

MAC223

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1. Okoye outlines _____ factors that led to the growth of magazines in England in 18th & 19th centuries.

seven

four

--->> five

three

2. Drum and _____ magazines were published and marketed by the Daily Times Group.

Tell

Newswatch

--->> Spear

Desert Herald

3. While newspapers are made to be ephemeral, _____ are made to last long.

magazines

newsletters

bulletin

--->> books

4. Which of the options can a writer contribute to a newspaper?

Editorial

Front page comment

--->> Essay

None of the options

5. Select an odd from the options.

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Newsletters

Books

--->> Jingles

6. Which of the options is not among the factors responsible for the growth of magazines in the USA?

Democracy

--->> Pessimistic economy

Big business

Technology

7. Magazines contrasted with newspapers in _____.

colour

style of writing

cover page

--->> all of the options

8. The first successful American magazine was the _____ Magazine,

--->> Royal American

General

Gentleman's

Popular Science

9. Use of reverse plates in magazines means _____.

--->> white on black

black on blue

red on black

white on blue

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