MAC117
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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Question: are audience participatory presentation by the print media Answer: letter to the editor
Question: Commercial messages arein 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.Â

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: Â Lead
Question:production Is the basic function of the programmes department Answer: Â 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 themedia

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 ____Â 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 calledÂ

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 theÂ

Answer: Â Headline

Question: Â 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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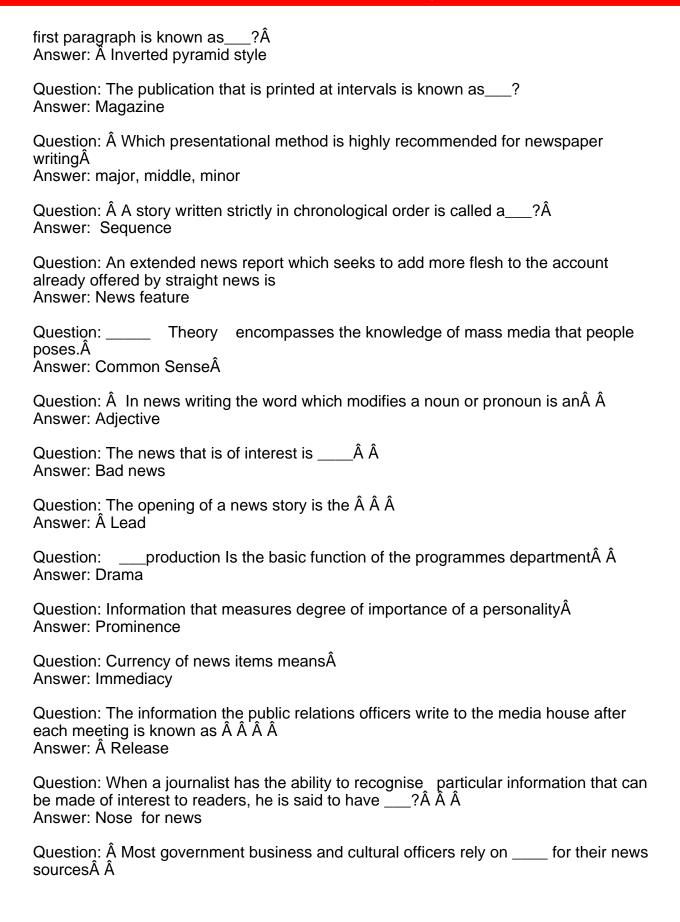
Answer: Reporter

Question: Â Letter to the editor are audience participatory presentation by

the mediaÂ

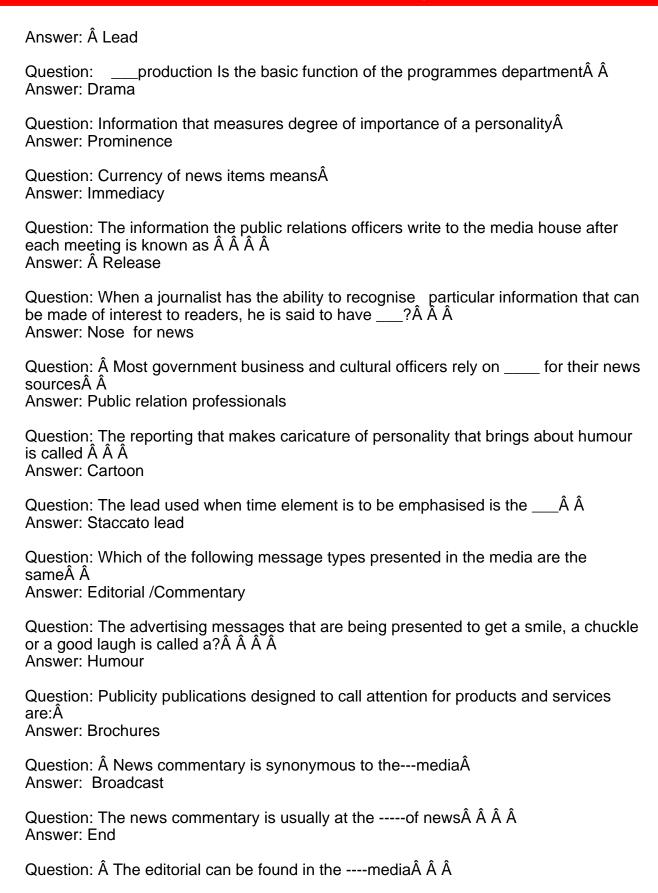
Answer: Print media Â

Question: Â The practice of crowding as much useful information as possible into the



Answer: Public relation professionals Question: The reporting that makes caricature of personality that brings about humour is called Â Â Answer: Cartoon Question: The lead used when time element is to be emphasised is the ____Â Â Answer: Staccato lead Question: Which of the following message types presented in the media are the same Â Answer: Editorial /Commentary Question: The advertising messages that are being presented to get a smile, a chuckle or a good laugh is called a? Â Â Â Answer: Humour Question: Publicity publications designed to call attention for products and services are:Â Answer: Brochures Question: Â News commentary is synonymous to the---mediaÂ Answer: Broadcast Question: The news commentary is usually at the ----of news Â Â Answer: End Question: The editorial can be found in the ----media Â Â Answer: Print Question: Distortion during communication process meansÂ **Answer: Semantics** Question: A timely and typical reporting that is presented in a relax atmosphere is known as a Â Answer: Feature articleÂ Question: An extended news report which seeks to add more flesh to the account already offered by straight news is Answer: News feature Question: A good media writing must be Â Answer: Creative Question: Opinion articles are usually ___ in nature Answer: Subjective Question: The part of the news story technique that warm up the audience is theÂ Answer: Â Headline

Question: Â 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 Question: The PR writer plays the role of a-----within an organization Answer: Reporter Question: Â Letter to the editor are audience participatory presentation by the___mediaÂ Answer: Print media Â Question: A The practice of crowding as much useful information as possible into the first paragraph is known as ____?Â Answer: Â Inverted pyramid style Question: The publication that is printed at intervals is known as ____? Answer: Magazine Question: Â Which presentational method is highly recommended for newspaper writingÂ Answer: major, middle, minor Question: Â A story written strictly in chronological order is called a ?Â 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.Â Answer: Common SenseÂ Question: In news writing the word which modifies a noun or pronoun is an Â Answer: Adjective Question: The news that is of interest is _____Â Â Answer: Bad news Question: The opening of a news story is the Â Â



Answer: Print

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