

While print writing is for the eyes, broadcast writing is for the \_\_\_\_  
Ears

All of these are parts of the 5W's in a lead EXCEPT \_\_\_\_  
Which

Disproportionate assets case: SC refuses Jaya's plea to defer trial—the first part  
of the sentence is an example of \_\_\_\_  
Kicker

In writing for the print media, the media writer writes for the general \_\_\_\_  
Audience

“Yoruba nation agitators forcefully reopen Idiroko border,” is a \_\_\_\_  
Headline

In writing for the broadcast media, the media writer writes for the \_\_\_\_  
General audience

In the story, Greenfield students' parents paid N180 million to kidnappers, \_\_\_\_ is not  
indicated in the headline  
why

A major difference between press release and advertisement is that \_\_\_\_  
Press release is not paid for

\_\_\_\_ newspaper's/radio/TV's official stand on an issue  
Editorial/commentary

The 5W's and H are used mainly for \_\_\_\_ writing  
Straight news

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