



Media Literacy Exam Review

Unit 6: There are 15 short answer questions. Each is worth 5 points for a total of 80 points.

1. Why is it important to consider the CONTEXT of a media piece? What questions should you ask? **(1.1.3)**
2. How do you analyze a blog? What makes a blog effective and why? **(1.3.1 – pay attention to the headings)**
3. What the benefits and drawbacks of digital technology? **(1.4.1 and 1.4.3)**
4. Define bias. How can news information (print/media) be slanted? **(2.2.5)**
5. How do you persuade with an advertisement? Know: audience, appeals (emotional, logical, etc) and be able to give an example of the appeal. **(2.1.3)**
6. What are the benefits and drawbacks of social media? Use information from the lesson and be prepared to share your own experiences with social media. **(3.1.1)**
7. Be prepared to explain how your online persona is the same and different that who you are off-line. **(all of study 3.2)**
8. What are consumer identities and how to companies build them? **(3.3.1)**
9. Why do people write (includes the idea of texting, typing) in our modern world? Why do you text/write? **(3.3.5)**
10. Compare and contrast writing your grandparents used to the writing/texting you use today. Include the benefits from both eras and setbacks from both eras. **(4.1.1)**
11. What should you include when you review a creative work? **(4.1.3)**
12. What advantages and disadvantages do citizen journalists have? **(4.2.1)**
13. Think of a global problem and be prepared to explain why it is important to you. How can you use the internet to work on this problem? **(5.3.5)**
14. Consider the technology we have today and what it can be in the future. Describe a dystopian society and a utopian society with regard to technology and the human race. **(5.4.1)**