SASKATCHEWAN ENGLISH LANGUAGE ARTS 10 · UNIT E · 5 QUESTIONS

Language, Media and Multimodal Texts — Practice Test

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Reading III - Two Ads, One Product

Use this reading for questions 1 to 5.

Two advertisements for the same running shoes appeared in one magazine. The first showed a famous athlete lacing the shoes beside a track at dawn, with the slogan built for early mornings. The second showed ordinary teenagers laughing on a city sidewalk, with the slogan made for every street. Both advertisements sold the same shoes, but they spoke to different audiences, and they used different images to suggest who the shoes were for.

A class studying the advertisements noticed that neither one listed the price, the materials, or how long the shoes lasted. The images did the persuading, promising speed in one case and belonging in the other. The students learned that comparing advertisements means asking what each one shows, what each one hides, and who each one is trying to reach, rather than simply choosing the prettier picture.

1 **According to Reading III, what is the main idea of the passage?**

- **A** students decide that advertisements always list full product facts
- **B** students learn to compare two advertisements by audience, image, and what each ad hides
- **C** students choose advertisements only by the prettiest picture
- **D** students refuse to study any advertisement at all

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2 **According to Reading III, which word best describes the main character?**

- A reckless
- B careful
- C dishonest
- D impatient

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3 **According to Reading III, which detail is stated in the passage?**

- A the first advertisement listed the price and materials in full
- B both advertisements showed the same audience and image
- C the advertisements sold two completely different products
- D the first advertisement showed a famous athlete lacing shoes beside a track at dawn

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4 **According to Reading III, in this passage the word belonging most nearly means**

A feeling accepted as part of a group

B running faster than every other person

C buying shoes at the lowest price

D wearing shoes only at dawn

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5 **According to Reading III, what can the reader most reasonably infer?**

A students will buy shoes only because of a famous athlete

B comparing advertisements never helps any consumer

C images in advertisements never persuade anyone

D students who compare advertisements will make wiser choices as consumers

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ANSWER KEY

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

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