

Chapter 2: Media Literacy Approach

Test Bank

Multiple Choice

1. According to the book, media literacy refers to the ability to access and process _____.

- A. newspapers, magazines, radio, and television
- B. fictional books and academic books
- C. video games and social media content
- D. all of these

Ans: D

Answer Location: What Is Media Literacy?

2. Arguing that Facebook reinforces narcissistic drive exemplifies the belief that _____.

- A. media are harmful
- B. media literacy will destroy my fun with the media
- C. media literacy requires memorization of too many facts
- D. media literacy requires too much effort

Ans: A

Answer Location: What Is Media Literacy?

3. Andrea Lunsford, a professor of writing and rhetoric at Stanford University, argues that _____.

- A. newer information technologies have decreased literacy
- B. literacy is not impacted by newer information technologies
- C. newer information technologies have increased literacy
- D. none of these

Ans: C

Answer Location: What Is Media Literacy?

4. Media literacy _____.

- A. stimulates us to adapt to our changing world
- B. makes us ignore changes to the world
- C. encourages us to deny that changes to the world are happening
- D. none of these

Ans: A

Answer Location: What Is Media Literacy?

5. The three building blocks of media literacy include _____.

- A. knowledge, access, and experience

- B. reading, writing, and analyzing
- C. personal locus, knowledge structures, and skills
- D. knowledge of print media, broadcast media, and digital media

Ans: C

Answer Location: The Three Building Blocks of Media Literacy

6. The tools needed for building our knowledge structures about the mass media consist of _____.

- A. our skills
- B. information from the media and from the real world
- C. our personal locus
- D. all of these

Ans: A

Answer Location: The Three Building Blocks of Media Literacy

7. We organize what we have learned about the media with _____.

- A. knowledge structures
- B. raw materials
- C. skills
- D. information

Ans: A

Answer Location: The Three Building Blocks of Media Literacy

8. The mental energy we need to build our knowledge structures about the mass media comes from _____.

- A. our skills
- B. information from the media and from the real world
- C. our personal locus
- D. all of these

Ans: C

Answer Location: The Three Building Blocks of Media Literacy

9. Critical thinking refers to _____.

- A. criticizing the media
- B. becoming more open-minded
- C. regarding the media in a more cultural context
- D. all of these

Ans: D

Answer Location: Skills

10. The breaking down of a message into meaningful elements is called _____.

- A. analysis
- B. evaluation
- C. grouping
- D. deduction

Ans: A

Answer Location: Skills

11. When we evaluate, we _____.
- A. break down a message into meaningful elements
 - B. judge the value of a message element
 - C. assemble elements into a new structure
 - D. group elements

Ans: B

Answer Location: Skills

12. Samantha hears on the radio that regular coffee consumption lowers the risk of Alzheimer's disease. She finds this interesting, but looks up the study cited by the news report to get more information and compare the research to her standards before accepting the finding as accurate. Samantha is demonstrating the skill of _____.

- A. deduction
- B. evaluation
- C. grouping
- D. analysis

Ans: B

Answer Location: Skills

13. When we classify the content of television messages according to the programmer's intention to entertain us, to inform us, or to persuade us, we use which of the following skills?

- A. deduction
- B. induction
- C. analysis
- D. grouping

Ans: D

Answer Location: Skills

14. In public opinion polls, one in six people thinks there is a crime problem in their community, but five in six people think there is a crime problem in society. This difference in opinion is an example of a faulty use of:

- A. deduction
- B. induction
- C. analysis
- D. grouping

Ans: B

Answer Location: Skills

15. Some people overestimate and other people underestimate the effect the mass media have on them. These are examples of faulty uses of _____.

- A. deduction
- B. induction
- C. analysis

D. grouping

Ans: A

Answer Location: Skills

16. Synthesis is _____.

A. putting elements into categories

B. finding patterns across groups of elements

C. assembling elements into a new structure

D. creating a brief description that surpasses particular elements

Ans: C

Answer Location: Skills

17. You just watched the latest episode of “American Idol.” Your roommate missed the show and you explain to her what happened and who got eliminated. You are using the skill of _____.

A. analysis

B. grouping

C. abstracting

D. induction

Ans: C

Answer Location: Skills

18. Which of the following provide(s) the context for making sense of new media messages?

A. background information

B. information platforms

C. knowledge literacies

D. knowledge structures

Ans: D

Answer Location: Knowledge Structures

19. Information is _____, whereas knowledge is _____.

A. structured; unorganized

B. piecemeal; organized

C. enduring; transitory

D. factual; social

Ans: B

Answer Location: Knowledge Structures

20. According to the textbook, messages are composed of _____.

A. text and visuals

B. oral communication and written communication

C. accurate information and inaccurate information

D. factual information and social information

Ans: D

Answer Location: Knowledge Structures

21. Guidelines about how we should dress in order to be considered attractive are an example of _____.

- A. factual information
- B. mediated information
- C. social information
- D. none of these

Ans: C

Answer Location: Knowledge Structures

22. Social information consists of information that is _____.

- A. verifiable and decontextualized
- B. delivered by social media
- C. composed of accepted beliefs that cannot be verified
- D. passed down from generation to generation

Ans: C

Answer Location: Knowledge Structures

23. Your personal locus is composed of _____.

- A. your knowledge of the media
- B. your opinions about the media
- C. your goals and drives
- D. all of these

Ans: C

Answer Location: Personal Locus

24. Joe frequently considers his goal of learning more about the candidates running for public office in his town. He puts a great deal of effort into finding a variety of media sources providing information about the candidates. Joe _____.

- A. has reached the social responsibility stage of media literacy
- B. is utilizing his synthesis skills
- C. is utilizing his abstraction skills
- D. has a strong personal locus

Ans: D

Answer Location: Personal Locus

25. All of the following are dimensions of media literacy EXCEPT _____.

- A. cognitive
- B. emotional
- C. social
- D. moral

Ans: C

Answer Location: The Definition of Media Literacy

26. Which dimension of media literacy contains information about how to produce messages?

- A. cognitive
- B. visual
- C. artistic
- D. aesthetic

Ans: D

Answer Location: The Definition of Media Literacy

27. All of the following media literacy stages are typically left behind by children as they age into adolescence and adulthood EXCEPT _____.

- A. acquiring fundamentals
- B. experiential exploring
- C. language acquisition
- D. narrative acquisition

Ans: B

Answer Location: The Development of Media Literacy

28. All of the following are considered advanced stages of media literacy EXCEPT _____.

- A. social responsibility
- B. critical appreciation
- C. intensive development
- D. experiential exploring

Ans: C

Answer Location: The Development of Media Literacy

29. People at lower levels of media literacy _____.

- A. have smaller knowledge structures
- B. default to media control
- C. have limited perspectives on the media
- D. all of these

Ans: D

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

30. Operating at higher levels of media literacy advances the goal of higher _____.

- A. understanding
- B. appreciation
- C. control
- D. all of these

Ans: D

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

True/False

1. The more perspectives you have from which to experience the media, the more critical you will be of the media.

Ans: F

Answer Location: What Is Media Literacy?

2. Deduction involves using general principles to explain particulars.

Ans: T

Answer Location: Skills

3. Synthesis is one of the skills of media literacy.

Ans: T

Answer Location: Skills

4. Information is the essential ingredient of knowledge structures.

Ans: T

Answer Location: Knowledge Structures

5. Being media literate requires that your personal locus is constantly engaged.

Ans: F

Answer Location: Personal Locus

6. Media literacy helps us interpret the meanings of the media messages we encounter.

Ans: T

Answer Location: The Definition of Media Literacy

7. Media literacy is a continuum.

Ans: T

Answer Location: The Definition of Media Literacy

8. People in the critical appreciation stage of media literacy see themselves as connoisseurs of the media.

Ans: T

Answer Location: The Development of Media Literacy

9. The social responsibility stage of media literacy is characterized by people having critical appreciation of all kinds of media messages, but instead of having a primarily internal perspective they have an external perspective.

Ans: T

Answer Location: The Development of Media Literacy

10. With increases in media literacy, you are able to exercise more control over the media.

Ans: T

Answer Location: Advantages of Developing a Higher Degree of Media Literacy

Essay

1. Provide and discuss examples of scholarly writings stating that media have harmful effects and that media help increase literacy.

Ans: This would be based on individual research with supporting personal examples.

Answer Location: What Is Media Literacy?

2. Name and discuss the three key components of media literacy.

Ans: **Skills:** analysis, evaluation, grouping, induction, deduction, synthesis, and abstracting. **Knowledge Structures:** sets of organized information in your memory.

Personal Locus: goals and drives. The goals shape the information processing tasks by determining what gets filtered in and what gets ignored.

Answer Location: The Three Building Blocks of Media Literacy

3. State and explain the three building blocks of media literacy.

Ans: Answer should ideally include: skills, knowledge structures, and personal locus.

Answer Location: The Three Building Blocks of Media Literacy

4. State and explain the seven skills of media literacy.

Ans: Answer should ideally include: analysis, evaluation, grouping, induction, deduction, synthesis, and abstracting.

Answer Location: Skills

5. State and explain the three advantages of developing a higher degree of media literacy.

Ans: Personal locus, knowledge structures, and skills help to develop more variety and more quality of media experiences.

Answer Location: Advantages of Developing a Higher Degree of Media Literacy