- **B** emphasize the main message of the poster
- **C** list the rules of the drive
- **D** name the Green Team members

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25 **A reader can tell who organized the drive from**

- **A** the small note naming the Grade 11 Green Team
- **B** the smiling face on the bin
- **C** the bright yellow background
- **D** the flying paper and cans

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ANSWER KEY

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

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