

JOURNALISM

- 1) From a business perspective, all of the following are disadvantages of TV broadcasting EXCEPT:
 - A) Increasing use of DVRs reduces impact of commercials
 - B) Proven success record for promoting mass consumer products
 - C) Audience share is declining due to add fragmentation
 - D) TV shows skew older and lower income

- 2) Social media is allowing users to participate in generating news like never before. Pew Research found all of the following to be true EXCEPT:
 - A) 50% shared or reposted news stories, videos, or images
 - B) Less than 10% of online users commented about the news
 - C) 14% posted pictures of news
 - D) 12% posted videos of news

- 3) A short audio or video segment produced to advertise an upcoming news bulletin or news items is called a(n):
 - A) teaser
 - B) PR
 - C) promo
 - D) commercial

- 4) News as a product has two important economic features. One feature is that it is "non-excludable" meaning:
 - A) Once the news is reported, it is copyrighted and no one else can cover that story
 - B) Successful news reporting is built around exclusive interviews with prominent media
 - C) No one can be excluded from the news
 - D) Once the news is reported, anyone else can use it, including competitors reporting their version of your news

- 5) A "hard news" story does what?
 - A) Lists the bones of the story
 - B) Has Interviews of everyone involved
 - C) Is written from research
 - D) Makes conclusions

- 6) Which street name should NOT be abbreviated according to AP Style?
- A) 35 Cherry St.
 - B) 26 Rose Ave.
 - C) 90 Holmes Blvd.
 - D) 59 Vine Dr.
- 7) Which headline is most consistent with AP style in voice, structure, and format?
- A) Budget announced by President. Congress to discuss it
 - B) President announces budget; Congress to discuss it
 - C) President announces budget: Congress is going to discuss it
 - D) Budget announced by Presidentâ€™Congress will be discussing it
- 8) When someone does NOT give credit for words and ideas that is called what?
- A) Stealing
 - B) Attribution
 - C) Plagiarism
 - D) The Internet
- 9) Which government agency requires pharmaceutical ads contain disclosures when broadcast on TV:
- A) FDA
 - B) FCC
 - C) FBI
 - D) FTC
- 10) A student reporter has been assigned to write a story about a new science teacher at the school. The reporter has created a list of questions to ask the teacher during the interview. Midway through the interview, the teacher mentions an interesting and unusual job she once had as a scientist on an Arctic expedition. The reporter's best response would be to:
- A) Ask the teacher whether she prefers to complete the planned interview or spend more time discussing her work in the Arctic instead.
 - B) Incorporate into the interview several questions aimed at eliciting more information about the teacher's work in the Arctic.
 - C) Ask the teacher for time to prepare a new set of questions for an additional interview that will focus on her work in the Arctic.
 - D) Listen attentively to what the teacher has to say about her work in the Arctic and then continue with the original set of questions as planned.

- 11) Which is the best example of a student editor of a student-produced newspaper applying the ethical principle of seeking truth and reporting it?
- A) The editor refuses to publish the names of several students who have been accused by another student of cheating on an exam.
 - B) The editor includes critical letters and e-mails from readers among the letters that are selected to be printed in the newspaper.
 - C) The editor refuses to accept an advertisement from the owner of a business who is the subject of a story.
 - D) The editor insists that all reporters be able to verify the accuracy of their news stories before they are printed.
- 12) What modern event coincided with a huge loss of trust in mass media?
- A) The terrorist attacks on Sept. 11, 2001.
 - B) The 24-hour news cycle.
 - C) The false information printed by Stephen Glass.
 - D) The closing of the Rocky Mountain News.
- 13) Congratulations on becoming the movie reviewer! To prepare for your first review, you should:
- A) Send a note to the movie's studio to ask if you can speak with someone for quotes after you watch the movie.
 - B) Record clips of the movie with your phone to ensure accuracy in quoting the movie's main lines.
 - C) Call the movie theater and let them know that you are coming.
 - D) Make sure you have enough pens and paper to take good notes.
- 14) An editorial board is defined as:
- A) A bulletin board of story ideas for editors to consider
 - B) A group of people who vote on what people cover what
 - C) Group of people at a publication who strategize and determine the tone and direction
 - D) It used to be a physical board, but is now a digital place to review opinion article topics the editor would like a reporter to write
- 15) Who is NOT a historical figure of journalism?
- A) Joseph Pulitzer.
 - B) Frederick Douglass.
 - C) Andrew Mulligan.
 - D) William Randolph Hearst.

ANSWER KEY

- 1) B
- 2) B
- 3) A
- 4) D
- 5) A
- 6) D
- 7) B
- 8) C
- 9) A
- 10) B
- 11) D
- 12) A
- 13) D
- 14) C
- 15) C