

mac117 List of Questions

Latex formatted questions may not properly render

Q1 Which of the following belong to the print media family

- ☐ radio
- ☐ television
- ☐ not sure
- ☒ all of the above

Q2 The following are the qualities of a media writer except

- ☐ concious of the deadline
- ☐ see what others dont see
- ☐ creative
- ☒ bulk writing

Q3 To make your writing readable you must observe the following except

- ☐ keep sentence short
- ☐ keep paragragh short
- ☐ use short common words
- ☒ keep the truth short

Q4 Good organization in writing news means that the sentence and paragraphsdoes not come in right order

- ☐ TRUE
- ☒ FALSE
- ☐ undecided
- ☐ none of the above

Q5 The following are principles of good media writing except

- ☐ concise
- ☐ concrete
- ☐ positive
- ☒ deceit

Q6 Which of these are members of the broadcast media family

- ☐ radio
- ☐ television
- ☐ satellite tv
- ☒ all of the above

Q7 The print media messages are permanent while the broadcast media messages are---

- ☐ everlasting
- ☒ transient
- ☐ recorded
- ☐ vision

Q8 Good writing is not good media writing

- ☒ TRUE
- ☐ FALSE

- ☐ not sure
- ☐ none of the above

Q9 The obligation of the media writer can be broadly classified into the following except

- ☐ your profession
- ☐ your medium
- ☐ your opinion
- ☐ your readers

Q10 Commercial messages are -----in nature

- ☐ informative
- ☐ persuasive
- ☐ educative
- ☐ entertaining

Q11 ----- are audience participatory presentation by the print media

- ☐ editorial
- ☐ opinion article
- ☐ feature stories
- ☐ letter to the editor

Q12 Which of the following is presented by both the print and the broadcast media

- ☐ cartoon
- ☐ commentary
- ☐ feature
- ☐ editorial

Q13 -----production is the basic function of the programmes department

- ☐ drama
- ☐ news
- ☐ commercials
- ☐ commentary

Q14 ---Is usually presentation of the broadcast media

- ☐ editorial
- ☐ feature
- ☐ discussion
- ☐ letter to the editor

Q15 The subjective opinion of an individual writer is known as

- ☐ feature article
- ☐ subjective article
- ☐ commercials
- ☐ opinion article

Q16 The editorial can be found in the ----media

- ☐ print
- ☐ broadcast
- ☐ not sure
- ☐ all of the above

Q17 The news commentary is usually at the -----of news

- ☐ begining
- ☒ end
- ☐ middle
- ☐ lead

Q18 News commentary is synonymous to the---media

- ☐ print
- ☒ broadcast
- ☐ traditional
- ☐ all of the above

Q19 The less objective assessment of issues in the news is known as

- ☒ news analysis
- ☐ news stories
- ☐ feature
- ☐ editorial

Q20 Which of the following message types presented in the media are the same

- ☐ feature/editorial
- ☐ commentary/feature
- ☒ editorial/commentary
- ☐ news stories/news analysis

Q21 The following are guides to effective lead writing except

- ☐ be brief
- ☐ be specific
- ☒ be loud
- ☐ identify the news

Q22 Which is not a function of the headline

- ☐ identifies the story
- ☐ grades stories
- ☐ sell a story
- ☒ buy a story

Q23 Which is not a type of lead

- ☐ explosive lead
- ☐ punch lead
- ☒ bomb lead
- ☐ staccato lead

Q24 Which is a type of lead

- ☐ punch lead
- ☐ question lead
- ☐ quotation lead
- ☒ all of the above

Q25 Which is not a quality of a media writer

- ☐ paucity
- ☐ creativity
- ☐ speed
- ☐ deadline concious

Q26 Which is part of speech used to exclaim or express emotion

- ☐ exclamation
- ☐ adjective
- ☐ adverb
- ☐ conjugation

Q27 The following are self regulatory body AAPN,BON andADVAN

- ☐ TRUE
- ☐ FALSE
- ☐ not sure
- ☐ none of the above

Q28 The PR writer plays the role of a-----within an organization

- ☐ producer
- ☐ editor
- ☐ director
- ☐ reporter

Q29 One of the fundamental qualities of a PR writer is

- ☐ researching
- ☐ promoting
- ☐ evaluating
- ☐ construction

Q30 One of the following is focal point in advrtising

- ☐ educative
- ☐ informative
- ☐ persuasive
- ☐ entertainment

Q31 The publication that is usually produced at intervals is

- ☐ magazine
- ☐ newspaper
- ☐ A and B
- ☐ none of the above

Q32 Which presentational method is highly recomended for newspaper writing

- ☐ minor,major,middle
- ☐ minor,middle,major
- ☐ major,middle,minor
- ☐ middle,minor,major

Q33 The traditional format of information pakaging for the print media is the

- ☐ pyramid format
- ☐ inverted pyramid format

- ☐ symmetric format
- ☐ asymmetric format

Q34 Information graphics perform the following functions except

- ☐ they help break gray matter
- ☐ they contribute to effective page planning
- ☐ they are used as make up components
- ☐ they are used for brisk business

Q35 The newspaper that covers the entire country is called

- ☐ daily newspaper
- ☐ national newspaper
- ☐ weekly newspaper
- ☐ country newspaper

Q36 Which of the following is rural based

- ☐ national newspaper
- ☐ weekly newspaper
- ☐ community newspaper
- ☐ daily newspaper

Q37 Which of the following media is ubiquitous in nature

- ☐ magazine
- ☐ newspaper
- ☐ brochure
- ☐ radio

Q38 The following are characteristic of the print media except

- ☐ permanent
- ☐ detailed
- ☐ transient
- ☐ delayed

Q39 Which of the following media uses sound and sight for communication

- ☐ radio
- ☐ television
- ☐ newspaper
- ☐ magazine

Q40 The part of the news story technique that warm up the audience is the

- ☐ lead
- ☐ body
- ☐ headline
- ☐ all of the above

Q41 _____ encompasses the knowledge of mass media that people possess.

- ☐ reflective theory
- ☐ writing theory
- ☐ common sense theory
- ☐ catharsis theory

Q42 Operationalization involves the translation of generic statement into specific indication

- ☒ True
- ☐ False
- ☐ none of the above
- ☐ undecided

Q43 News is news when it is _____

- ☐ unbiase
- ☐ timely
- ☒ interesting
- ☐ accurate

Q44 The news that is of interest is _____

- ☐ accurate
- ☐ timely
- ☒ bad news
- ☐ good news

Q45 The opening of a news story is the

- ☒ lead
- ☐ storyline
- ☐ headline
- ☐ option

Q46 The story that happens nesr the news source is known as

- ☒ proximity
- ☐ timeliness
- ☐ accuracy
- ☐ prominence

Q47 Information that measures degree of importance of a personality

- ☐ urgency
- ☒ prominence
- ☐ impact
- ☐ immediace

Q48 A dog that catches a thing should attract news report because of its

- ☐ prominence
- ☒ human interest
- ☐ importance
- ☐ bravity

Q49 Currency of news items means

- ☒ immediacy
- ☐ impact
- ☐ urgently
- ☐ prominence

Q50 The following are types of leads except

- ☐ bullet lead
- ☐ quotation
- ☐ short-lent
- ☐ cartridge

Q51 The information the public relations officers write to the media house after each meeting is known as

- ☐ newsbrief
- ☐ news bulletin
- ☐ news release
- ☐ news item

Q52 Most government business and cultural officers rely on ____ for their news sources

- ☐ grapevine
- ☐ public relation professionals
- ☐ corporate officers
- ☐ public officers

Q53 Advertising is regulated by governemnt through the following

- ☐ NAFDAC
- ☐ APCON
- ☐ ADVAN
- ☐ AAPN

Q54 ____ is the approach to oral writing

- ☐ probability
- ☐ simplicity
- ☐ subjectivity
- ☐ objectivity

Q55 Publicity publications designed to call attention for products and services are:

- ☐ magazine
- ☐ newsletters
- ☐ pamphlets
- ☐ Brochures

Q56 The classes of pictures that are used in print to share meaning are ____

- ☐ photo journalism
- ☐ Aesthetic picture
- ☐ A&B
- ☐ action /motion pictures

Q57 What is the benefit of the inverted pyramid style?

- ☐ it facilitate reading
- ☐ it promotes reading
- ☐ it enhance reading
- ☐ it limits reading

Q58 The inverted pyramid presentation style simply means

- ☐ what took place in the paragraph
- ☐ how it happened in the story

- ☐ crowding information in first paragraph
- ☐ where did the event happen

Q59 The essence of aesthetics in photo journalism is to ____

- ☐ bring out the action
- ☐ enhance it's naturalness
- ☐ bring out the beauty
- ☐ promote picture quality

Q60 In writing a print copy, the following guideline should be strictly adhered to except

- ☐ gather more information
- ☐ don't be too suplistic
- ☐ balance your story
- ☐ sensationalism

Q61 Which of these newspapers use present tense and fresh style?

- ☐ community newspaper
- ☐ weekly newspaper
- ☐ daily newspaper
- ☐ monthly newspaper

Q62 The following are the characteristics of the print media except:

- ☐ permanenent
- ☐ detail
- ☐ ubiquitous
- ☐ delayed

Q63 The print media is ubiquitous in nature

- ☐ correct
- ☐ not correct
- ☐ somehow
- ☐ sometimes

Q64 One of the characteristics of the broadcast media is that it is geographically bound

- ☐ True
- ☐ False
- ☐ none of the above
- ☐ undecided

Q65 John Martins died ____

- ☐ from AIDS
- ☐ with AIDS
- ☐ of AIDS
- ☐ by AIDS

Q66 The period marks the ____

- ☐ end of the sentence
- ☐ hyphen in a sentence
- ☐ beginning of a sentence
- ☐ dash in a sentence

Q67 A good media writing must be ____

- ☐ brave
- ☐ critical
- ☒ creative
- ☐ conventional

Q68 All are principles of good media writing except

- ☐ conciseness
- ☐ positivity
- ☐ organization
- ☒ clarity

Q69 The following are basic considerations for media writing except

- ☐ writing with ease
- ☒ objectivity
- ☐ style
- ☐ clarity

Q70 Good writing is not necessarily good media writing

- ☐ False
- ☒ True
- ☐ none of the above
- ☐ sometimes

Q71 Semantics in communication means:

- ☐ references
- ☐ judgement
- ☒ distortion
- ☐ report

Q72 Letters to the editor in an audience participatory presentation

- ☐ False
- ☒ True
- ☐ none of the above
- ☐ sometimes

Q73 A timely and typical reporting that presented in a relaxed atmosphere is known as a ____

- ☐ opinion article
- ☒ feature article
- ☐ news analysis
- ☐ news story

Q74 Audience participatory programs on the television are ____

- ☐ discussion program
- ☐ talk show
- ☒ phone in program
- ☐ drama

Q75 The materials that must be paid for before it is aired are:

- ☐ news commentary
- ☐ drama
- ☐ commercials
- ☐ cartoons

Q76 The official stand of a media organization on a typical issue is the _____

- ☐ electrical/commentary
- ☐ advertising/commercials
- ☐ feature Article
- ☐ opinion article

Q77 The reporting that makes caricature of personality that brings about humour is called

- ☐ carton
- ☐ drama
- ☐ talk show
- ☐ opinion article

Q78 _____ is the less objective assessment of issues

- ☐ news analysis
- ☐ feature article
- ☐ opinion article
- ☐ discussion

Q79 _____ is the timely account of federal events

- ☐ electrical
- ☐ advertising
- ☐ news stories
- ☐ news analysis

Q80 Which of the following media involves mental and in pictures

- ☐ newspaper
- ☐ television
- ☐ magazine
- ☐ radio