

1. ___ is a careless repetition of words

Redundancy

2. The aspect of reporting that comes in artworks and caricatures for amusement and laughter is ___

Cartoon

3. In proofreading, the sign 'œ=œ' means what 'â€ˆâ€ˆâ€ˆâ€ˆâ€ˆâ€ˆ'

Capitalize

4. In editing, a complete story is one that answers ___

the 5W's and H

5. 'œdsœ' in proofreading means___

Double space

6. ___ is an overused expression or idea?

Cliché

7. The PR writer plays the role of a ___ within an organization

Reporter

8. Information presented in a descending order of importance uses ___

Inverted pyramid style

9. While the print media messages are permanent, broadcast messages are 'â€ˆâ€ˆâ€ˆâ€ˆâ€ˆâ€ˆ'

Transitory

10. Advertising messages presented to get a smile or laugh uses the___ appeal.

Humour