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:  \_\_\_ constitutes the bulk of the entertainment functions and glamour of the broadcast media

Answer: Drama

Question:  \_\_\_ constitutes the bulk of the entertainment functions and glamour of the broadcast media

Answer: Drama

Question:  \_\_\_\_ are audience participatory presentation by the print media

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.

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:   Lead

Question: \_\_\_production Is the basic function of the programmes department

Answer:   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

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

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: Opinion articles are usually \_\_\_ in nature

Answer: Subjective

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

Answer:  Headline

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: 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

Answer: Reporter

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

Answer: Reporter

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

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

Answer: News feature

Question: \_\_\_\_\_ Theory encompasses the knowledge of mass media that people poses.

Answer: Common Sense

Question:   In news writing the word which modifies a noun or pronoun is an

Answer: Adjective

Question: The news that is of interest is \_\_\_\_

Answer: Bad news

Question: The opening of a news story is the

Answer:  Lead

Question: \_\_\_production Is the basic function of the programmes department

Answer: 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

Answer:  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 lead used when time element is to be emphasised is the \_\_\_

Answer: Staccato lead

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

Answer: Editorial /Commentary

Question: The advertising messages that are being presented to get a smile, a chuckle or a good laugh is called a?

Answer: Humour

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: Distortion during communication process means

Answer: Semantics

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

Question: A good media writing must be \_\_\_

Answer: Creative

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:  Headline

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: 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

Answer: Reporter

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

Answer: Reporter

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

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

Answer: News feature

Question: \_\_\_\_\_ Theory encompasses the knowledge of mass media that people poses.

Answer: Common Sense

Question:   In news writing the word which modifies a noun or pronoun is an

Answer: Adjective

Question: The news that is of interest is \_\_\_\_

Answer: Bad news

Question: The opening of a news story is the

Answer:  Lead

Question: \_\_\_production Is the basic function of the programmes department

Answer: 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

Answer:  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 lead used when time element is to be emphasised is the \_\_\_

Answer: Staccato lead

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

Answer: Editorial /Commentary

Question: The advertising messages that are being presented to get a smile, a chuckle or a good laugh is called a?

Answer: Humour

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: Distortion during communication process means

Answer: Semantics

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

Question: A good media writing must be \_\_\_

Answer: Creative