

<br/><br/>Question QFB1 : Vox populi means, the \_\_\_\_\_ of the people  
<br/>Answer: voice

<br/><br/>Question QFB2 : An essential quality of a good writer is \_\_\_\_\_  
<br/>Answer: Clarity

<br/><br/>Question QFB3 : The type of lead that is broken into two sentences expressing two related ideas is known as \_\_\_\_\_ lead  
<br/>Answer: Shirt-Tail

<br/><br/>Question QFB4 : Another phrase for full stop is \_\_\_\_\_  
<br/>Answer: Period

<br/><br/>Question QFB5 : The headline writer must review his writing endlessly to detect \_\_\_\_\_  
<br/>Answer: Ambiguity

<br/><br/>Question QFB6 : Contradiction arising from differences in interests, ideas, ideologies, orientations, beliefs, perceptions or tendencies is \_\_\_\_\_  
<br/>Answer: Conflict

<br/><br/>Question QFB7 : In writing the news story, it is important to answer the \_\_\_\_\_ in the lead  
<br/>Answer: 5W & H

<br/><br/>Question QFB8 : TV networks that sends the same information to all the stations at the same time is called a \_\_\_\_\_ network  
<br/>Answer: Broadcast

<br/><br/>Question QFB9 : News reporting and news writing falls within the fold of \_\_\_\_\_  
<br/>Answer: Journalism

<br/><br/>Question QFB10 : The art of protecting a person's reputation from unjustified attack through publication is called \_\_\_\_\_  
<br/>Answer: Defamation

<br/><br/>Question QFB11 : The right to be left alone is the right to \_\_\_\_\_  
<br/>Answer: privacy

<br/><br/>Question QFB12 : The newspaper library, where published stories, photographs and resource material are stored for reference purposes is called a \_\_\_\_\_  
<br/>Answer: Morgue

<br/><br/>Question QFB13 : The heading on the editorial page that gives information about the newspaper is called a \_\_\_\_\_  
<br/>Answer: Masthead

<br/><br/>Question QFB14 : The heart of news gathering operations is the \_\_\_\_\_  
<br/>Answer: Newsroom

<br/><br/>Question QFB15 : The focal message of advertising is to \_\_\_\_\_  
<br/>Answer: Persuade

<br/><br/>Question QFB16 : The most widely used internet facility for news reporting is the \_\_\_\_\_ mail  
<br/>Answer: Electronic

<br/><br/>Question QFB17 : A theory can be considered a good one if it possess the characteristics of \_\_\_\_\_  
<br/>Answer: Observation

<br/><br/>Question QFB18 : The practice of quoting or crediting a story to a source refers to \_\_\_\_\_  
<br/>Answer: Attribution

<br/><br/>Question QFB19 : Fourth Estate of the Realm also means \_\_\_\_\_  
<br/>Answer: watchdog

<br/><br/>Question QFB20 : Area assigned to a reporter for regulation coverage is known as a \_\_\_\_\_  
<br/>Answer: Beat

<br/><br/>Question QFB21 : News of the day is called a \_\_\_\_\_  
<br/>Answer: Bulletin

<br/><br/>Question QFB22 : A line identifying the author of a story, name of a reporter who wrote the story is \_\_\_\_\_  
<br/>Answer: Byline

<br/><br/>Question QFB23 : A story that is timely and interesting but not strictly news is known as \_\_\_\_\_  
<br/>Answer: Feature

<br/><br/>Question QFB24 : The free press theory is also known as \_\_\_\_\_ theory  
<br/>Answer: Libertarian

<br/><br/>Question QFB25 : Determinants of news is the \_\_\_\_\_ it has on an individual  
<br/>Answer: Impact

<br/><br/>Question QFB26 : The news story consist of two major parts known as the lead and \_\_\_\_  
<br/>Answer: conclusion

<br/><br/>Question QFB27 : The first paragraph of the news story is the \_\_\_\_\_  
<br/>Answer: Lead

<br/><br/>Question QFB28 : One of the greatest strengths of broadcast news is its \_\_\_\_\_  
<br/>Answer: Immediacy

<br/><br/>Question QFB29 : Triple spacing is the attribute of a good \_\_\_\_\_ news copy  
<br/>Answer: Broadcast

<br/><br/>Question QFB30 : Video prompter is an electronic device used in \_\_\_\_\_ copies text lens  
<br/>Answer: Projecting

<br/><br/>Question QFB31 : \_\_\_\_\_ mail is the most widely used internet facility for news reporting  
<br/>Answer: Electronic

<br/><br/>Question QFB32 : Effective copy is a product of \_\_\_\_\_  
<br/>Answer: Research

<br/><br/>Question QFB33 : One of major problems of interview is non \_\_\_\_\_  
<br/>Answer: Truthfulness

<br/><br/>Question QFB34 : An account of event as covered by the media establishment is known as \_\_\_\_\_  
<br/>Answer: News

<br/><br/>Question QFB35 : A network of networks is also referred to as \_\_\_\_\_  
<br/>Answer: Internet

<br/><br/>Question QFB36 : The electronic mail is also known as \_\_\_\_\_  
<br/>Answer: e-mail

<br/><br/>Question QFB37 : News is news when it is \_\_\_\_\_  
<br/>Answer: Interesting

<br/><br/>Question QFB38 : The greatest news is \_\_\_\_\_ news  
<br/>Answer: Bad

<br/><br/>Question QFB39 : \_\_\_\_\_ mail is the most widely used internet facility for news reporting  
<br/>Answer: Electronic

<br/><br/>Question QFB40 : What part of the story can either make the reader want to read the story to the end or turn off at the next available opportunity is the \_\_\_\_\_  
<br/>Answer: Lead

<br/><br/>Question QFB41 : The portion of the news story that follows the lead is called the \_\_\_\_\_  
<br/>Answer: Body

<br/><br/>Question QFB42 : News stories are usually written in inverted \_\_\_\_\_ style  
<br/>Answer: pyramid

<br/><br/>Question QFB43 : The lead \_\_\_\_\_ a story  
<br/>Answer: Summarises

<br/><br/>Question QFB44 : A timely report of an event is known as \_\_\_\_\_  
<br/>Answer: News

<br/><br/>Question QFB45 : Mrs Ambrose said journalism students should deal with ideas, not mechanical techniques. This statement is an \_\_\_\_\_ quotation  
<br/>Answer: Indirect

<br/><br/>Question QFB46 : In speech coverage, the reporter is likely to be faced with the problem of \_\_\_\_\_  
<br/>Answer: Theme

<br/><br/>Question QFB47 : Stories from news conference must include \_\_\_\_\_ and identity of the speaker  
<br/>Answer: Name

<br/><br/>Question QFB48 : One of the characteristics of live broadcasting is \_\_\_\_\_  
<br/>Answer: Immediacy

<br/><br/>Question QFB49 : The place where an accident occurred is called a \_\_\_\_\_  
<br/>Answer: Scene

<br/><br/>Question QFB50 : A time by which a reporter, editor or desk must have completed schedule work is termed as \_\_\_\_\_  
<br/>Answer: Deadline

<br/><br/>Question QMC1 : The lead to every news story is the \_\_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC2 : The basic duty of a journalist is to \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC3 : The beat is usually assign to a \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC4 : The bulletin is also referred to as the  
<br/>Answer:

<br/><br/>Question QMC5 : \_\_\_\_ is to identify the author of a story, name of the reporter who write the story  
<br/>Answer:

<br/><br/>Question QMC6 : The main purpose of the double feature lead is in news writing is to \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC7 : State the two major parts that consist a news story  
<br/>Answer:

<br/><br/>Question QMC8 : The traditional function of the press that involves collection and distribution of information is \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC9 : The function of the press that refers to interpretation of information about environment and prescription of reaction of events is called \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC10 : The professional law that guides and regulates the conduct of journalists is known as \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC11 : The focal point of advertisement is to \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC12 : Air time simply means the time which\_\_\_\_ is broadcasted  
<br/>Answer:

<br/><br/>Question QMC13 : Effective copy is the product of  
<br/>Answer:

<br/><br/>Question QMC14 : A telephone conversation or interview recorded for inter playback on air is referred to as \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC15 : A channel that is assigned to a radio or a television station is called  
<br/>Answer:

<br/><br/>Question QMC16 : Using the present tenses in reporting is one of the basic attributes of the \_\_\_\_media  
<br/>Answer:

<br/><br/>Question QMC17 : A news story that is peculiar to a particular newspaper is referred to as \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC18 : A story that is timely and interesting but not strictly news is known as \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC19 : The newspaper library, where published stories, photographs and resource material are stored for reference purposes is called a  
<br/>Answer:

<br/><br/>Question QMC20 : The heading on the editorial page that gives information about the newspaper is called \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC21` : The heart of news gathering operation is the

<br/>Answer:

<br/><br/>Question QMC22 : The theory that places emphasis on the moral of persons and institution which operate the mass media is \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC23 : The free press theory is also known as \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC24 : The major determinant of news is the \_\_\_\_ which it has on the audience

<br/>Answer:

<br/><br/>Question QMC25 : To gather facts of news story means to

<br/>Answer:

<br/><br/>Question QMC26 : A journalist that is just beginning as a reporter is known as a

<br/>Answer:

<br/><br/>Question QMC27 : A time by which a reporter, editor or desk must have completed schedule work is called \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC28 : The part of the story that makes a reader want to read more is the \_\_\_\_

<br/>Answer:

<br/><br/>Question QMC29 : News attribution is the practice of \_\_\_\_\_ a story to a source

<br/>Answer:

<br/><br/>Question QMC30 : Nearness of news story to a source means

<br/>Answer:

<br/><br/>Question QMC31 : The portion of a news story that follows the lead is called

<br/>Answer:

<br/><br/>Question QMC32 : The portion of a news story that follows the lead is called

<br/>Answer:

<br/><br/>Question QMC33 : The type of journalism that computer software are used to collect information in databases, analyse public record with spread sheets and statistical programs refers to

<br/>Answer:

<br/><br/>Question QMC34 : Sending a news story to newsroom usually by wire or

telephone is called  
<br/>Answer:

<br/><br/>Question QMC35 : Most news writers rarely use quotation marks because of  
<br/>Answer:

<br/><br/>Question QMC36 : An unattached news writer to a media house is called  
<br/>Answer:

<br/><br/>Question QMC37 : A major story displayed at the top of page one is \_\_\_\_  
<br/>Answer:

<br/><br/>Question QMC38 : The log in broadcasting means  
<br/>Answer:

<br/><br/>Question QMC39 : In reporting for the broadcast media, one of the cardinal characteristics is the use of abbreviations  
<br/>Answer:

<br/><br/>Question QMC40 : The process of preparing a newspaper for publication by placing news stories and advertisement in appropriate positions in the newspaper is called  
<br/>Answer:

<br/><br/>Question QMC41 : The heading on the editorial page that gives information about the newspaper is known as  
<br/>Answer:

<br/><br/>Question QMC42 : The newspapers that is usually produced to be used by afternoon or evening is called  
<br/>Answer:

<br/><br/>Question QMC43 : The word or words placed on a copy to designate the story is a  
<br/>Answer:

<br/><br/>Question QMC44 : Another name for closing the form of an edition is  
<br/>Answer:

<br/><br/>Question QMC45 : The sentence or sentences relating a story to event covered in previous stories is called a  
<br/>Answer:

<br/><br/>Question QMC46 : The interview that is meant to reveal facts and opinion is an\_\_\_\_\_ interview  
<br/>Answer:

<br/><br/>Question QMC47 : The place where an accident occurred is referred to as a  
<br/>Answer:

<br/><br/>Question QMC48 : Buy and selling of goods and services via the net is known as  
<br/>Answer:

<br/><br/>Question QMC49 : One of the characteristics of live broadcasting is  
<br/>Answer:

<br/><br/>Question QMC50 : \_\_\_\_ is meant to protect a person's reputation from unjustified attack through publication?  
<br/>Answer: