

12 Multiple choice questions

Term

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As a field of study, media literacy comprises and overlaps many different theories and subjects,

- from critical thinking and psychology to linguistics and ethics in technology.
- the ability to access, analyze, evaluate, create, and act using all forms of communication
- are the values and ideas that are promoted by the media, the things that get put into them.
- to talk about something to a group of people who already agree with you

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media literacy

- what kind of content were you absorbing, and how did you get to it? were you making sense of its messages? were you aware that each message was created by someone with their own goals and opinions? when you create media, like a blog post or an Instagram, what is your responsibility to those who view it? finally, what do you do with all that info you just received?
- the ability to access, analyze, evaluate, create, and act using all forms of communication
- from critical thinking and psychology to linguistics and ethics in technology.
- mass communication.

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As Academy Award-winning actress Kate Winslet says in 1997 hit film, Titanic:

- "You jump, I jump, Jack."
- "You fall, I fall, Jack."
- "I swim, You swim, Jack."
- "You run, I run, Jack."

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Media effects

- are the values and ideas that are promoted by the media, the things that get put into them.
- someone who interacts with the media
- to talk about something to a group of people who already agree with you
- are their influences and consequences on audiences.

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The average US adult, spends upwards of

- ten hours watching tv, listening to the radio, surfing the web, scrolling through your phone, or checking out awesome educational video series on YouTube.
- mass communication.
- to talk about something to a group of people who already agree with you
- "You jump, I jump, Jack."

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preaching to the choir

- from critical thinking and psychology to linguistics and ethics in technology.
- are the values and ideas that are promoted by the media, the things that get put into them.
- the ability to access, analyze, evaluate, create, and act using all forms of communication
- to talk about something to a group of people who already agree with you

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media consumer

- someone who interacts with the media
- mass communication.
- to talk about something to a group of people who already agree with you
- are the values and ideas that are promoted by the media, the things that get put into them.

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Media messages

- are the values and ideas that are promoted by the media, the things that get put into them.
- are their influences and consequences on audiences.
- literal definition is the plural of medium, or multiple mediums, so to speak. and a medium is a substance or method in which something is communicated. it's the vehicle for a message.
- mass communication.

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textual determinism

- the idea that a message's meaning is inevitably sent and received in its entirety, just as intended, every time.
- mass communication.
- what kind of content were you absorbing, and how did you get to it? were you making sense of its messages? were you aware that each message was created by someone with their own goals and opinions? when you create media, like a blog post or an instagram, what is your responsibility to those who view it? finally, what do you do with all that info you just received?
- are the values and ideas that are promoted by the media, the things that get put into them.

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Media

- the ability to access, analyze, evaluate, create, and act using all forms of communication
- someone who interacts with the media
- literal definition is the plural of medium, or multiple mediums, so to speak. And a medium is a substance or method in which something is communicated. It's the vehicle for a message.
- are the values and ideas that are promoted by the media, the things that get put into them.

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We stick a "the" in front of "media" to refer collectively to

- encoding.
- mass communication.
- feedback.
- noise.

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With media literacy skills, you'll have the power to think through each of these important questions every time you pick up your phone or flip on the radio.

- What kind of content were you absorbing, and how did you get to it? Were you making sense of its messages? Were you aware that each message was created by someone with their own goals and opinions? When you create media, like a blog post or an Instagram, what is your responsibility to those who view it? Finally, what do you do with all that info you just received?
- the ability to access, analyze, evaluate, create, and act using all forms of communication
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