**Media Literacy**

Visual 1

1. Who is the intended audience in this visual? (1 mark)
2. charity donors
3. families of sick children
4. fast food customers
5. hospital workers
6. What is the purpose of repeating the phrase, “This is where…” throughout the visual? (1 mark)
7. create emphasis
8. encourage dialogue
9. identify stereotype
10. provide comic relief
11. In the context of the visual, what does the word “sanctuary” (line 1) mean? (1 mark)
12. chapel
13. dwelling
14. haven
15. hostel
16. What is the dominant media strategy used? (1 mark)
17. celebrity endorsement
18. facts and figures
19. plain folks
20. shock appeal

Constructed Response (6 marks)

1. With specific references, explain how two visual elements contribute to the overall message of the visual.

Visual 2



1. What is the effect of the hand coming out of the snow? (1 mark)
2. create bias
3. demonstrate contrast
4. imply scale
5. reinforce message
6. What best describes the purpose of the visual? (1 mark)
7. advertise
8. entertain
9. mock
10. scare
11. What is the visual promoting? (1 mark)
12. cell phones
13. phone cases
14. weather patterns
15. winter preparedness
16. In the context of the visual, what does the word “resilient” mean? (1 mark)
17. delicate
18. elastic
19. tough
20. weak

Constructed Response

1. With reference to two specific visual elements, state a theme for this visual. (6 marks)

Visual 3



1. What is the focal point of the visual? (1 mark)
2. girl’s mouth
3. her eyes
4. Listerine breath tabs
5. “No one needs to know” text
6. What mood is created by the facial expression of the woman? (1 mark)
7. anger
8. contentment
9. horror
10. worry
11. What is the form of the visual? (1 mark)
12. advertisement
13. brochure
14. poster
15. web page
16. What is suggested by the police tape over the girl’s mouth?
17. She has bad breath.
18. She is not permitted to speak.
19. She has nothing to say.
20. She has fresh breath.

Constructed Response

1. With specific references, explain how two media strategies are used to contribute to the overall message of the visual. (6 marks)

Visual 4



1. Who is the intended audience of the visual? (1 mark)
2. bullies
3. dog owners
4. general public
5. SPCA
6. What is the purpose of this visual? (1 mark)
7. to advertise an organization
8. to encourage adoption
9. to provoke action
10. to raise debate
11. What is the tone of the visual? (1 mark)
12. adoring
13. enraged
14. serious
15. understated
16. What is the purpose of the dash in the phrase, “... and violent people tend to keep on being violent – until someone speaks up.”? (1 mark)
17. to create suspense
18. to provide a transition
19. to establish mood
20. to emphasize pause

Constructed Response (6 marks)

1. Explain the effectiveness of shock appeal and emotional appeal in the visual. Make a specific reference to each media strategy. (6 marks)

Visual 5



1. What style is mainly used in this visual? (1 mark)
2. analytical
3. description
4. exposition
5. persuasion
6. Which device is evident in, “Are you still with us?” (1 mark)
7. conflict
8. hyperbole
9. parallel structure
10. rhetorical question
11. What is the form? (1 mark)
12. advertisement
13. blog
14. picture
15. poster
16. What device is evident in “It leaves your tongue tingling pleasantly.”? (1 mark)
17. alliteration
18. assonance
19. euphony
20. onomatopoeia

Constructed Response

1. Using two specific references identify and explain the mood of the visual. (6 marks)

Visual 6



1. What is the effect of colour in the background? (1 mark)
2. create emphasis
3. demonstrate bias
4. develop mood
5. establish balance
6. What term describes, “Go with your own glow.”? (1 mark)
7. headline
8. logo
9. propaganda
10. slogan
11. What is the subtext of the statement, “Want a killer tan? You might just get one.”? (1 mark)
12. Long term tanning can cause major health problems.
13. Moderate sun exposure is acceptable.
14. Tanning will make you look and feel good.
15. Wearing sunscreen prevents skin cancer.
16. What is the main purpose of the visual? (1 mark)
17. to criticize
18. to entertain
19. to inform
20. to reflect

Constructed Response

1. Using two specific references, explain the contrast between the tone and the visual elements. (6 marks)

Visual 7



1. Which best represents an endorsement? (1 mark)
2. cruelty@ospca.on.ca
3. nohotpets.ca
4. local police
5. Ontario SPCA
6. What is the purpose of the visual? (1 mark)
7. Criticize those who leave children alone in cars.
8. Encourage people to be considerate of animals.
9. Prevent parents from leaving children and animals unattended.
10. Reinforce that children are more important than animals.
11. What visual element is represented by having the two pictures side by side? (1 mark)
12. angle
13. balance
14. focal point
15. proportion
16. Which of the statements best represent the overall message? (1 mark)
17. Children should not be in a car during a hot day
18. Citizens have a responsibility to protect animals
19. Government should create awareness around car safety
20. Take responsibility for your actions

Constructed Response

1. With specific references, explain how two visual elements contribute to the tone of the visual. (6 marks)