ONTARIO ENGLISH, GRADE 12, UNIVERSITY PREPARATION (ENG4U) · UNIT D · 5 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 **A media text that targets a niche audience will**

- A use specialized references that group recognizes
- B appeal equally to everyone
- C avoid all references
- D use only general language

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2 **The term gatekeeping in media refers to**

- A the physical gates at studios
- B audience voting on stories
- C the cost of printing news
- D decisions about which stories reach audiences

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3 **Adult golden retriever dog sits on grass beside a small golden puppy that looks just like it. A sponsored article that looks like news should be identified as sponsored because**



A news never contains advertising

B readers cannot tell the difference

C readers should know persuasion is behind the content

D sponsored content is always false

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4 **When a photograph is paired with a misleading caption, the result can be**

A an image that becomes fiction

B a true image used to support a false impression

C a false image with no effect

D a caption that corrects the image

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5 **A media producer who uses emotional music over a news segment is**

A shaping audience feeling about the story

B reporting facts more accurately

C avoiding any editorial choice

D making the segment shorter

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ANSWER KEY

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

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