

Name: _____ Date: _____

Spot the Spin 9th Grade Media Literacy Quiz

Challenge your class to deconstruct the digital landscape. Students identify bias, verify sources, and decode the subtle persuasive techniques used in everyday advertisements.

1. Which term describes a one-sided perspective that seeks to influence the audience's opinion rather than presenting objective facts?

- A. Neutrality
- B. Bias
- C. Citation
- D. Verification

2. In media literacy, what is the primary purpose of a 'Target Audience'?

- A. The people who accidentally see the advertisement
- B. The specific group of people creators want to reach
- C. The actors who are hired to be in a commercial
- D. A list of people who have complained about the media

3. Which of the following is an example of 'Native Advertising'?

- A. A billboard on the side of a highway
- B. A thirty-second TV commercial during the Super Bowl
- C. A sponsored social media post that looks like a regular post
- D. A pop-up window that blocks a website's content

4. When checking the reliability of an online news article, why should you look for an 'About Us' page?

- A. To find out if the website has a specific mission or agenda
- B. To see more advertisements from that company
- C. To download the images for a school project
- D. To check the weather in the publisher's city

5. Which technique uses a famous person to endorse a product or idea?

- A. Bandwagon
- B. Testimonial
- C. Fear Mongering
- D. Glittering Generalities