ONTARIO ENGLISH, GRADE 12, UNIVERSITY PREPARATION (ENG4U) · 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 **Media literacy includes the ability to**

- A analyze, evaluate, and create media messages critically
- B memorize every advertisement seen
- C avoid all media completely
- D trust popular media sources

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2 **The ownership of a media outlet can affect its content because**

- A owners never influence content
- B owners interests may shape which stories are covered
- C all outlets cover the same stories
- D audiences control all coverage

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3 **A media text that frames an event as a crisis is**

A avoiding all emotional language

B presenting only statistics

C shaping audience perception through emphasis and language

D reporting the event neutrally

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4 **Representation in media matters because repeated images can**

A replace real experience entirely

B shape how audiences see groups and themselves

C have no effect on audiences

D only entertain audiences

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5

An algorithm that recommends media content tends to

A show users more of what they already engage with

B show every user the same content

C hide all popular content

D present only opposing views

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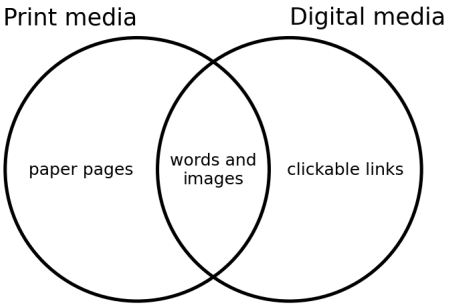
6 **The Venn diagram compares Print media and Digital media. The feature found in both is**



A paper pages

B clickable links

C spoken sound

D words and images

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7 **A fact checking reader will verify a surprising claim by**

- A trusting it because it is surprising
- B looking for more posts that repeat it
- C checking reliable sources before sharing it
- D sharing it quickly to warn others

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8 **Product placement in a film works by**

- A hiding brands from viewers
- B showing a brand as part of the story world
- C announcing the brand in a separate ad
- D listing brands in the credits only

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9 **A news story that relies on a single anonymous source should be treated**

A with caution until corroborated by other evidence

B as fully proven at once

C as false automatically

D as more reliable than named sources

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10 **The headline and image of an online article are chosen partly to**

A summarize the article perfectly

B replace the article text

C hide the article topic

D encourage clicks, which can distort emphasis

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11 **Media convergence means that**

A television no longer exists

B all media is now identical

C different media forms and platforms increasingly overlap

D print media has disappeared

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12 **A documentary filmmaker choice of what to film and omit shows that documentaries**

A never use narration or music

B have a point of view, like other media texts

C are free of any perspective

D present unedited reality

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13 **When a media text uses a familiar symbol, it relies on**

A shared cultural meanings audiences recognize

B the literal meaning only

C expert knowledge of symbols

D the symbol creator intent only

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14 **An audience that actively interprets a text may**

A always accept the intended meaning

B never understand the text

C ignore all producer choices

D read it differently from the producer intended meaning

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15 **The regulation of media in a democracy is debated because**

- A free expression has no limits
- B media needs no rules at all
- C limits on media can protect and also restrict free expression
- D regulation never affects content

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16 **A viral media text spreads quickly mainly through**

- A the length of the text
- B audience sharing across networks
- C paid advertising alone
- D official news coverage only

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17 **The use of data about audiences in media production raises questions about**

A privacy and how personal information is used

B the cost of cameras

C the length of programs

D the number of channels

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18 **A media text that presents a complex issue as two opposing sides may**

A present the issue fully

B avoid all bias

C show every viewpoint

D oversimplify by hiding middle positions

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19 **When comparing coverage of the same event, differences in selection and language reveal**

- A that events have no facts
- B that audiences cannot judge coverage
- C editorial choices and perspectives of each outlet
- D that one outlet is always lying

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20 **A public service announcement differs from a commercial ad because it**

- A targets no specific audience
- B promotes a social good rather than a product for sale
- C uses no persuasive techniques
- D is never shown on television

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Media Text I - A News Report on a Town Festival

Use this reading for questions 21 to 24.

The town festival drew record crowds this year, organizers said, with more than five thousand visitors over the weekend. Local shops reported strong sales, and the mayor praised volunteers who staffed food stalls in the rain. The report quotes two shop owners and the mayor, but no visitors, and it does not mention ticket prices or the cost of parking.

A short paragraph at the end notes that rain on Saturday caused some outdoor events to move indoors. No figures are given for festival costs, and no critic of the festival is quoted.

21 **The report main claim about crowds is attributed to**

- **A** organizers, as stated in the report
- **B** visitors interviewed at the festival
- **C** the mayor alone
- **D** local shop owners

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22 **A critical reader would note the report omits**

- A the names of food stalls
- B the weekend dates
- C the mayor praise for volunteers
- D visitor voices, ticket prices, and festival costs

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23 **The rain detail is included mainly to**

- A show visitors stayed home
- B prove the festival failed
- C explain why some events moved indoors
- D criticize the festival organizers

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24 **The report perspective is best described as**

- A neutral, with no quoted voices
- B largely positive, quoting supporters and not critics
- C balanced, quoting all sides equally
- D negative, focusing on problems

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25 **A reader who wants a fuller picture should seek**

- A other sources, including visitors and cost figures
- B only the mayor statement again
- C a longer version of the same report
- D the festival poster only

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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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