

Role of the Media Quiz

5/5

Question 1

Match each role of the media to the correct description

1. watchdog	e. one who stands guard and sounds an alert if something is wrong
2. business	b. a for-profit organization that seeks to increase sales/advertising by making their product exciting
3. gatekeeper	a. one who stands at the gate and decides who gets to pass through; decide what stories are told
4. biased	d. favoring one view over the other
5. agenda-setter	c. one who selects which topics are discussed in the public sphere

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Question 2

What do you call a story designed to expose wrongdoing?

- a. op-ed
- b. fluff piece
- **c. expose**

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Question 3

Which one of the following is NOT an example of media?

- a. television
- b. radio
- **c. museums**
- d. cell phones

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Question 4

Which terms refers to favoring one view over another?

- **a. bias**
- b. truth-telling
- c. lying
- d. marketing

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Question 5

A "sound bite" is a story designed to expose wrongdoing.

- True
- **False**

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Question 6

Most news sources are produced by for-profit businesses.

- True
- False