

Prior Knowledge Quiz  
on Media Literacy

Your Name \_\_\_\_\_

Directions: Write the entire word TRUE or FALSE in the blank provided.  
Do your best without looking at your neighbor's responses. We will  
go over the answers when all are finished.

1. \_\_\_\_\_ Most families spend one hour of meaningful conversation with each other every night.
2. \_\_\_\_\_ Watching television is the dominant leisure activity of Americans.
3. \_\_\_\_\_ Media messages are underlying themes or ideas contained in a media presentation.
4. \_\_\_\_\_ Media presentations include films, television programs, news, and advertisements.
5. \_\_\_\_\_ Elitism is when we see the influence of the media on others but not on ourselves.
6. \_\_\_\_\_ Those suffering from elitism are more vulnerable to media than others.
7. \_\_\_\_\_ People with college degrees are just as vulnerable to media messages as high school students.
8. \_\_\_\_\_ Media messages affect (influence) your attitudes, values, and behaviors.
9. \_\_\_\_\_ An affective strategy is using visual and aural (sound) stimuli to reach us on an emotional level. (Think about *Dateline* stories.)
10. \_\_\_\_\_ Audiences sometimes receive unintended messages from a media presentation because of competing activities like talking on the telephone while watching television.
11. \_\_\_\_\_ The American media system is a market-driven industry predicated on turning a profit.
12. \_\_\_\_\_ If something appears in the newspaper or on television, it must be true.
13. \_\_\_\_\_ Advertisers have the consumers' best interests in mind.

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