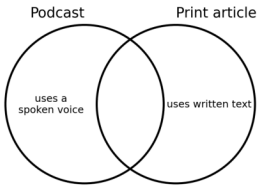
YUKON ENGLISH STUDIES 12 (MENST12) · UNIT C · 10 QUESTIONS

Media, Spoken Language and Representation — 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.

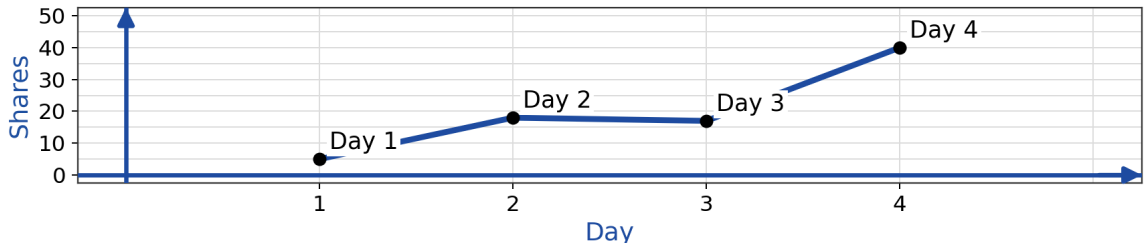
1 **For the two forms in the diagram, which idea sits in the overlapping middle region?**



- **A** uses a spoken voice
- **B** uses written text
- **C** needs a printing press
- **D** informs an audience

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2 **The diagram shows shares of a school post over four days. What trend does the line show?**



- **A** shares fall every day
- **B** shares rise overall, with a small dip on day 3
- **C** shares stay exactly the same
- **D** shares rise only on day 1

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3 **How does sponsored content differ from independent news?**

- **A** sponsored content is always longer
- **B** sponsored content has no author
- **C** sponsored content is paid to promote something
- **D** sponsored content never uses images

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4 **Why is downsizing called a euphemism for job cuts?**

A it softens harsh news with milder language

B it is a longer word

C it proves jobs were not cut

D it is a scientific term

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5 **Why does absence matter in representation?**

A absence only affects file size

B a group never shown may seem unimportant or invisible

C absence always improves a text

D absence is never noticed

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6 **How should variation in spoken language, such as dialect, be understood?**

- A as an error
- B as a sign of low ability
- C as a problem to correct
- D as a normal part of how communities speak

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7 **Why does a photograph alone not prove a media claim?**

- A photos are always false, and no photograph can ever be trusted in any way at all, whatever it shows
- B photos have no colour
- C a photo needs context, source, and evidence to support a claim
- D photos cannot be viewed

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8 **What is the purpose of a clickbait headline?**

A to attract clicks, sometimes by exaggerating the story

B to summarise the story fairly

C to list all sources

D to hide the story

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9 **Which listening strategy best checks understanding of a speech?**

A counting the speaker's pauses

B summarising the speaker's points in your own words

C memorising the first line only

D ignoring the conclusion

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10 **How can editing choices shape a media story?**

A editing only changes file size

B editing never affects meaning

C editing only adds music

D the order and selection of clips can change emphasis

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ANSWER KEY

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

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