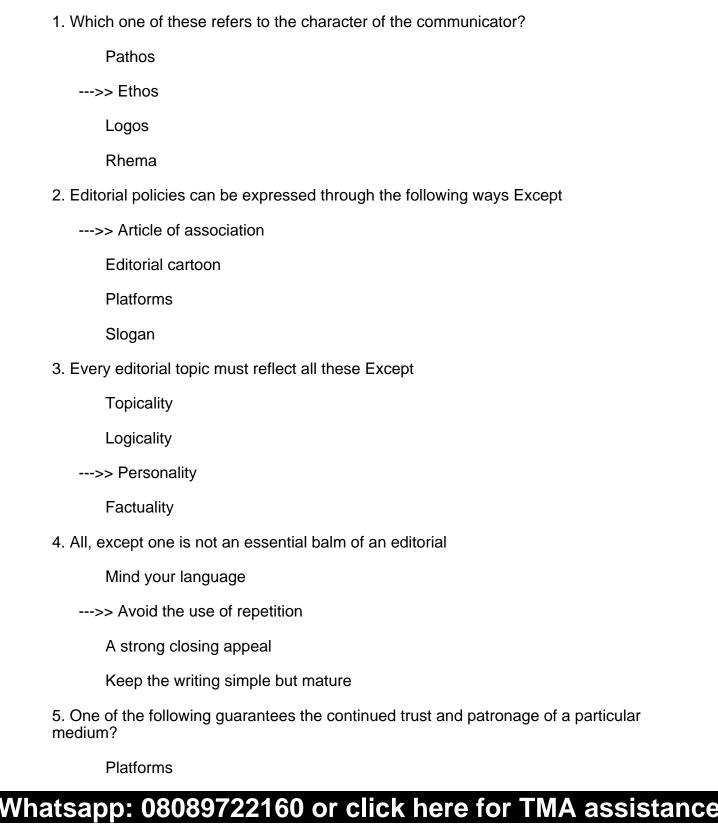
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Editorial contact Editorial appeal 6. All, except one is not a determinant of an editorial subject The desire to amaze or amuse Relevance --->> Topic must be foreign **Timeliness** 7. The technique of presenting one side of the coin is called \_\_\_\_\_ 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

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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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