**Remember:**                                                                 **Time: 90 minutes**

&#10003; Please leave space for annotations!

**Resource:** Dictionary

**Topic: Media**

**Task 1: Reading comprehension (12 credits in total)**
Read the following text and answer the questions on the text. Use your own words!

**Media literacy**

In today's world, media literacy is a critical skill that everyone should possess. It means having the ability to access, analyze, evaluate, and create media in various forms. By developing media literacy skills, individuals can better understand the world around them and make informed decisions.

5   One of the primary reasons media literacy is so important is because of the abundance of information available online. However, not all information is trustworthy or accurate. Media literacy skills enable individuals to tell fact from fiction and identify reliable sources.

Media messages can also be misleading. News stories, advertisements, and other forms of media can contain biases and hidden agendas. Developing media literacy skills can help individuals recognize these hidden
10  messages and understand their intent, which is crucial for making informed decisions.

Trustworthy media messages are those that are based on factual information and are supported by reliable sources. They also present multiple perspectives on a topic and are free from sensational language or emotional appeals. In contrast, untrustworthy media messages may contain misinformation or be deliberately misleading in order to influence the audience. They may also use language that is sensational or
15  emotionally charged to evoke a particular reaction from the audience. To differentiate between the two, individuals should consider the source of the message, the evidence presented to support the claims made, and the language used in the message. Trustworthy media messages typically come from credible sources that have a reputation for accuracy and integrity. They also present evidence to support the claims made and use language that is clear, concise, and free from emotional appeals. Untrustworthy media messages, on the
20  other hand, may come from less credible sources and use language that is sensational or emotionally charged.

Young people today grow up in a world where social media is widespread. By understanding the impact of social media, they can learn to use it safely and effectively, avoiding cyberbullying and protecting their online privacy. They can also become responsible digital citizens, contributing positively to online
25  communities.

Moreover, media literacy skills are essential for individuals who want to become active and informed citizens. By understanding how the media operates, individuals can more effectively engage in civic

discourse and make informed decisions on political issues. This leads to a more active and engaged citizenry and a healthier democracy.

30 Finally, media literacy skills are beneficial for those who wish to enter the workforce. The ability to navigate and analyze media is an increasingly important skill in many industries, such as journalism, marketing, and public relations. By developing these skills, individuals can increase their employability and contribute positively to their workplaces.

In conclusion, media literacy is a critical skill that can help individuals navigate the complexities of today's
35 world. By developing media literacy skills, individuals can make informed decisions, become responsible digital citizens, and contribute positively to their communities. It is a skill that is essential in today's world and will only become more important in the future. (494 words)

*Quelle: Dieser Text wurde mit Hilfe einer künstlichen Intelligenz (ChatGPT) erstellt und individuell angepasst. Dies war erforderlich, da keine Texte aus Schulbüchern oder Zeitungsartikel auf einer Homepage veröffentlicht werden dürfen, wenn dafür keine Lizenz erworben wurde.*

## Questions on the text "Media literacy"

1.1 Outline the importance of media literacy and explain why it is a critical skill that everyone should possess. (3 credits)

1.2 Compare media messages that are trustworthy and those that are not. How can individuals differentiate between the two? (4 credits)

1.3 Contrast the impact of social media on young people who have developed media literacy skills and those who have not. (5 credits)

## Task 2: Writing (12 cr)
Write a comment with an **introduction**, a **body** consisting of two arguments, and a **conclusion** on the following statement: "Some people believe that media usage can be addictive." Do you agree or disagree?

| Grading Scheme | | | Points = % | Your mark |
|---|---|---|---|---|
| *Content* | Total credits: **24** | Your credits: | = 50% | |
| *Language* | | | = 50% | |
| *Language level* | Writing: | | Test level: B1 | |
| **Your personal mistake analysis: Count your mistakes and find out where to focus your learning!** | | | | |

| **Type:** | <u>w</u>ord | <u>sp</u>el-ling | <u>gr</u>am-mar | <u>t</u>ense | <u>exp</u>res-sion | <u>style</u> | <u>vague</u> | <u>p</u>unctu-ation | <u>pl</u>ural | <u>w</u>ord <u>o</u>rder | sent-ence | <u>copied</u> | other |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **How many** | | | | | | | | | | | | | |

**Erwartungshorizont**

**Task 1: Reading comprehension**

1.1 A comprehensive answer to this question should outline the reasons why media literacy is important and provide a clear explanation of how possessing media literacy skills can benefit individuals.

For example: Media literacy is a critical skill that allows individuals to understand and analyze the messages they encounter in various forms of media. It is important because it enables individuals to distinguish between trustworthy and untrustworthy sources of information. Possessing media literacy skills can also help individuals to avoid being misled by manipulative media messages, and to make informed decisions based on facts rather than opinions or biases. Moreover, media literacy can promote critical thinking skills and encourage individuals to question the information presented to them, which can ultimately contribute to a more informed and engaged society.

1.2 A thorough answer to this question should compare trustworthy and untrustworthy media messages, and provide examples to illustrate the differences. The answer should also explain how individuals can use media literacy skills to identify reliable sources and evaluate media messages.

For example: Trustworthy media messages are those that are based on factual information and are supported by reliable sources. Untrustworthy media messages, on the other hand, may contain misinformation or be deliberately misleading in order to influence the audience. To differentiate between the two, individuals should consider the source of the message, the evidence presented to support the claims made, and the language used in the message. Trustworthy media messages typically come from credible sources that have a reputation for accuracy and integrity. They also present evidence to support the claims made and use language that is clear, concise, and free from emotional appeals. Untrustworthy media messages, on the other hand, may come from less credible sources and use language that is sensational or emotionally charged.

1.3 A complete answer to this question should provide a clear contrast between the impact of social media on young people who have developed media literacy skills and those who have not.

For example: Young people who have developed media literacy skills are better equipped to navigate the complex landscape of social media. They are more likely to recognize when they are being manipulated or when a message is not based on reliable information. This can help them to avoid falling victim to fake news or propaganda. They may also be better equipped to use social media for positive purposes, such as networking and community building. In contrast, young people who have not developed media literacy skills may be more vulnerable to the negative aspects of social media, such as cyberbullying and exposure to inappropriate content. They may also be more likely to believe and share misinformation, which can have negative consequences for themselves and society as a whole.

**Task 2: Writing**

Introduction: In today's society, media usage has become an integral part of our daily lives. With the development of new technologies and social media platforms, it has become easier than ever to access information and connect with others. However, there is an ongoing debate about whether media usage can be addictive. While some people believe that media usage can be harmless, others argue that it can have severe negative consequences. In this essay, I will argue that media usage can be addictive and harmful to our mental health.

Body:

Argument 1: Media usage can be highly addictive, and people can become reliant on their devices to the point where it negatively impacts their lives. For example, excessive social media usage can lead to compulsive behaviors, such as constantly checking notifications or scrolling through feeds. This behavior

can lead to social isolation, and even contribute to the development of anxiety or depression. Studies have shown that people who spend more time on social media are more likely to suffer from mental health issues.

Argument 2: Media addiction can lead to several negative consequences, including physical health problems. Excessive media use can lead to a less active lifestyle, which can contribute to obesity and other health problems. For example, if you spend a lot of time at home scrolling through social media instead of exercising, you may gain weight.

Conclusion: In conclusion, media usage can be addictive and harmful to our mental and physical health. The compulsive use of social media can lead to anxiety, depression, and other mental health issues. Excessive media usage can also lead to a sedentary lifestyle, contributing to physical health problems such as obesity. It's essential that people recognize the addictive nature of media usage and take steps to limit their usage. While technology can be beneficial in many ways, it's important to use it responsibly to ensure that it doesn't negatively impact our lives. In the future, we must continue to research the effects of media addiction and develop ways to combat its negative consequences.