SUGGESTED ANSWERS

THE POWER OF MEDIA ISSUE

Contents

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Visual Comprehension: Information Overload

Here are suggested answers to our visual comprehension exercise:

1. Look at Text 1. Tick the most suitable label for sign 2 in this poster.
   - ☐ Comfort
   - ☐ Familiarity
   - ☑ Clarity

2. How does the image in Text 1 support the overall message of the poster?

   The messy and crowded design on the left contrasts with *The Guardian Weekly*'s clear, white background. This communicates the overall message of the poster, which is that world events can be confusing and overwhelming, but the Guardian makes the news clear and easy to read.

3. Identify the phrase in Text 2 that reflects what Text 1 is saying its product offers.

   The phrase is "short and simple".

   Note: Some of Text 2 was cut off in our final print. The full Text 2 may be found below. Given the full text, the better answer would be "reported crystal clear".

   I greatly valued how Twitter (now X) and social media platforms allowed me to keep in touch with current events. With so much going on, I found it hard to understand the news to be able to use it for my assignments, so the trending pages worked wonders for me. News agencies present the major must-know headlines and include short and simple blurb summaries. That's what I needed – the news, reported crystal clear.

4. Look at Text 1 and 2 and statements (a) and (b) below.
Tick (√) the correct answer for each statement.

(a) One purpose of both texts is . . .
   - ☐ to encourage people to read the news.
   - ☐ to offer an opposing point of view.
   - ☑ to present a solution.

(b) The most likely writer of Text 2 is . . .
   - ☐ a newspaper journalist.
   - ☑ a student.
   - ☐ an activist.

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Listening Comprehension: How We Got TV On-Demand

Here are answers for our listening comprehension exercise:

In this listening exercise, you will hear a media studies student share about how technological advancements have shaped our experiences of television, or TV, over time. As you listen, complete the notes.

Introduction to the TV
- **What TV is**
  - a system that converts <u>visual</u> and audio images into electrical signals
  - signals are then transmitted and <u>displayed</u> on viewers' screens

- **What changed our TV experience**
  - (2) <u>technological advancements</u>

Network TV
- TV shows first relied on television networks to get aired
- Different networks had to share (3) <u>limited</u> airtime
- The main purpose of network television: to be a (4) <u>source of information</u>
- Content covered: (5) <u>current affairs,</u> or topics that affected everyone

Cable TV
- Cable television became available using coaxial cables to (6) <u>transmit TV signals</u>
- Cable companies could schedule a (7) <u>full day </u>of TV programming and viewers could <u>choose</u> to subscribe to watch shows of their choice.
- With more platforms available, (8) <u>alternative</u> perspectives could be aired.

The (9) <u>Internet</u> Revolution
- Global networks of tech infrastructure
  - ethernet cables
  - underwater fibre-optic (10) <u>cables</u>
  - <u>satellite</u> networks

- Tech advancements provide us
  - faster transmission
  - (11) <u>global</u> coverage
  - greater <u>capacity</u> of transmission

- The media we consume today is highly (12) <u>personalised</u> to us.

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Grammar Editing: Left Behind

Here are suggested answers to our grammar exercise:

In the past, breaking news relied solely on professional journalists dispatched to the scene. Today, anyone with a smartphone and a camera can capture and broadcast event on social media in real-time, sharing first-hand accounts, images and videos. These is a phenomenon known as mobile journalism, or MoJo, a term originally coined by Fort Myers News-Press in 2005. With MoJo, individuals on the ground can documenting events as they unfold, providing a unique perspective that may not be captured by mainstream media. Live reporting in social media also allows for a more interactive experiencing as viewers can now engage with content, ask questions and share their thoughts as events transpire. However, the rise of mobile journalism also raised concerns about the accuracy and reliability of information shared. Misinformation and fake news can spread rapidly, and the need for media literacy and critical thinking skills had become more pressing then ever. Hence, as the power to report news is now placed in the hands of individuals so too must we have the ability and tools to better discern the information we consume.	1. events 2. This 3. √ 4. document 5. on 6. experience 7. raises 8. √ 9. has 10. than

Nature of errors:

1. event > events (plural events, as there is no specific event referred to)
2. These > This (singular, referring to the phenomenon of MoJo)
3. √
4. documenting > document (present tense)
5. in > on (preposition, social media is a platform we post on)
6. experiencing > experience (word form, noun)
7. raised > raises (present tense)
8. √
9. had > has (has become in the present perfect tense, as the skill is still a pressing one)
10. then > than

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Expository Text Comprehension: Global Fashion's ~~Un~~limited Gains

Here are suggested answers to our text comprehension exercise:

1. (i) In Paragraph 1, which word indicates that generative AI is new technology?

The word is "advent".

1. (ii) Explain **in your own words** what the main factor is for generative AI being used for political campaigns.

The main factor is the increased ease of spreading disinformation to gain public favour thanks to the low prices and ease of access to generative AI technology.

2. Give **one** example of how governments use generative AI for political campaigns, **using your own words as far as possible**.

One example is of Venezuelan state media outlets using AI to create videos of fake news anchors from a made up international news channels [1] to promote the Venezuelan government [1].

Note: Answers involving any other examples from the passage (like the AI-manipulated videos and imaged of political leaders in the US) will not be accepted as it is not clear that they were done by the government.

3. Kimberly and Akshay are having a conversation about the distrust generative AI causes.

(i) Give **one** piece of evidence from Paragraph 4 that supports Kimberly's view.

The use of AI by political actors can cast doubt even on reliable information. [1]

(ii) Give **one** piece of evidence from Paragraph 5 that supports Akshay's view.

The World Economic Forum has launched the AI Governance Alliance that aims to ensure that the potential of AI upholds ethical considerations. [1]

OR There are potential AI products that could enable effective fact checking of information.

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4. What does the author mean when he says "in the wrong hands, generative AI can be used for harm" (lines 5-6)?

> People with ill intent can use the technology to dangerous ends. [1]

5. In Paragraph 5, the author appears to be positive that the use of generative AI can still be good. Give **two** separate words that indicate this.

> (i) improvement [1]
> (ii) effective [1]

6. **Using your own words as far as possible**, summarise the dangers of generative AI and what can be done to address them.
Your summary must be in continuous writing. It must not be longer than 80 words, not counting the words given to help you begin.

Generative AI can cause harm, as seen from… [15]

	From passage	Paraphrased
1	Governments and political actors around the world, in both democracies and autocracies, are using AI to generate texts, images, and video to manipulate public opinion in their favour	political powers worldwide employing AI to create deceptive content to gain public favour
2	and to automatically censor online content that bears criticism towards them	as well as to automatically remove unfavourable online content.
3	the widespread accessibility of generative AI can undermine trust in verifiable facts	Additionally, the prevalence of generative AI can breed distrust
4	As AI-generated content on the internet becomes normalised, "it's going to allow for political actors to cast doubt about reliable information,"	and political powers can raise scepticism even about reliable truths.
5	In this big election year, it is important to guard against misinformation so that the legitimacy of election results do not get called into question	Especially in this big election year, society may face unrest if people doubt election results.
6	To manage this risk, regulatory discussions have moved forward significantly	Regulatory talks have progressed substantially
7	To unite industry leaders, governments, academic institutions, and civil society organisations around the development of healthy AI systems, the World Economic Forum launched the AI Governance Alliance in June 2023.	The World Economic Forum is bringing together world leaders to develop AI governance that

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8	This initiative aims to shape the future of AI governance and ensure that the potential of AI is harnessed for the improvement of society while upholding ethical consideration.	secures the healthy use of AI for the betterment of our communities.
9	potential AI products could also enable effective fact checking.	AI software could also offer effectual fact checking.
10	But there is an urgent need for proper legislation and	But this requires sound laws
11	commitment from big tech companies to uphold codes of practice on disinformation	and dedication from big tech players to follow given protocols.

Accept any 8 points for 1 mark each.
Total: 15 marks
- Content: 8 marks
- Language: 7 marks (grammar, spelling, punctuation, vocabulary)

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Future of Work: The Costs and Benefits of Social Media

Step 1

Observe: Consider the question above. Fill in key examples that might help you respond to it. You can get your answers from page 34 and 35. The first two have been filled in for you as an example.

(Suggested answers below are not exhaustive)

A	B	C
News feed keeps users updated with friends	Misinformation stirs racial violence against minority (Myanmar, 2018)	Social media is a main contributor to depression, anxiety and other problems in teenagers, according to US Surgeon General Vivek Murthy

D	E	F
Social media apps are deliberately designed to keep us addicted	UK's Online Safety Bill will force tech firms to protect children from harmful material on their platforms	Countries like Finland have media literacy programs that equip citizens from a young age on how to better navigate online information

G	H	I
Social media influencing is a money-making career with partnership programmes that were first introduced by Youtube in 2007	Data analytics firm Cambridge Analytica obtains information of 87 million Facebook users to target them with ads for the 2016 US president elections.	Children may encounter harmful material such as white supremacy or eating disorder content (Amanda Lenhart, head of research at Common Sense Media)

Step 2

Organise the points: Match the points above to the suitable categories. You do not need to fill in all the blanks.

Benefits	Possible Solutions	Costs
A, G	E, F	B, C, D, I

Step 3

Outline: Fill in the blanks with what you know!

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Agree paragraph	[Point]
	Critics of social media would argue that social media is not beneficial, and in fact harmful as it enables harmful information to be spread.
	[Example]
	For example, as noted by Amanda Lenhard, head of research at Common Sense Media, children may encounter harmful material such as white supremacy or eating disorder content on social media platforms. But as it is hard to know and regulate this ahead of time, parents are unable to effectively monitor and prevent it.
	[Link]
	Therefore, because social media platforms connect its users to all kinds of information and young children are especially vulnerable to harmful content online, some people rightfully argue that social media is not beneficial, and its negative impact should be addressed.

Disagree paragraph	[Point]
	However, while social media has potential dangers, with the right measures in place, social media can still be beneficial, enabling us to stay connected with the news and stay updated on our friends' lives.
	[Example]
	For example, countries like Finland have media literacy programs that equip citizens from a young age with the tools to deal with online information better. Meanwhile, regulatory laws like the UK's Online Safety Bill forces social media firms to protect children from harmful material on their platforms.
	[Link]
	Hence, while social media can potentially have ill consequences, we can manage these and harness social media as a tool if we develop proper governance to manage its potential dangers.