ZiloAcademy

✨ Grade 9 English — Multimodal & Media Literacy ✨

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

1. Answer both (separate your two answers with a comma). 1) Why might a logo use simple, bold shapes rather than intricate detail? 2) What is the main purpose of an advertisement?

2. What term describes a short video clip used to promote a film or product?

3. Why might a company use a soft, calming colour palette in a health product's advertisement?

4. What term describes a podcast, video, or article created and shared by an ordinary person rather than a professional outlet?

5. Answer both (separate your two answers with a comma). 1) What persuasive technique uses a well-known figure's endorsement to sell a product? 2) What term describes a podcast, video, or article created and shared by an ordinary person rather than a professional outlet?

6. Answer both (separate your two answers with a comma). 1) What term describes a comments section or forum where readers respond publicly to an online article? 2) What should a careful reader do before sharing a surprising claim seen on social media?

7. Answer both (separate your two answers with a comma). 1) What term describes an image or video edited to make something appear to have happened that did not? 2) What term describes a podcast, video, or article created and shared by an ordinary person rather than a professional outlet?

8. Answer both (separate your two answers with a comma). 1) What term describes text layout and formatting choices, like headings and bullet points, that help a digital reader skim content? 2) When a news source presents information unfairly favouring one side, this is called...?

9. What term describes false information deliberately created and spread to deceive people?

10. Answer both (separate your two answers with a comma). 1) What should a careful reader do before sharing a surprising claim seen on social media? 2) What technique might an advertisement use to create urgency, like 'Only 3 left in stock!'?