

1. ___ is the process of examining a story to find errors that should be corrected

Proofreading

2. Commercial messages and newspaper editorials are similar because they are both___

Persuasive

3. Newspapers published every seven days is___

Weekly newspaper

4. The presentation of articles is done in ___style.

Inverted

5. A straight, formal, objective, balanced, accurate, and timely account of a factual event is called___.12

News story

6. In terms of style, ___advertising is in between the hard sell and the informative.

Testimonial

7. To emphasize the time element, the ___ lead is used.

Staccato

8. All of these are self-regulatory associations in Nigeria EXCEPT___

BON

9. The term___ is used between reporters and PR men to indicate that an information is meant for the writerâ€™s general understanding only and not to be reported

Off record

10. In oral writing, the punctuation mark used to indicate a pause or parenthetical matter is called ___

Dash

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