

Question: The word commercial is synonymous with___?

Answer: Advertising

Question: Getting your messages across in a few possible words means ?

Answer: Conciseness

Question: The story that happens near the news source is known as

Answer: Proximity

Question: Which of the media invokes mental pictures

Answer: Newspaper

Question: In news writing, getting your sentences and paragraphs in the right order means

Answer: Organization

Question: ___ constitutes the bulk of the entertainment functions and glamour of the broadcast media

Answer: Drama

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Answer: Drama

Question: ____ are audience participatory presentation by the print media

Answer: letter to the editor

Question: Commercial messages are -----in nature

Answer: Persuasive

Question: Unlike the print media that is permanent, the broadcast media is ___?

Answer: Transient

Question: One of the advantages which the broadcast media have over the print media is that they transmit___?

Answer: Live

Question: The less objective assessment of issues is known as___?

Answer: News analysis

Question: When an information is for the writers general understanding and not to be reported in any form it is called

Answer: Off the record

Question: _____ theory encompasses the knowledge of mass media that people poses.

Answer: common sense

Question: News is news when it is _____

Answer: Interesting

Question: The news that is of interest is _____

Answer: bad news

Question: The opening of a news story is the

Answer: Lead

Question: ____production Is the basic function of the programmes department

Answer: Drama

Question: Information that measures degree of importance of a personality
Answer: Prominence

Question: Currency of news items means
Answer: Immediacy

Question: The information the public relations officers write to the media house after each meeting is known as
Answer: News release

Question: When a journalist has the ability to recognise particular information that can be made of interest to readers, he is said to have ____?
Answer: nose for news

Question: Most government business and cultural officers rely on ____ for their news sources
Answer: public relation professionals

Question: The reporting that makes caricature of personality that brings about humour is called
Answer: Cartoon

Question: The official stand of a media organization on a typical issue is the ____
Answer: editorial/commentary

Question: Which of the following message types presented in the media are the same
Answer: editorial/commentary

Question: Which media uses sound and sight for communication
Answer: Television

Question: Publicity publications designed to call attention for products and services are:
Answer: Brochures

Question: News commentary is synonymous to the---media
Answer: Broadcast

Question: The news commentary is usually at the -----of news
Answer: End

Question: The editorial can be found in the ----media
Answer: Print

Question: Semantics in communication means:
Answer: Distortion

Question: A timely and typical reporting that is presented in a relax atmosphere is known as a ____
Answer: feature article

Question: An extended news report which seeks to add more flesh to the account already offered by straight news is
Answer: News feature

Question: When an information is for the writers general understanding and not to be reported in any form it is called
Answer: Off the record

Question: Opinion articles are usually ____ in nature
Answer: Subjective

Question: The part of the news story technique that warm up the audience is the
Answer: Headline

Question: The story that happens near the news source is known as
Answer: proximity

Question: Which of the media invokes mental pictures
Answer: Newspaper

Question: A dog that catches a thief should attract news report because of its
Answer: Human interest

Question: The PR writer plays the role of a-----within an organization
Answer: Reporter

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Question: Letter to the editor are audience participatory presentation by the___media
Answer: Print media

Question: The practice of crowding as much useful information as possible into the first paragraph is known as___?
Answer: Inverted pyramid style

Question: The publication that is printed at intervals is known as___?
Answer: Magazine

Question: Which presentational method is highly recommended for newspaper writing
Answer: major, middle, minor

Question: A story written strictly in chronological order is called a___?
Answer: Sequence

Question: An extended news report which seeks to add more flesh to the account already offered by straight news is
Answer: News feature

Question: _____ Theory encompasses the knowledge of mass media that people poses.
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Question: In news writing the word which modifies a noun or pronoun is an
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Question: The lead used when time element is to be emphasised is the ____

Answer: Staccato lead

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Question: Distortion during communication process means

Answer: Semantics

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Answer: Creative

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