1. Which of the following are communication outlets or tools that are used to store and deliver information?
   a. Information   b. Media   c. Technology   d. Communication

2. Which of the following is define as knowledge or facts learned about a certain subject, situation or event?
   a. Information   b. Media   c. Technology   d. Communication

3. Which of the following is a process by which information is exchanged from sender to receiver through a common system of symbols, signs, or behavior resulting in interpretations of meaning on both ends?
   a. Information   b. Media   c. Technology   d. Communication

4. The major elements of communication process that maybe direct response or indirect response.
   a. Receiver   b. Sender   c. Feedback   d. Content

5. Which of the following elements of communication process that also known as the communicator or source?
   a. Receiver   b. Sender   c. Feedback   d. Content

6. Communication is highly necessary to our society and effective communication using the right medium is essential for?
   a. Learning, Playing, and Reading
   b. Learning, Reading, and Teaching
   c. Learning, Teaching, Building and maintaining relationships
   d. Learning, Reading, Building and maintaining relationships

7. Which of the following elements of communication process that also known as the interpreter of information?
   a. Receiver   b. Sender   c. Feedback   d. Content

8. Which of the following elements of communication process that also known as the content?
   a. Receiver   b. Sender   c. Message   d. Feedback

9. What will happen to communication if media and information are distorted?

   a. It will lead to misunderstanding, deceived receivers, wrong judgment and decisions, and panic.
   b. It will lead to understanding, evaluate receivers, right judgment and decisions, and good outcome.
   c. It will lead to understanding, assess receivers, precise judgment and decisions, and good conclusion.
   d. None of the above

10. Which of the following elements of communication process that also known as the medium?
    a. Receiver    b. Sender    c. Message    d. Channel

11. Aljune turned the television on to watch the latest updates of the news.
    a. For transferring of ideas
    b. For education
    c. For entertainment
    d. For staying up-to-date

12. To complete their project Erika discussed the final details with her partners, through video call.
    a. For transferring of ideas
    b. For education
    c. For entertainment
    d. For staying up-to-date

13. Aubrey is organizing a team to help their community for their garbage problem. She calls a face-to-face meeting to discuss her propose plan with her team.
    a. For transferring of ideas
    b. For education
    c. For entertainment
    d. For interacting with society

14. Serious problems in media and information that uses personal identity of other individuals to gain money.
    a. Cyber addiction    b. Identity theft    c. Misinformation    d. Identity mugging

15. Mark use his cellphone day and night that results as an unhealthy behavior that interferes with and causes stress in his personal, school, and/or work life.
    a. Cyber addiction    b. Identity theft    c. Misinformation    d. Identity mugging

16. The ability to identify, understand, interpret, create, communicate and compute, using printed and written materials associated with varying contexts.
    a. Literacy    b. Reliable source    c. Knowledge    d. Informative

17. The ability to access, analyze, evaluate, and create media in a variety of forms. It aims to empower citizens by providing them with the competencies (knowledge and skills) necessary to engage with traditional media and new technologies.
    a. Media Literacy    b. Literacy    c. Knowledge Literacy    d. Information Literacy

18. The ability to recognize when information is needed, and to locate, evaluate, and effectively communicate information in its various formats.
    a. Media Literacy    b. Literacy    c. Knowledge Literacy    d. Information Literacy

19. The ability of an individual either working independently or with others, to use technological tools responsibly, appropriately, and effectively.
   a.   Media Literacy          b. Digital Literacy          c. Knowledge Literacy   d.  Information Literacy

20. Refers to the examination of the content of the source, and how it fits your information needs based on its relevance to your topic.
   a.   Accuracy                 b. Authority                 c. Coverage                 d. Literacy

21.It is a way to fight computer addiction.

   A. spend more time to family and friends and do non- computer related activities

   B. Turn off the cellphone when somebody call to avoid using the gadgets

   C. keep listening to a music while playing online games.

   D. All of the above

22.It refers to the act of harassing other people using technology like computer, laptop, or cellphone.

   A. bullying        B. cyberbullying          C. compulsion           D. cyber relationship

23. It is an example of cyber bullying.

   A. posting pictures of other people for fun

   B. hurting someone through punching

   C. sending threatening messages through messenger

   D. Both a and c

24. It is a law which protect the bullied from a bully individual known as AntiBullying Act.

   A. Republic Act 10175    B. Republic Act 10627          C. Republic Act 10672

   D. Republic Act 10762

25. The way you can do to avoid being a victim of cyber bullying.

   A. Sign out your account after using specially in public places

   B. Do not tell and share your password to other people.

   C. Avoid using social media like Facebook.

   D. Both a and b

26. The best way you can do when you are cyber bullied is_____.

   A. Keep quiet so that no one will know.

   B. Fight back by doing the same what he/she did

C. Find a person that you trust and seek for help

D. All of the above

27. It refers to the excessive use of technology like gaming.

A. Computer addiction   B. Cyberbullying        C. Digital divide D.Digital skills

28. The following is a factor which leads to computer addiction.

A. depression            B. loneliness            C. social acceptance            D. All of the above

29. It is a type of computer addiction which spent much time in online gaming or gambling.

A. compulsion   B. cybersex            C. Cyber relationship            D. Information overload

30. These are symptoms of a person experiencing computer addiction except one.

A. anxiety and distress

B. sleep disorder and backpain

C. defensive and dishonesty

D. social acceptance and compulsion

31. It is a way to fight computer addiction.

A. spends more time to family and friends and do non- computer related activities

B. turns off the cellphone when somebody call to avoid using the gadgets

C. keeps listening to a music while playing online games.

D. all of the above

32. Camera shots are used differently to capture the message that the photographer wants to tell the audience. When he wants to give the audience a bit of context or location of the subject, what kind of shot will he apply?

A. Close-up shot

B. Medium or Long shot

C. Over the Shoulder shot

D. Unusual/ Alternative shot

33. What kind of shot will a cameraman employ, if he wants to project the strong emotion and tension present in the scene?

A. Close up shot

B. Medium or Long shot

C. Over the Shoulder shot

D. Unusual/ Alternative shot

34. Over the Shoulder Shot is an example of what code?

    A. Media        B. Symbolic        C. Technical        D. Written

35. These are the technical and symbolic ingredients or codes and conventions use by media and information professionals. What do media information professionals select and use to communicate ideas, information and knowledge?

    A. Language     B. Media Codes C. Message        D. Style

36. What type of code is used to emphasize a particular occasion stated in the invitation card?

    A. Media        B. Symbolic        C. Technical        C. Written

37. A legal device that gives the creator of a literary, artistic, musical, or other creative work the sole right to publish and sell that work.

    A. Copyright     B. Plagiarism        C. Cyber Bullying        D. Computer addiction

38. An act or instance of using or closely imitating the language and thoughts of another author without authorization.

    A. Copyright     B. Plagiarism        C. Cyber Bullying        D. Digital Divide

39. Bullying that takes place online, or using electronic technology such as cell phones, computers, and tablets over communication tools including social media sites, text messages, chat, and websites

    A. Copyright     B. Plagiarism        C. Cyber Bullying        D. Computer addiction

40. The excessive use of computers to the extent that it interferes with daily life.

    A. Copyright     B. Plagiarism        C. Cyber Bullying        D. Computer addiction

41. An economic inequality between groups in terms of access to, use of, or knowledge of ICT.

    A. Copyright     B. Plagiarism        C. Digital Divide        D. Computer addiction

42. These are system of signs which create meaning to the receiver.

    A. Codes        B. Convention   C. Language        D. Message

43. It is a code used to tell the story.

    A. Media        B. Symbolic        C. Technical        D. Written

44. Body language, clothing, colors are examples of what code?

    A. Media        B. Symbolic        C. Technical        D. Written

45. Information or data are stored. What do media practitioners use as communication channels through which they disseminate them?

A. Codes      B. Convention   C. Language      D. Media

46. In movies, what colors are usually used to symbolize evil?

     A. Black and Blue      B. Black and Gray      C. Black and Red      D. Black and White

47. Sounds and lightings are examples of what kind of code?

     A. Media      B. Symbolic      C. Technical      D. Written

48. Sound is one of the most commonly used codes in media. When a movie scene has a sound of a wind, what does it signify?

     A. Something awful will happen

     B. Something memorable will happen

     C. Something terrifying will happen

     D. Something unpredictable will happen

49. Letters, handbills, posters, and billboards are examples of what kind of code?

     A. Media      B. Symbolic      C. Technical      D. Written

50. In a newspaper, the most important news is written with different fonts. Where is this news usually placed?

     A. Back page     B. Center page   C. Entertainment page   D. Front page

51. In a fantasy film, one would expect to see magic wands, demons, colorful settings, basically things that are fictional and unreal in our world. What is this widely recognized way of doing things which has to do with content, style and form?

A. Codes      B. Convention   C. Genre      D. Symbols

52. It refers to the inequalities of the different sectors in the community to access, use of or knowledge of information and communication technology.

     A. Digital advancement      B. Digital divide      C. Digital Literacy      D. Digital skills

53. This is a factor that create digital divide.

     A. Age      B. Education      C. Occupation      D. All of the Above

54. It is an action to bridge digital divide.

A. Attend technological trainings to develop the skills

     B. Read a lot of books in the library to access information

     C. Manipulate technology like smartphone, computer and internet

     D. Both a and c

55. The following statements are reasons why digital divide exist except one.

   A. The person cannot afford to access the technology.

   B. The person has a strong motivation to learn how use the technology.

   C. The person refuses to have knowledge of the advance technology

   D. The person has less information about the benefits of technology.

56. The group of individuals having high opportunity to acquire digital skills.

   A. professional and students

   B. grandparents at home

   C. group of disabled people

   D. people living in rural areas

57. It refers to the excessive use of technology like gaming.

   A. Computer addiction   B. Cyberbullying        C. Digital divide               D. Digital skills

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overload

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   A. anxiety and distress

   B. sleep disorder and backpain

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   C. keep listening to a music while playing online games.

   D. All of the above

# PEOPLE MEDIA

- Refers to persons that are involved in the use, analysis, evaluation and production of media and information

# TYPES OF PEOPLE MEDIA

- People as media
- People in media

People who are well-oriented to media sources and messages and able to provide information as accurate and reliable as possible.

PEOPLE AS MEDIA

PEOPLE MEDIA

PEOPLE IN MEDIA

Media practitioners who provide information coming from their expert knowledge or first – hand experience of event.

**PEOPLE IN MEDIA** – CAN BE FOUND BOTH IN

- Print media – Journalists, writers & authors, Editors, Layout artists or Graphic artists, photographers, Art directors, and publishers.
- Broadcast media – reporter, news anchor, TV or program host, Scriptwriter, Director, Producers

**PEOPLE AS MEDIA** – THE PEOPLE ACT AS A MEDIA
4 TYPES OF PEOPLE AS MEDIA

- Opinion Leaders
- Citizen Journalism
- Social Journalism
- Crowdsourcing

Answer key

1. b

2. a

3. d

4. c

5. b

6. c

7. a

8. c

9. a

10. d

11. d

12. b

13. d

14. b

15. a

16. a

17. a

18. d

19. b

20. c

21. A

22. B

23. D

24. B

25. D

26. C

27. A

28. D

29. D

30. D

31. A

32. B

33. A

34. C

35. A

36. C

37. A

38. B

39. C

40. D

41. C

42. A

43. B

44. B

45. D

46. C

47. C

48. C

49. D

50. D

51. B

52. B

53. D

54. D

55. B

56. A

57. A

58. D

59. D

60. D

61. A