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MAC117

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1. Which type of story lead contains some sort of news peg?

--->> Cumulative Interest

Sequence

Suspended Interest

Delayed News Peg

2. Emphasizing the most important fact at the beginning of a write up is common in

Prose

Essays

--->> Media

Novels

3. Which of the following cannot be used to gather news?

News Conference

Beat Reporting

--->> Meditations

Observation

4. All are secondary sources except

Yearbooks

Periodicals

--->> Field notes

Indexes

5. Stories are grouped in the following ways except

Politics

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Economy

Parliament

6. All are important tips for lead writing Except

Identify the News

Be specific

Be Timely

---> Be anxious

7. The place of assignment of a reporter is called

Desk

---> Beat

Reach

Coverage

8. In revising process, all the following are considered except

Clarity of purpose

---> Proof of authorship

Tailoring the writing towards the audience

Using appropriate tone

9. One of the following is not a primary source

---> Media reports

Interviews

Observation

Experimentation

10. One of the following is not among the six Cs of media writing

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Conciseness

Consistency

---> Charm

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