ZiloAcademy

✨ Grade 10 English — Media Literacy ✨

Name: Demo **Date:** 26/11/2026

1. Answer both (separate your two answers with a comma). 1) A podcast host reads out listener comments that all agree with their view, while ignoring dozens of critical comments visible on the episode page. What media literacy issue does this show? 2) A website's headline says one thing, but the linked article says something more nuanced or different. What is this practice usually called?

2. Answer both (separate your two answers with a comma). 1) A political ad juxtaposes footage of an opponent in a chaotic scene with calm, orderly footage of the sponsoring candidate. What technique is this? 2) An infographic uses a bar chart with a truncated y-axis (not starting at zero) to make a small difference look dramatic. What visual literacy issue does this illustrate?

3. Answer both (separate your two answers with a comma). 1) A student researching online finds five articles making the same false claim, all citing each other rather than an original, credible source. What digital literacy problem does this show? 2) In a graphic novel, a character's speech bubble shape (jagged vs rounded) changes depending on their emotional state. What VISUAL LANGUAGE convention is this?

4. Answer both (separate your two answers with a comma). 1) A website's headline says one thing, but the linked article says something more nuanced or different. What is this practice usually called? 2) A magazine article uses a pull-quote in large bold text, a sidebar with statistics, and a main body of text. What is the purpose of combining these ELEMENTS?

5. Answer both (separate your two answers with a comma). 1) A satirical cartoon exaggerates a public figure's features to mock their policies. What technique is being used, and what is its purpose? 2) A streaming platform's recommendation algorithm repeatedly suggests increasingly extreme content based on what a user previously watched. What media literacy concept does this illustrate?

6. Answer both (separate your two answers with a comma). 1) A streaming documentary uses dramatic reenactments styled identically to the real archival footage, with no on-screen label distinguishing them. What concern does this raise? 2) A podcast is fully sponsored by a supplement company and spends ten minutes praising that company's products without disclosing the sponsorship. What media literacy issue is this?

7. Answer both (separate your two answers with a comma). 1) A news photo of a protest is cropped tightly to show only a small angry crowd, hiding the much larger peaceful gathering around it. What VISUAL LANGUAGE technique is this? 2) An advertisement uses warm lighting, soft music and slow motion to show a family together. What effect is this VISUAL/AUDIO combination designed to create?

8. Answer both (separate your two answers with a comma). 1) In a graphic novel, a character's speech bubble shape (jagged vs rounded) changes depending on their emotional state. What VISUAL LANGUAGE convention is this? 2) Two outlets cover the same data breach: one headline says 'Company Fails to Protect Users', the other says 'Hackers Target Company's Systems'. What does comparing these headlines reveal about FRAMING?

9. Answer both (separate your two answers with a comma). 1) Two outlets cover the same data breach: one headline says 'Company Fails to Protect Users', the other says 'Hackers Target Company's Systems'. What does comparing these headlines reveal about FRAMING? 2) A podcast is fully sponsored by a supplement company and spends ten minutes praising that company's products without disclosing the sponsorship. What media literacy issue is this?

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Answer both (separate your two answers with a comma). 1) A charity's promotional material always shows people from developing countries as helpless victims, never as agents solving their own problems. What representation issue is this? 2) An infographic uses a bar chart with a truncated y-axis (not starting at zero) to make a small difference look dramatic. What visual literacy issue does this illustrate?