

Pluralism and the Media

Matching Quiz



Instructions for Students

1. Read through the key terms in the left-hand column and the definitions in the right-hand column.
2. Match each key term (1–10) with the correct definition (A–J).
3. When finished, check your answers using the answer key – but first, try to explain why each match makes sense in your own words.
4. Extension: choose one pluralist thinker or idea (e.g. John Whale, audience choice, neophiliacs) and write a short paragraph (3–4 sentences) explaining how it supports the pluralist view of the media.

Key Term	Definition
Pluralism	A. The idea that audiences have the freedom to select which media to consume, influencing which content succeeds.
Consumer sovereignty	B. The merging of technologies such as TV, print, and the internet, increasing access and choice.
Media diversity	C. A view that the media reflects a wide range of interests and perspectives in a democratic society.
Audience choice	D. The argument that media ownership concentration doesn't necessarily reduce diversity because of competition.
Free market economy	E. The belief that consumers' preferences and spending power shape media output – the media gives audiences what they want.
Public service broadcasting (PSB)	F. Organisations like the BBC providing varied, balanced content to serve public interest rather than profit.
Citizen journalism	G. Citizens creating and sharing their own news and commentary online, challenging mainstream outlets.
Ownership neutrality	H. A media environment shaped by demand, competition, and consumer preference rather than elite control.
Technological convergence	I. Supporters of new media who argue it promotes more democracy, choice, and audience participation.
Neophiliacs	J. The presence of multiple viewpoints, genres, and representations across different media platforms.



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Matching Quiz - Answer Key



#	Key Term	Correct Definition	Summary of Why It's Correct
1	Pluralism	C	Media reflects a range of social viewpoints rather than elite control.
2	Consumer sovereignty	E	Audiences drive content through demand and purchasing choices.
3	Media diversity	J	Refers to the variety of viewpoints and representations in media.
4	Audience choice	A	Audiences actively select what to watch or read, influencing production.
5	Free market economy	H	Media operates competitively, responding to consumer demand.
6	Public service broadcasting (PSB)	F	Media like the BBC prioritise education, diversity, and fairness.
7	Citizen journalism	G	Public participation in news challenges traditional media authority.
8	Ownership neutrality	D	Large media owners cannot fully control messages because competition limits them.
9	Technological convergence	B	Technology brings together different media, expanding access.
10	Neophiliacs	I	Supporters of new media who see it as democratising information.

