

MEDIA AND SOCIETY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

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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. What ethical concerns accompany sensationalism in journalism, and how can outlets balance speed with accuracy?**
 - A. Sensationalism attracts clicks; solutions include verification processes, editorial standards, and transparency
 - B. Sensationalism has no ethical concerns
 - C. Accuracy is sacrificed permanently
 - D. Speed should always trump accuracy
- 2. Which rights are protected by the First Amendment to the U.S. Constitution?**
 - A. Freedom of association and property rights
 - B. Right to privacy and due process
 - C. Speech, press, religion, assembly, and petition
 - D. Right to bear arms and search and seizure protections
- 3. What are fake profiles and astroturfing, and how do they affect political communication online?**
 - A. Fabricated accounts and coordinated inauthentic behavior create the illusion of broad support or opposition
 - B. Real accounts with random posting patterns
 - C. Official government accounts collaborating with NGOs
 - D. User reports of spam
- 4. Which statement best describes the creator economy and its impact on journalism and media funding?**
 - A. It relies exclusively on government funding.
 - B. It results in traditional newsroom job security.
 - C. It enables individual creators to monetize content via sponsorships and platforms, shifting revenue models and professional norms.
 - D. It eliminates the need for professional ethics.
- 5. Which of the following best describes agenda-setting as it relates to public salience of issues?**
 - A. The media tells people what to think about and what to think.
 - B. The media tells people how to solve issues directly.
 - C. The media influences which issues are salient in the public domain.
 - D. The media has no effect on public opinion.

- 6. How do digital platforms influence propaganda and political persuasion online?**
- A. They enable micro-targeting, bots, manipulated media, and rapid dissemination; safeguards include transparency and content moderation.
 - B. They promote only broad, non-targeted messaging with strong factual checks.
 - C. They have no impact on political persuasion.
 - D. They rely on user votes to determine truth and remove misinformation.
- 7. Which statement best describes the difference between agenda-setting and priming in media effects theory?**
- A. Agenda-setting determines which issues are salient to the public; priming influences the criteria used to judge leaders or issues.
 - B. Agenda-setting shapes policy outcomes directly rather than public salience.
 - C. Priming determines issue salience; agenda-setting shapes how leaders perform.
 - D. Both concepts only affect opinion polls and not public behavior.
- 8. Which statement best distinguishes copyright infringement from fair dealing/fair use internationally?**
- A. Infringement is allowed if the user is a student.
 - B. Infringement is unauthorized use; fair dealing/fair use varies by jurisdiction with different allowances for education, commentary, and research.
 - C. Fair dealing is universal across all jurisdictions.
 - D. Fair use always requires payment.
- 9. What best describes content moderation and the related debate about free speech vs safety?**
- A. Platforms enforce rules to remove harmful content; debates balance protecting users from harm with preserving free expression.
 - B. Platforms remove all content deemed harmful, with no debate.
 - C. Moderation is unnecessary on most platforms.
 - D. Moderation is only about user engagement.

10. A social consequence of the male gaze in media is

- A. It promotes equal portrayal
- B. It privileges objectification of women and reinforces harmful gender norms
- C. It eliminates stereotypes
- D. It has no influence on norms

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Answers

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

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Explanations

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1. What ethical concerns accompany sensationalism in journalism, and how can outlets balance speed with accuracy?

- A. Sensationalism attracts clicks; solutions include verification processes, editorial standards, and transparency**
- B. Sensationalism has no ethical concerns
- C. Accuracy is sacrificed permanently
- D. Speed should always trump accuracy

Sensationalism in journalism raises ethical questions about truth-telling, accuracy, fairness, and public trust. When speed is prioritized, stories can be rushed, sources unverified, or language exaggerated to provoke emotion, which can mislead audiences and harm people or communities. The best way to address this is to pair quick reporting with safeguards that protect quality: solid verification processes, clear editorial standards, and transparency with readers about sourcing and corrections. Verification means checking facts with multiple independent sources, avoiding unverified rumors, and documenting where information comes from. Editorial standards guide how stories are framed and labeled, ensuring responsible language and careful handling of sensitive topics. Transparency—such as openly noting uncertainty, publishing corrections, and explaining how sources were used—helps maintain trust and allows the audience to follow a developing story without sacrificing accuracy.

2. Which rights are protected by the First Amendment to the U.S. Constitution?

- A. Freedom of association and property rights
- B. Right to privacy and due process
- C. Speech, press, religion, assembly, and petition**
- D. Right to bear arms and search and seizure protections

The First Amendment protects five fundamental freedoms that focus on how people express themselves and engage with their government. These are: freedom of speech, freedom of the press, freedom of religion, the right to peaceably assemble, and the right to petition the government for a redress of grievances. Together, they limit government interference with ideas, information, religious beliefs and practices, and public protest or lobbying. Speech and press protections keep ideas circulating and open to scrutiny, which is essential for a well-informed citizenry. The religion clause ensures individuals can follow their beliefs and prevents a national church from taking hold. The assembly and petition rights let people gather, advocate, or formally seek changes from government officials without fear of punishment for participating. Originally these protections referred to the federal government, but through later constitutional changes they apply to the states as well. Other rights listed in the choices are protected by different amendments: privacy and due process appear in other parts of the Bill of Rights, while the right to bear arms is in the Second Amendment and protections against unreasonable searches and seizures are in the Fourth Amendment.

3. What are fake profiles and astroturfing, and how do they affect political communication online?

- A. Fabricated accounts and coordinated inauthentic behavior create the illusion of broad support or opposition**
- B. Real accounts with random posting patterns
- C. Official government accounts collaborating with NGOs
- D. User reports of spam

Fake profiles and astroturfing involve fabricated accounts acting in concert to mislead audiences, creating the appearance of broad grassroots support or opposition for a political message. This deception shapes political communication online by boosting certain narratives, amplifying messages beyond what genuine individuals would, and influencing how people perceive where public opinion stands. When platforms' engagement-driven algorithms pick up these inauthentic signals, they can spread the content more widely, making a manufactured consensus feel real and swaying real users and even policymakers. Real accounts posting randomly or without coordination wouldn't generate the same deceptive impression of widespread mobilization, and legitimate collaborations between governments and NGOs aren't about manipulation. Similarly, user reports of spam describe nuisance messages, not a coordinated attempt to distort political discourse.

4. Which statement best describes the creator economy and its impact on journalism and media funding?

- A. It relies exclusively on government funding.
- B. It results in traditional newsroom job security.
- C. It enables individual creators to monetize content via sponsorships and platforms, shifting revenue models and professional norms.**
- D. It eliminates the need for professional ethics.

The idea being tested is how the creator economy changes who pays for journalism and how work is done. It centers on independent creators building audiences directly and earning money through platforms, sponsorships, memberships, tips, and ad revenue shares. In journalism and media, this shifts money away from traditional newsroom budgets and toward individual creators who can monetize their content on their own terms. A reporter might publish a paid newsletter, host a podcast with sponsor disclosures, or run a subscription-based channel, blending brand partnerships with independent reporting. This changes professional norms—astronauting a freelance or creator model, balancing sponsorships with editorial independence, and designing new revenue streams like memberships or crowdfunding. While this opens up new ways to fund work and reach audiences, it also introduces considerations about stability and sponsor influence, underscoring the enduring importance of ethics in any funded journalism.

5. Which of the following best describes agenda-setting as it relates to public salience of issues?

- A. The media tells people what to think about and what to think.
- B. The media tells people how to solve issues directly.
- C. The media influences which issues are salient in the public domain.**
- D. The media has no effect on public opinion.

Agenda-setting is about how media shapes what people regard as important by emphasizing certain issues. When news outlets repeatedly cover particular topics, those issues rise in prominence in the public mind, becoming what people talk about, worry about, and see as policy priorities. It's not about telling people what to think or how to solve problems, nor about having no effect; it's about directing attention to specific topics so they feel more salient in public life.

6. How do digital platforms influence propaganda and political persuasion online?

- A. They enable micro-targeting, bots, manipulated media, and rapid dissemination; safeguards include transparency and content moderation.
- B. They promote only broad, non-targeted messaging with strong factual checks.**
- C. They have no impact on political persuasion.
- D. They rely on user votes to determine truth and remove misinformation.

Digital platforms shape propaganda and political persuasion through targeted messaging, automated activity, manipulated media, and rapid spread of content. These tools allow political actors to tailor messages to specific groups or individuals using data on browsing habits, demographics, and online behavior, which can make persuasion more efficient and potentially more persuasive. Bots and automated accounts can amplify and simulate public support, flood feeds with coordinated narratives, and give the impression of broad consensus or momentum. Manipulated media, such as doctored videos or images, can mislead audiences and raise doubts about legitimate information. The speed and scale at which platforms push content means rumors or propaganda can reach millions in a short time, often outpacing fact-checking efforts. Safeguards like transparency about political ads, clearer labeling, and content moderation are essential to mitigate manipulation, but they are complex to implement and not always fully effective. This view contrasts with the idea that digital platforms only promote broad, non-targeted messaging with strong factual checks. In reality, platform design and algorithms tend to favor engagement and targeted delivery, which can amplify misinformation and tailored propaganda even when some factual checks exist.

7. Which statement best describes the difference between agenda-setting and priming in media effects theory?

- A. Agenda-setting determines which issues are salient to the public; priming influences the criteria used to judge leaders or issues.**
- B. Agenda-setting shapes policy outcomes directly rather than public salience.
- C. Priming determines issue salience; agenda-setting shapes how leaders perform.
- D. Both concepts only affect opinion polls and not public behavior.

Media influence in these theories separates two effects: what issues people see as important, and what standards they use to evaluate those issues or leaders. Agenda-setting focuses on salience—the issues the public thinks about and views as important because of how much coverage they receive. Priming, on the other hand, affects the criteria people apply when judging leaders or policies, by bringing particular attributes or standards to mind through the way the media frames those issues. So, the statement that agenda-setting determines which issues are salient to the public and priming influences the criteria used to judge leaders or issues captures this distinction: coverage makes certain topics stand out, while it also shapes what evaluations people rely on when forming opinions about those topics or leaders. For example, if the news emphasizes the economy, the issue becomes salient, and priming might lead people to evaluate a president primarily on economic performance and competence, not on other factors. The other options mix up these roles or imply direct, uniform effects on policy or behavior, which doesn't align with how agenda-setting and priming operate.

8. Which statement best distinguishes copyright infringement from fair dealing/fair use internationally?

- A. Infringement is allowed if the user is a student.
- B. Infringement is unauthorized use; fair dealing/fair use varies by jurisdiction with different allowances for education, commentary, and research.**
- C. Fair dealing is universal across all jurisdictions.
- D. Fair use always requires payment.

The main idea is that infringement is simply unauthorized use of a work, while fair dealing or fair use is a limited exception that can apply in certain circumstances. Infringement means you used a work without permission or a license. Fair dealing or fair use lets some uses go ahead without permission, but the exact rules aren't the same everywhere: different countries grant different allowances for purposes such as education, commentary, research, or news reporting, and they weigh what's allowed in different ways. So the statement that infringement is unauthorized use and that fair dealing/fair use varies by jurisdiction with varying allowances for education, commentary, and research correctly captures the distinction. It's not universal across countries, and it doesn't rely on student status or a universal payment requirement.

9. What best describes content moderation and the related debate about free speech vs safety?

- A. Platforms enforce rules to remove harmful content; debates balance protecting users from harm with preserving free expression.
- B. Platforms remove all content deemed harmful, with no debate.**
- C. Moderation is unnecessary on most platforms.
- D. Moderation is only about user engagement.

Content moderation is about how platforms apply rules to manage what users can post, with the aim of reducing harmful content while still allowing open discussion. This creates a balancing act between protecting people from harassment, hate, misinformation, or illegal material and preserving free expression, including controversial viewpoints. Platforms use tools like removals, warnings, suspensions, and policy updates, and decisions can be challenged through appeals or context considered case by case. The debate is ongoing because policies vary by platform, jurisdiction, and situation, so there isn't a one-size-fits-all rule. Therefore, the best description is that platforms enforce rules to remove harmful content, while the debate centers on balancing safety with free expression.

10. A social consequence of the male gaze in media is

- A. It promotes equal portrayal
- B. It privileges objectification of women and reinforces harmful gender norms**
- C. It eliminates stereotypes
- D. It has no influence on norms

The main idea being tested is that media often frames women as objects for male viewing, and this shapes social expectations and power dynamics. When scenes linger on a woman's body, dress, or sexual appeal while her thoughts, choices, or agency aren't given equal emphasis, it signals that what matters most about her is how she looks and how she pleases the male gaze. This objectification reinforces harmful gender norms by narrowing women to appearances and passive roles, which in turn helps justify unequal treatment and stereotypes in real life. Over time, such representations influence how audiences think about gender, what they expect from women, and how women are treated in everyday contexts. That's why the option describing objectification and reinforced harmful norms is the best fit. The idea that media would promote equal portrayal contradicts what the gaze tends to do, and the claim that it eliminates stereotypes or has no influence on norms doesn't align with how persistent visual framing and storytelling shape social attitudes.

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://mediaandsociety.examzify.com>

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

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