

MAC117

Question: The word commercial is synonymous with___?

Answer: Advertising

Question: Getting your messages across in a few possible words means ?

Answer: Conciseness

Question: The story that happens near the news source is known as

Answer: Proximity

Question: Which of the media invokes mental pictures

Answer: Newspaper

Question: In news writing, getting your sentences and paragraphs in the right order means

Answer: Organization

Question: Â ____ constitutes the bulk of the entertainment functions and glamour of the broadcast mediaÂ

Answer: Drama

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Question: Â ____ are audience participatory presentation by the print mediaÂ

Answer: letter to the editor

Question: Commercial messages are -----in nature

Answer: Persuasive

Question: Unlike the print media that is permanent, the broadcast media is ____?

Answer: Transient

Question: One of the advantages which the broadcast media have over the print media is that they transmit___?

Answer: Live

Question: The less objective assessment of issues is known as___?

Answer: News analysis

Question: When an information is for the writers general understanding and not to be reported in any form it is called

Answer: Off the record

Question: _____ theory encompasses the knowledge of mass media that people poses.Â

Answer: common sense

Question: News is news when it is _____

Answer: Interesting

Question: The news that is of interest is _____

Answer: bad news

Question: The opening of a news story is the

Answer: A Lead

Question: _____ production is the basic function of the programmes department

Answer: A Drama

Question: Information that measures degree of importance of a personality

Answer: Prominence

Question: Currency of news items means

Answer: Immediacy

Question: The information the public relations officers write to the media house after each meeting is known as A

Answer: News release

Question: When a journalist has the ability to recognise particular information that can be made of interest to readers, he is said to have _____?

Answer: nose for news

Question: Most government business and cultural officers rely on _____ for their news sources

Answer: public relation professionals

Question: The reporting that makes caricature of personality that brings about humour is called

Answer: Cartoon

Question: The official stand of a media organization on a typical issue is the _____

Answer: editorial/commentary

Question: Which of the following message types presented in the media are the same

Answer: editorial/commentary

Question: Which media uses sound and sight for communication

Answer: Television

Question: Publicity publications designed to call attention for products and services are:

Answer: Brochures

Question: News commentary is synonymous to the---media

Answer: Broadcast

Question: The news commentary is usually at the -----of news

Answer: End

Question: The editorial can be found in the ----media

Answer: Print

Question: Semantics in communication means:

Answer: Distortion

Question: A timely and typical reporting that is presented in a relax atmosphere is known as a ____

Answer: feature article

Question: An extended news report which seeks to add more flesh to the account already offered by straight news is

Answer: News feature

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Question: Opinion articles are usually ____ in nature

Answer: Subjective

Question: The part of the news story technique that warm up the audience is the

Answer: A Headline

Question: The story that happens near the news source is known as

Answer: proximity

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Question: A dog that catches a thief should attract news report because of its

Answer: Human interest

Question: The PR writer plays the role of a-----within an organization

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Question: Letter to the editor are audience participatory presentation by the ____ media

Answer: Print media

Question: The practice of crowding as much useful information as possible into the

first paragraph is known as ____?

Answer: Inverted pyramid style

Question: The publication that is printed at intervals is known as ____?

Answer: Magazine

Question: Which presentational method is highly recommended for newspaper writing?

Answer: major, middle, minor

Question: A story written strictly in chronological order is called a ____?

Answer: Sequence

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Answer: Staccato lead

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