

MEDIA AND INFORMATION LITERACY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. The invention associated with 1876 and the Industrial Age is which?**
 - A. Typewriter
 - B. Moon Landing
 - C. Telephone 1876
 - D. Printing press

- 2. What describes a primary source in journalism?**
 - A. An editorial piece.
 - B. A secondary analysis.
 - C. Official documents, interviews, court records, and direct quotes.
 - D. A press release from a public relations firm.

- 3. The Codex originated in which region?**
 - A. Papyrus in Egypt
 - B. Codex in Mayan Region
 - C. Clay Tablets in Mesopotamia
 - D. Printing press using wood blocks

- 4. The group of consumers from whom a media message was constructed as well as anyone else who is exposed to the message is called the?**
 - A. Producers
 - B. Copyright
 - C. Plagiarism
 - D. Audience

- 5. Which term describes the process of sharing and conveying messages or information from one person to another, which can be expressed through symbols or gestures?**
 - A. Print Media
 - B. Communication
 - C. Internet
 - D. Broadcast Media

- 6. Which term means the act of sending a message or information?**
- A. Transmitting
 - B. Encoding
 - C. Decoding
 - D. Source
- 7. Which pairing correctly matches a propaganda technique with its example?**
- A. Bandwagon — 'Everyone is using this.'
 - B. Fear appeals — 'Scare tactics to influence emotion.'
 - C. Testimonials — 'Celebrities endorsing the product.'
 - D. Glittering generalities — 'Vague positive terms.'
- 8. Which term describes the act of making sense of an encoded message?**
- A. Encoding
 - B. Decoding
 - C. Transmitting
 - D. Channel
- 9. An act of closely imitating the language and thoughts of another author without authorization is called?**
- A. Cyber Bullying
 - B. Copyright
 - C. Plagiarism
 - D. Technical codes
- 10. Codes, conventions, formats, symbols and narrative structures that indicate the meaning of media messages to an audience.**
- A. Indigenous Knowledge
 - B. Language
 - C. Indigenous Communication
 - D. Media Languages

Answers

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1. C
2. C
3. B
4. D
5. B
6. A
7. A
8. B
9. C
10. D

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Explanations

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1. The invention associated with 1876 and the Industrial Age is which?

- A. Typewriter
- B. Moon Landing
- C. Telephone 1876
- D. Printing press

In 1876, the key idea is identifying which invention is tied to that specific year and its impact on how industry and commerce operated. The telephone was patented by Alexander Graham Bell in 1876, a milestone that transformed everyday communication. Before this, long-distance talk was impractical; with the telephone, people and businesses could speak in real time across distances, speeding decision-making, coordinating work, and enabling new kinds of networks that powered industrial growth. Other options don't fit the same year and impact. The Moon Landing happened in 1969, far beyond the Industrial Age. The printing press was invented much earlier and started a different wave of mass communication centuries prior. The typewriter emerged in the late 19th century and reshaped writing and offices, but the year most associated with a leap in direct voice communication is 1876, making the telephone the best match.

2. What describes a primary source in journalism?

- A. An editorial piece.
- B. A secondary analysis.
- C. Official documents, interviews, court records, and direct quotes.
- D. A press release from a public relations firm.

Primary sources in journalism are firsthand, original materials created at the time of events or by the people involved. Official documents, interviews, court records, and direct quotes fit this because they provide direct evidence without interpretation. The other options describe sources that have been filtered through someone else's analysis or perspective: editorials express opinions; secondary analyses interpret or summarize primary material; a press release from a PR firm is promotional material journalists typically verify. So those items are not primary sources in the journalistic sense, making the described items in the list the best fit.

3. The Codex originated in which region?

- A. Papyrus in Egypt
- B. Codex in Mayan Region
- C. Clay Tablets in Mesopotamia
- D. Printing press using wood blocks

A codex is a bound book with pages that you flip through, not a scroll. The bound-book form originated in the Maya region of Mesoamerica, where scribes used folded sheets of bark paper (amatl) to create codices. These early Maya codices were designed for practical records like calendars, rituals, and astronomical tables, and some survive today as clear examples of this bound format. The other options describe media or technologies that aren't the source of the codex form: papyrus in Egypt produced scrolls, clay tablets in Mesopotamia were individual tablets, and the printing press with wood blocks is a later development that enabled mass production rather than the original bound-book concept.

4. The group of consumers from whom a media message was constructed as well as anyone else who is exposed to the message is called the?

- A. Producers
- B. Copyright
- C. Plagiarism
- D. Audience**

The group of people who receive a media message, including those who are exposed to it, is the audience. In media literacy, the audience is what the content is aimed at and who ultimately experiences it, whether or not they were the intended recipients. This matters because messages are crafted with certain viewers, readers, or listeners in mind, and understanding who falls in that group helps explain how the message might be received and interpreted. Producers are the creators who make the content, not the receivers. Copyright is a legal concept protecting creators' rights, not a term for the people who view or read the content. Plagiarism is presenting someone else's work as your own, not the collective audience.

5. Which term describes the process of sharing and conveying messages or information from one person to another, which can be expressed through symbols or gestures?

- A. Print Media
- B. Communication**
- C. Internet
- D. Broadcast Media

Sharing and conveying messages from one person to another, using symbols or gestures, describes the act of communication. It's a process that includes encoding an idea into a message, sending it through a channel, and decoding it by the recipient, often with feedback and the possibility of interference or noise that can change meaning. Communication covers both spoken language and nonverbal cues like signs, gestures, and symbols, making it the right term for describing how information is conveyed between people. The other options refer to types of media—ways messages are carried—rather than the act of transmitting the message itself. Print media, the Internet, and broadcast media are channels or platforms, while communication is the process of actually sharing and interpreting those messages.

6. Which term means the act of sending a message or information?

- A. Transmitting**
- B. Encoding
- C. Decoding
- D. Source

In communication, the act of sending a message is transmitting. It refers to conveying the information from the origin to its destination through a channel or medium. Encoding is turning the message into a suitable format or code for transmission, and decoding is converting the received signal back into readable information. The source is simply where the message comes from. So, when you're talking about the act of sending, transmitting is the best fit. For example, emailing a message involves transmitting it to the recipient; the content may be encoded into digital signals for transfer and later decoded by the receiver, while the sender is the source.

7. Which pairing correctly matches a propaganda technique with its example?

- A. Bandwagon — 'Everyone is using this.'**
- B. Fear appeals — 'Scare tactics to influence emotion.'
- C. Testimonials — 'Celebrities endorsing the product.'
- D. Glittering generalities — 'Vague positive terms.'

Bandwagon use plays on the urge to fit in by suggesting that many people are already doing or liking something, so you should join in too. The line "Everyone is using this" is a clear, concrete example of that tactic because it directly frames adoption as a social norm and implies you'd be left out if you don't join. It's a simple, persuasive nudge that relies on wanting to belong. The other options describe the tactics rather than show a real, persuasive message. A fear-appeal usually presents a concrete threat and urges action to avoid harm rather than merely labeling the tactic as scary. A testimonial typically features a direct endorsement or personal story from a well-known figure about a product or idea, not just a general description. Glittering generalities rely on vague, highly positive terms without specifics, which is less about a concrete persuasive line and more about emotive wording.

8. Which term describes the act of making sense of an encoded message?

- A. Encoding
- B. Decoding**
- C. Transmitting
- D. Channel

Making sense of an encoded message involves reversing the coding to retrieve meaning. Encoding is when the sender converts information into a coded form for transmission. Decoding is the process the receiver uses to translate that coded form back into understandable content. Transmitting refers to sending the message, and the channel is the medium through which it travels. So decoding best fits the act of extracting meaning from encoded information.

9. An act of closely imitating the language and thoughts of another author without authorization is called?

- A. Cyber Bullying
- B. Copyright
- C. Plagiarism**
- D. Technical codes

Plagiarism means presenting someone else's words, ideas, or work as your own, without giving proper credit. An act of closely imitating the language and thoughts of another author without permission fits this definition because it copies the original author's expressions and ideas and passes them off as your own. This focuses on attribution and presenting others' work as yours, not on the legality of the work itself. The other options don't fit: cyberbullying is online harassment, copyright is the legal protection for creators' works, and technical codes refer to standards or secret codes in technology. So this scenario best matches plagiarism.

10. Codes, conventions, formats, symbols and narrative structures that indicate the meaning of media messages to an audience.

- A. Indigenous Knowledge
- B. Language
- C. Indigenous Communication

D. Media Languages

The idea being tested is how media texts convey meaning through a system of signs, known as media languages. This encompasses codes, conventions, formats, symbols, and narrative structures—the tools media creators use to encode messages and guide how audiences interpret them. For example, technical codes like camera angles, lighting, and sound shape mood and emphasis; conventions reveal or subvert genre expectations; formats organize how a story is presented; symbols carry cultural meanings; and narrative structures control pacing and the delivery of messages. Media languages is the best fit because it names the whole set of signs and rules that carry meaning across different media, not just a generic concept of language or a specific cultural framework. Indigenous Knowledge and Indigenous Communication describe particular cultural knowledge or practices, and the general term Language is too broad to capture the specialized sign system used in media texts.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://mediainfoliteracy.examzify.com>

We wish you the very best on your exam journey. You've got this!

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