

## KS3 English Quiz - Words Used in Connection with The Media 01 (Questions)

Try this English quiz on media words to help you understand and spell words which describe media texts such as newspapers, magazines, advertisements, brochures and leaflets.

When we think of "media", we think of publishing and broadcast, especially newspapers and news programmes. This is especially true when we refer to the word with a determiner, "The media". Did you know that "media" is plural for "medium" and that, in this sense, "medium" refers to a means of communication? What all media have in common is that they exist to communicate with an audience.

It is useful to know how different types of media are structured in order to communicate as effectively as possible. Newspapers, for instance, rely on headlines and sub-headings; television and radio programmes offer a summary of the upcoming broadcast so that the audience knows to stay tuned. Analysing different forms of media will help you to become aware of bias and intended audience, too.

Test your knowledge of the vocabulary associated with media by taking this quiz.

**1. Choose the correct definition for the following term.**

**Layout**

- How language is used in the text
- How persuasive words are used in the text
- How specialist vocabulary is used in the text
- How the design of the page presents the text

**2. Choose the correct definition for the following term.**

**Viewpoint/bias**

- What the audience believe
- What the characters believe
- What the reader believes
- What the writer believes

**3. Choose the correct definition for the following term.**

**Target audience**

- Intended readership
- People watching the play
- People who would not usually read such a text
- Those who will not read the text

**4. Choose the correct definition for the following term.**

**Emotive language**

- Words which make the reader ask questions
- Words which make the reader happy
- Words which persuade the reader to feel pity
- Words which persuade the reader to laugh

**5. Choose the correct definition for the following term.**

**Sub-headings**

- All go underneath the main heading
- Follow after useful information
- Repeat the headline fully
- Structure the text into sections using key words

**6. Choose the correct definition for the following term.**

**Columns**

- Division of text into one paragraph on a page
- Division of text into one row across a page
- Division of text into several paragraphs on a page
- Division of text into several rows across a page

7. Choose the correct definition for the following term.

**Broadsheet**

- A boat's jib
- A boat's main sail
- A newspaper which entertains and reports
- A newspaper which reports and informs

8. Choose the correct definition for the following term.

**Tabloid**

- A newspaper which entertains and reports
- A newspaper which reports and informs
- A table shape
- A writing pad

9. Choose the correct definition for the following term.

**Logo and slogan**

- A group of words and one word
- Company symbol and memorable catchwords
- Memorable catchwords and company symbol
- One word and a group of words

10. Choose the correct definition for the following term.

**A fact and an opinion**

- A belief and a true statement
- A belief and an untruth
- A true statement and a belief
- An untruth and a belief

## KS3 English Quiz - Words Used in Connection with The Media 01 (Answers)

1. Choose the correct definition for the following term.

**Layout**

- How language is used in the text
- How persuasive words are used in the text
- How specialist vocabulary is used in the text
- How the design of the page presents the text

Layout includes headlines, columns, pictures, bullet points, etc.

2. Choose the correct definition for the following term.

**Viewpoint/bias**

- What the audience believe
- What the characters believe
- What the reader believes
- What the writer believes

"Bias" means the opinions of the writer, company or editor

3. Choose the correct definition for the following term.

**Target audience**

- Intended readership
- People watching the play
- People who would not usually read such a text
- Those who will not read the text

e.g. a leaflet on lunch box contents might target parents

4. Choose the correct definition for the following term.

**Emotive language**

- Words which make the reader ask questions
- Words which make the reader happy
- Words which persuade the reader to feel pity
- Words which persuade the reader to laugh

Although the word "emotive" is related to "emotion", it is usually reserved for empathetic emotions with a negative tone, i.e. pity, or sometimes anger

5. Choose the correct definition for the following term.

**Sub-headings**

- All go underneath the main heading
- Follow after useful information
- Repeat the headline fully
- Structure the text into sections using key words

Key words show the location of information in a text

6. Choose the correct definition for the following term.

**Columns**

- Division of text into one paragraph on a page
- Division of text into one row across a page
- Division of text into several paragraphs on a page
- Division of text into several rows across a page

Columns break up the text on a page. This layout feature is not commonly used in online publications

7. Choose the correct definition for the following term.

**Broadsheet**

- A boat's jib
- A boat's main sail
- A newspaper which entertains and reports
- A newspaper which reports and informs

Broadsheets originally were large in format. Few broadsheets are published now, with most newspapers taking a "tabloid" format, i.e. smaller and folded in half lengthwise

8. Choose the correct definition for the following term.

**Tabloid**

- A newspaper which entertains and reports
- A newspaper which reports and informs
- A table shape
- A writing pad

"Tabloid" in this sense means condensed; they are small, concise newspapers often presenting news articles in a brief summary without much detail

9. Choose the correct definition for the following term.

**Logo and slogan**

- A group of words and one word
- Company symbol and memorable catchwords
- Memorable catchwords and company symbol
- One word and a group of words

Here is a slogan: an apple a day keeps the doctor away!

10. Choose the correct definition for the following term.

**A fact and an opinion**

- A belief and a true statement
- A belief and an untruth
- A true statement and a belief
- An untruth and a belief

Fact: The Battle of Hastings occurred in 1066. Opinion: ice cream is overrated