

JC2080 Introduction to mass communication MTE II SET ONE

...

Points: -/20

1. Name *

2. Reg number *

3. Section *

4. In which story structure nut graf is added

*

(-/0.5 Points)

- ☐ Anecdote
- ☐ Inverted Pyramid
- ☒ The kabob

5. Is a brief statement that indicates the shift to the chronological piece of the story.

*

(-/0.5 Points)

- ☐ The recap
- ☐ The kicker
- ☒ Transition

6. For the enterprise based stories which story structure is used

*

(-/0.5 Points)

- ☐ Pyramid
- ☒ The kabob
- ☐ Martini glasses

7. Broadcasting should be in a manner that reflects different aspects of the truth.

*

(-/0.5 Points)

- ☐ Impartiality
- ☐ Fairness
- ☐ Accuracy
- ☒ Pluralism

8. When reporter carefully weighs whether the information will carry any impact for her audience.

*

(-/0.5 Points)

- ☐ Organizing
- ☐ Discovery
- ☒ Judging
- ☐ Information gathering

9. Among the options given below which are not principle of reporting

*

(-/0.5 Points)

- ☐ Fairness
- ☐ Accuracy
- ☐ Objectively
- ☒ Conflict

10. Has something like ever happened before ?

*

(-/0.5 Points)

- ☒ Novelty
- ☐ Trends
- ☐ Timeliness
- ☐ Localization

11. To serve the greater good not disclosing correspondence or document come under.....

*

(-/0.5 Points)

- ☐ Compliance with social value
- ☒ Right to privacy
- ☐ Transparency
- ☐ Impartially

12. Most important shared asset between publisher and employee and constituted the foundation of publishing

*

(-/0.5 Points)

- ☐ Profit
- ☐ Information
- ☐ News
- ☒ Shared values

13. When reporter tries to verify the tip and find out more?

*

(-/0.5 Points)

- ☐ Judging impact
- ☐ Focusing on critical elements
- ☒ Information gathering

14. A news story gives factual account of what has happened in accurate manner is

*

(-/0.5 Points)

- ☐ Interpretive news stories
- ☐ Straight news story
- ☒ Direct story
- ☐ Clear story

15. A good lede rely on answering key information.

*

(-/0.5 Points)

- ☐ Why ,how
- ☐ Where , why, what
- ☐ Who, Why, what , How
- ☒ 5 W and H

16. Any news should be marked in advance by chief reporter and assigned to reporter

*

(-/0.5 Points)

- ☐ Unpredictable story
- ☐ Predictable story
- ☐ Direct story
- ☒ Advance story

17. In which news structure you will add kickers in news

*

(-/0.5 Points)

- ☐ Inverted Pyramid
- ☒ Martini glass
- ☐ The kabob

18. is the solid concluding statement it should be something memorable that you leave reader with.

*

(-/0.5 Points)

- ☐ Lead
- ☐ Anecdote
- ☒ kicker
- ☐ The Kabob

19. The primary role of the photojournalism is to be a

*

(-/0.5 Points)

- ☐ Editing
- ☐ Publication
- ☒ Primary Storyteller
- ☐ Presenting image

20. Will Smith slapped during Oscars got instant media attention. Which news element is suitable here?

*

(-/0.5 Points)

- ☐ Conflict
- ☐ Human interest
- ☐ Follow up
- ☒ Prominence

21. Factual accuracy is so that audience know they can rely on that information

*

(-/0.5 Points)

- ☐ Identified
- ☐ Context
- ☐ Stressed
- ☒ Importance

22. What are advantages using a stylesheet/stylebook

*

(-/0.5 Points)

- ☒ Consistency
- ☒ Time
- ☒ Money
- ☐ Accuracy

23. There war between Ukraine- Russian comes under which element of news

*

(-/0.5 Points)

- ☐ Prominence
- ☐ Proximity
- ☐ Timelinaess
- ☒ Conflct

24. Is this relevant now? comes under which news element? *

(-/0.5 Points)

- ☒ Timeliness
- ☐ Locationlization
- ☐ Novelty
- ☐ Significance

25. The first sentence of a news story is called

*

(-/0.5 Points)

- ☐ Impact
- ☐ Quotation
- ☒ The lede
- ☐ Conflict

26. Collapse of building, terrorist attacks, resignation of minister comes under which news

*

(-/0.5 Points)

- ☐ Predictable news
- ☒ Unpredictable news
- ☐ Direct story
- ☐ Straight story

27. People are more interested in what happens under their nose in their village, town, country. *

(-/0.5 Points)

- ☒ Proximity
- ☐ Timeliness
- ☐ Conflict
- ☐ Prominence

28. In which story structure least important information is added in the end

*

(-/0.5 Points)

- ☐ The kabob
- ☐ Kicker
- ☒ Inverted Pyramid
- ☐ Martini glass

29. is the chronological piece of the story.

*

(-/0.5 Points)

- ☐ Transition
- ☐ The kicker
- ☒ The recap

30. A good lead/lede are often confined to one sentence of Words.

*

(-/0.5 Points)

- ☒ 20
- ☐ 15
- ☐ 25
- ☐ 30

31. The very foundation of media group today as well as in the future is comprised of

*

(-/0.5 Points)

- ☒ Independence
- ☐ Information
- ☐ Impact
- ☐ Trust

32. With five W's and one H its gives reader the information that they needed to know right away without to many details

*

(-/0.5 Points)

- ☐ Martini glass
- ☐ The kabob
- ☐ Inverted pyramid
- ☒ lede

33. News must be new It will not arouse interest if it is already know or brought to notice long after its occurrence

*

(-/0.5 Points)

- ☒ Timeliness
- ☐ Proximity
- ☐ Nearness
- ☐ Conflict

34. The fundamental purpose of any production is relay facts to the public at large in a objective manner without censoring facts.

*

(-/0.5 Points)

- ☐ - Independence
- ☐ - Fairness
- ☒ - Truthfulness
- ☐ Impartiality

35. In which story structure "chronology of events" are added

*

(-/0.5 Points)

- ☐ Kicker
- ☐ Inverted pyramid
- ☒ The martini glass
- ☐ The kabob

36. For stories related fire, disasters, and crime which story structure is required

*

(-/0.5 Points)

- ☐ The lead
- ☒ The martini glass
- ☐ Inverted pyramid
- ☐ The kabob

37. When reporter were strategies to help arrange the information in a coherent way that reflection its impact.

*

(-/0.5 Points)

- ☐ Focusing
- ☐ Judging
- ☐ Discovery
- ☒ Organizing

38. Stories report events in depth, gives all sides of events provide background information is called

*

(-/0.5 Points)

- ☐ Accurate stories
- ☐ Clear story
- ☒ Interpretive news stories
- ☐ Direct story

39. Sources are..... and statement and information are carefully attributed.

*

(-/0.5 Points)

- ☐ Context
- ☐ Important
- ☐ Accuracy
- ☒ Identified

40. Owing to errors openly and obligated to audience means

*

(-/0.5 Points)

- ☐ Right to privacy
- ☐ Compliance with social value
- ☐ Impartiality
- ☒ Transparency and accountability

41. cover the most important information first , then transition into providing a series of events in chronological order.

*

(-/0.5 Points)

- ☒ The martini glass
- ☐ Inverted pyramid
- ☐ Kicker
- ☐ The Kabob

42. Does this impact a lot of people ? which news element is suitable. *

(-/0.5 Points)

- ☐ Significance
- ☒ Fame
- ☐ Novelty
- ☐ Trends

43. When a reporter turns up something interesting or someone passes along a tip is called

*

(-/0.5 Points)

- ☐ Information
- ☐ Judging
- ☒ Discovery
- ☐ Organizing

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