

JLS825

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1. Which one of these refers to the character of the communicator?

Pathos

--->> Ethos

Logos

Rhema

2. Editorial policies can be expressed through the following ways Except

--->> Article of association

Editorial cartoon

Platforms

Slogan

3. Every editorial topic must reflect all these Except

Topicality

Logicity

--->> Personality

Factuality

4. All, except one is not an essential balm of an editorial

Mind your language

--->> Avoid the use of repetition

A strong closing appeal

Keep the writing simple but mature

5. One of the following guarantees the continued trust and patronage of a particular medium?

Platforms

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Editorial contact

Editorial appeal

6. All, except one is not a determinant of an editorial subject

The desire to amaze or amuse

Relevance

--->> Topic must be foreign

Timeliness

7. The technique of presenting one side of the coin is called _____

Glittering generalities

Transfer device

--->> Card stacking

Bandwagon

8. _____ reveals the editorial dimension or direction of a newspaper

--->> Cartoon

Pull quotes

Reaction

Nutgraph

9. Which of these defines the posture of an editorial?

--->> Slogan

News peg

Editorial contact

Editorial calendar

10. Which of the following is not a determinant of editorial policy?

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Slogan

News stories the paper carries

--->> The leading article

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