



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified
CRISL rated 'A' (TN) for MBA and MIB Programmes

I B.SC. VISUAL COMMUNICATION [2017 - 2020]
SEMESTER II
ALLIED: WRITING-211C
Multiple Choice Questions.

1. The most important aspect in any text is

- A. clarity
- B. brevity
- C. vocabulary
- D. readability

ANSWER: D

2. The Man Booker Prize for Fiction for the year 2017 was for the book

- A. Lincoln in the Bardo
- B. God of small things
- C. Harry Potter
- D. Sellout

ANSWER: A

3. The first stage in the process of writing is _____.

- A. pre-writing.
- B. drafting.
- C. revising.
- D. editing.

ANSWER: A

4. The stage of writing in which you think about ideas is _____.

- A. editing.
- B. publishing.
- C. pre-writing.
- D. drafting.

ANSWER: C

5. The stage of writing in which you improve your writing is _____.

- A. editing.
- B. revising.
- C. pre-writing.

D. drafting.

ANSWER: B

6. The stage of writing in which you share your writing with others is _____.

A. editing.

B. publishing.

C. pre-writing.

D. drafting.

ANSWER: B

7. 'A' and 'An' are _____ articles.

A. indefinite

B. partial

C. particular

D. definite

ANSWER: A

8. 'The' is a _____ article.

A. indefinite

B. partial

C. particular

D. definite

ANSWER: D

9. Memos, Formal letters and Resume come under _____.

A. technical correspondence.

B. news correspondence.

C. formal correspondence.

D. descriptive correspondence.

ANSWER: C

10. Portraying your friend through writing comes under what type of writing?

A. Exploratory writing.

B. Descriptive writing.

C. Narrative writing.

D. Argumentative writing.

ANSWER: B

11. Explaining about Taj Mahal with its features comes under _____.

A. Descriptive writing.

B. Exploratory writing.

C. Narrative writing.

D. Argumentative writing.

ANSWER: A

12. Explaining about an issue comes under _____.

- A. Narrative writing.
- B. Exploratory writing.
- C. Descriptive writing.
- D. Investigative writing.

ANSWER: D

13. Which one of the following is not an ingredient for effective communication?

- A. polite and courteous language.
- B. use of rude words.
- C. use of appropriate words.
- D. simple clear and understandable language

ANSWER: B

14. Which of the following is a book catered to Women?

- A. Femina.
- B. Disney Time.
- C. Animal Baby.
- D. Kids.

ANSWER: A

15. In business, the purpose of writing is mainly to _____.

- A. entertain.
- B. inform.
- C. persuade.
- D. both inform and persuade.

ANSWER: D

16. Informative writing focuses primarily on the _____.

- A. reader.
- B. writer.
- C. subject under discussion.
- D. latest news.

ANSWER: C

17. In writing business letters, one has to be _____.

- A. formal.
- B. dull.
- C. conventional.
- D. friendly.

ANSWER: D

18. Technical accuracy of language means _____.

- A. direct narrative.
- B. correctness of grammar, spelling and punctuation.

- C. simplicity.
- D. active voice.

ANSWER: B

19. . The principles of effective writing include _____.

- A. brevity, clarity and accuracy.
- B. accuracy.
- C. clarity.
- D. brevity.

ANSWER: A

20. Letters that please the receiver are called _____.

- A. invitation letter.
- B. "yes"letter.
- C. routine letter.
- D. good-news letter.

ANSWER: D

21. Form letters are also known as _____.

- A. formal letter.
- B. circular letter.
- C. persuasive sales letter.
- D. bad news letter.

ANSWER: C

22. Simplicity in writing means essentially _____.

- A. the use of simple tense.
- B. the use of simple sentences.
- C. the use of simple words.
- D. plainness.

ANSWER: D

23. Good business letters are characterized by the following personal quality of the writer _____.

- A. humor.
- B. seriousness.
- C. sincerity.
- D. formality.

ANSWER: C

24. The simplified style business letter has _____.

- A. indentation.
- B. a salutation.
- C. a subject line.
- D. a complementary close.

ANSWER: C

25. Which of the following is not the barrier to effective communication?

- A. noise.
- B. loudspeaker.
- C. weather conditions.
- D. sharing information .

ANSWER: D

26. A news story follows _____ style.

- A. inverted pyramid.
- B. pyramid.
- C. journalese.
- D. straight.

ANSWER: A

27. Paragraphs should be ____ in ideas.

- A. incomplete.
- B. complete.
- C. partially complete.
- D. generous.

ANSWER: B

28. A report can present the information in _____.

- A. four ways.
- B. three ways.
- C. five ways.
- D. two ways.

ANSWER: B

29. Which of the following is not a subsidiary part of a formal report?

- A. table of contents.
- B. references.
- C. appendix.
- D. glossary.

ANSWER: C

30. The break between _____ gives reader time to take in each idea.

- A. paragraph.
- B. paraphrase
- C. paraset.
- D. phrase.

ANSWER: A

31. Formal Letter like job Application is an example of _____.

- A. technical writing.

- B. narrative writing.
- C. persuasive writing.
- D. descriptive writing.

ANSWER: A

32. A thorough _____ has to be done before you do technical writing.

- A. research.
- B. persuasion.
- C. description.
- D. narration.

ANSWER: A

33. . Memos come under _____.

- A. narrative writing.
- B. persuasive writing.
- C. technical writing.
- D. descriptive writing.

ANSWER: C

34. Resume writing is _____.

- A. technical correspondence.
- B. news correspondence.
- C. narrative writing.
- D. descriptive writing.

ANSWER: A

35. An italicized paragraph is _____.

- A. easy to read.
- B. difficult to read.
- C. easy to read if its type size is high.
- D. not used in books and magazines.

ANSWER: B

36. A daily record covering all periodical publications providing such information is called _____.

- A. magazine.
- B. journal.
- C. periodical.
- D. paper.

ANSWER: B

37. The type of writing where you are free to use your imagination is _____.

- A. creative writing.
- B. technical writing.
- C. argumentative writing.
- D. explorative writing.

ANSWER: A

38. A person reviewing a book should ____.
- A. read only a few chapters of the book.
 - B. give impartial comments in the content, style and presentation of the book.
 - C. not review the book, if he does not like its author's style.
 - D. get in touch with the author to ask questions related to the content.

ANSWER: B

39. Reading Ease Score is the measure of the ____.
- A. number of words in a para.
 - B. degree of complexity of an article.
 - C. measure of abstraction and complexity of words.
 - D. number of syllables in a word.

ANSWER: C

40. While writing a long novel ____.
- A. the illustration are not at all important
 - B. the plot is of least importance.
 - C. the font and type size must help the reader read at a quick pace.
 - D. only (a) and (c).

ANSWER: D

41. The spine of a book is its ____.
- A. first page.
 - B. hard bound cover.
 - C. binding edge where the forms are joined.
 - D. title page.

ANSWER: C

42. More photographs and less text is characteristic of ____ books.
- A. Children's.
 - B. Women's.
 - C. Men's.
 - D. Business men's.

ANSWER: A

43. What is the score that denotes dramatic in the Reading Ease Score?
- A. 60-100.
 - B. 0-10.
 - C. 20-40.
 - D. 30-60.

ANSWER: A

44. Narrative writing is otherwise known as ____.

- A. character writing.
- B. story writing.
- C. essay writing.
- D. letter writing.

ANSWER: B

45. In _____ you are free to use your creativity.

- A. news writing.
- B. exploratory writing.
- C. argumentative writing.
- D. creative writing.

ANSWER: D

46. Using words wrongly is called _____.

- A. wrong usage.
- B. mis-usage.
- C. mal-usage.
- D. abusage.

ANSWER: B

47. A person's command over words in a large number is his _____.

- A. word treasure.
- B. word control.
- C. vocabulary.
- D. dictionary.

ANSWER: C

48. Flesh's formula measures _____.

- A. word length.
- B. sentence length.
- C. word difficulty.
- D. personal pronouns.

ANSWER: C

49. The term _____ is generally used for writing on hard durable materials such as stone.

- A. homography.
- B. epigraphy.
- C. pictography.
- D. glynography.

ANSWER: B

50. The word _____ had its origin form Alpha and Gama.

- A. alphabet .
- B. algorithm.
- C. arithmetic.

D. algometry.

ANSWER: A

51. The form of writing where pictures were used to convey messages were called _____.

A. pantography.

B. pictography.

C. clintography.

D. paleography.

ANSWER: B

52. Heiroglyphs and papyrus in the history of writing had its origin in _____.

A. Europe.

B. Egypt.

C. America.

D. Africa.

ANSWER: B

53. In Heiroglyphs, hyro means _____.

A. sun.

B. writing.

C. sacred.

D. star.

ANSWER: C

54. Cunieform style of writing is from _____.

A. greek.

B. mesopotamia.

C. mycaenian.

D. minaoan.

ANSWER: B

55. The keys to good essay writing skills are _____.

A. spending time on research and analysis.

B. careful planning, drafting and editing.

C. prior knowledge about the topic.

D. knowledge of language.

ANSWER: B

56. A narrative answers the question _____.

A. Who did it?

B. What Happened?

C. What went wrong?

D. How do you do this?

ANSWER: B

57. Another word for narrative is _____.

- A. poem.
- B. story.
- C. play.
- D. title.

ANSWER: B

58. The most important thing to do when you start a narrative is to _____.

- A. name all the characters.
- B. say when the action took place.
- C. make the reader want to read on.
- D. explain where the action took place.

ANSWER: C

59. . One way to keep events in order when you write a narrative is to _____.

- A. write about a real life event.
- B. use consistent verb tenses.
- C. look in a family scrapbook for story ideas.
- D. choose an interesting place to write about.

ANSWER: B

60. When choosing details for your story, you should _____.

- A. use as few details as possible.
- B. include as many details as you can.
- C. choose only the most important details.
- D. write the details in the order in which you think of them.

ANSWER: C

61. Narratives are often organized by _____.

- A. time order.
- B. place order.
- C. character order.
- D. alphabetical order.

ANSWER: A

62. The words spoken by the characters in a story are called _____.

- A. action.
- B. setting.
- C. dialogue.
- D. chronological order.

ANSWER: C

63. To show which words a character speaks, put quotation marks _____.

- A. at the end of the character's exact words.
- B. before and after the character's exact words.

- C. at the beginning of the character's exact words.
- D. at the beginning and the end of the entire paragraph.

ANSWER: B

64. The story of a person's life, written by someone else, is a(n) _____.

- A. primary source.
- B. autobiography.
- C. biography.
- D. dialogue.

ANSWER: C

65. The story of a person's life, written by him/her is called _____.

- A. primary source.
- B. autobiography.
- C. biography.
- D. dialogue.

ANSWER: B

66. An essay plan allows you to _____.

- A. cover all possible points.
- B. include all the research.
- C. organize your ideas and decide on your approach.
- D. cover certain points alone.

ANSWER: C

67. The purpose of a thesis statement is to _____.

- A. outline the main topic of the essay
- B. set the scene.
- C. state the writers' view.
- D. explain one of the points alone.

ANSWER: A

68. The introduction to an essay should include _____.

- A. some general statements on the topic.
- B. the thesis statement as well as the writer's stance.
- C. both of the above
- D. one of the points of the topic.

ANSWER: C

69. . The body of the essay is used to _____.

- A. emphasize the facts.
- B. give your opinion.
- C. develop your argument.
- D. write examples.

ANSWER: C

70. Using objective language in an essay means _____.

- A. writing clearly.
- B. using impartial language.
- C. writing concisely.
- D. writing with examples.

ANSWER: B

71. Paragraphs are used to _____.

- A. introduce a new idea.
- B. give the reader a break.
- C. add to the point made in the previous paragraph.
- D. quoting examples.

ANSWER: A

72. The function of transitions signals is to _____.

- A. create links between your ideas.
- B. add cohesion and fluency to your writing.
- C. both of the above.
- D. create some meaning.

ANSWER: C

73. Which of the following does not belong in academic writing?

- A. using formal English.
- B. using objective and impersonal language.
- C. using lists and points.
- D. use of images along with the explanation.

ANSWER: C

74. A narrative writing essay _____.

- A. reflects on personal experience and analyses the outcome.
- B. outlines a viewpoint and offers reasons to support this view.
- C. compares, contrasts and evaluates theories or situations.
- D. describes a person

ANSWER: A

75. . A descriptive essay _____.

- A. reflects on personal experience and analyses the outcome.
- B. outlines a viewpoint and offers reasons to support this view.
- C. compares, contrasts and evaluates theories or situations.
- D. describes a person, an event or an object.

ANSWER: D

76. A news story _____.

- A. reflects on personal experience and analyses the outcome.

- B. outlines a viewpoint and offers reasons to support this view.
- C. informs about something that happened.
- D. describes a person.

ANSWER: C

77. . A feature story_____.

- A. reflects on personal experience and analyses the outcome.
- B. informs and entertains the reader.
- C. compares, contrasts and evaluates theories or situations.
- D. describes a person.

ANSWER: B

78. A creative writing_____.

- A. makes use of the writer's creativity in writing.
- B. outlines a viewpoint and offers reasons to support this view.
- C. compares, contrasts and evaluates theories or situations.
- D. informs about an event.

ANSWER: A

79. An exploratory writing_____.

- A. makes use of the writer's creativity in writing.
- B. outlines a viewpoint and offers reasons to support this view.
- C. compares, contrasts and evaluates theories or situations.
- D. discover ideas rather than just presenting.

ANSWER: D

80. A writing for children is characterized by_____.

- A. more images and less content.
- B. more content and less images.
- C. no images at all.
- D. full of Content.

ANSWER: A

81. Explaining a place you have visited is a _____.

- A. narrative writing.
- B. descriptive writing.
- C. argumentative writing.
- D. technical writing.

ANSWER: B

82. Writing your college experience is a _____.

- A. narrative writing.
- B. exploratory writing.
- C. argumentative writing.
- D. technical writing.

ANSWER: A

83. User Manual of a mobile comes under _____.

- A. narrative writing.
- B. descriptive writing.
- C. argumentative writing.
- D. technical writing.

ANSWER: D

84. Out of the following which comes under technical correspondence?

- A. Memos.
- B. Short story.
- C. Essay.
- D. Novel.

ANSWER: A

85. Which one of the following will NOT come under Technical Correspondence?

- A. resume.
- B. short story.
- C. memos.
- D. job application letter.

ANSWER: B

86. Creativity is not a must in _____ writing.

- A. technical writing.
- B. short story writing.
- C. essay writing.
- D. novel writing.

ANSWER: A

87. A job application letter comes under _____ .

- A. technical writing.
- B. descriptive writing.
- C. exploratory writing.
- D. persuasive writing.

ANSWER: A

88. Product Advertisements comes under _____ .

- A. technical writing.
- B. descriptive writing.
- C. exploratory writing.
- D. persuasive writing.

ANSWER: D

89. British linguistic (1900 -1975)_____

- A. davidson
- B. davidrobert
- C. nicholas
- D. david diringer

ANSWER: D

90. carvings are called _____.

- A. glyphics
- B. engrave
- C. cuneiform
- D. hero

ANSWER: C

91. A report is a basic _____ tool used in decision-making .

- A. management.
- B. technical.
- C. scientific.
- D. formal.

ANSWER: A

92. A book for children in the age group of 6-8 years should have _____.

- A. more text & less photographs.
- B. more photographs & less text.
- C. text & photographs in equal proportions.
- D. more text and less photographs.

ANSWER: B

93. Which of the following statements would be apt for writing short stories for the children in the age group of 6-12?

- A. Sessions crime stories would enthrall them.
- B. It is better to write career-oriented & nature-oriented text for them.
- C. Politics would be an ideal subject for them.
- D. The technical writing will be correct.

ANSWER: B

94. A student of class XII should preferably read books & magazines dedicated to _____.

- A. someone & sex.
- B. career building.
- C. mafia gangs & Crime.
- D. tourist places & natural beauty.

ANSWER: B

95. Foreign letter, words, phrases & symbols (seen in books) are always _____.

- A. in italics.
- B. in bold.

- C. underline.
- D. printed according to the convenience.

ANSWER: A

96. Fog Index is a measure of the _____.

- A. no. of words in a para.
- B. degree of complexity of an article.
- C. measure of abstraction & complexity of words.
- D. number of syllables in a word.

ANSWER: C

97. . Writing for women should be in a _____ .

- A. lively, easy and readable style.
- B. dull style.
- C. discouraging style.
- D. complicated style.

ANSWER: A

98. _____ are deprived of literacy because of ethnic, religious and economic factors.

- A. Illiterates.
- B. Neo-literates.
- C. Bi-literates.
- D. Literates

ANSWER: B

99. Under stress regarding oral/written communication is known as _____.

- A. reticent apprehension.
- B. communication apprehension.
- C. communication block.
- D. non-communication.

ANSWER: B

100. John writes a memo to his employees putting his thoughts onto paper is an example of _____.

- A. sourcing.
- B. decoding.
- C. channeling.
- D. encoding.

ANSWER: D

101. The type of writing that deals with technology is _____.

- A. feature writing.
- B. technical writing.
- C. narrative writing.
- D. argumentative writing.

ANSWER: B

102. Who formulated Fog Index Point Score?

- A. Rudolf Flesch.
- B. Robert Gunning
- C. Robert Flesch.
- D. Rudolf Peters.

ANSWER: B

103. The "Art of Plain Talk" is a book written by_____ .

- A. Robert Gunning.
- B. Rudolf Flesch.
- C. George Peter.
- D. Alexander Robert.

ANSWER: B

104. The formula to find out the Reading Ease Score is _____.

- A. $210.814 - (0.114wl - 1.008s)$.
- B. $206.835 - (0.846 wl + 1.015sl)$.
- C. $200.145 - (0.134wl - 1.018sl)$.
- D. $228.834 - (0.894wl - 1.081sl)$.

ANSWER: B

105. Rudolf Flesch published his Human Interest Score in the book_____.

- A. art of readable writing.
- B. art of writing.
- C. script of writing.
- D. writing as a method.

ANSWER: A

106. The formula to find out Human Interest is _____.

- A. $1.3.635pw + 0.314ps$.
- B. $0.315pw + 1.114ps$.
- C. $3.001pw + 1.154ps$.
- D. $2.645pw + 1.115ps$.

ANSWER: A

107. In the Human Interest Score 60-100 means_____.

- A. dramatic.
- B. dull.
- C. interesting.
- D. very interesting.

ANSWER: A

108. In _____ essays, you are writing to convince others by presenting solid, supported arguments.

- A. persuasive.

- B. argumentative.
- C. narrative.
- D. descriptive.

ANSWER: A

109. The Writing in which you describe a person or place is _____ writing.

- A. Narrative.
- B. Descriptive.
- C. Interrogative.
- D. Argumentative.

ANSWER: B

110. The type of writing where the writer starts without knowing how it ends is _____ writing.

- A. exploratory.
- B. argumentative.
- C. narrative.
- D. descriptive.

ANSWER: A

111. _____ writing is also called as story writing.

- A. Exploratory.
- B. Argumentative.
- C. Narrative.
- D. Descriptive.

ANSWER: C

112. Writing the qualities of a friend comes under _____ kind of writing.

- A. Exploratory.
- B. Argumentative.
- C. narrative.
- D. descriptive.

ANSWER: D

113. 5W's and H is the characteristic of _____ writing.

- A. feature.
- B. creative.
- C. news.
- D. effective.

ANSWER: C

114. Paragraphs should be with _____.

- A. complete ideas.
- B. incomplete ideas.
- C. partially explained ideas.
- D. unclear ideas.

ANSWER: A

115. User Manuals & Instructions are examples of _____ Writing.

- A. argumentative.
- B. technical.
- C. interpretative.
- D. interrogative.

ANSWER: B

116. The stage of writing in which you gather all information & put your ideas in a complete format is _____.

- A. prewriting.
- B. drafting.
- C. publishing.
- D. editing.

ANSWER: B

117. The opposite of the word "Artificial" is _____.

- A. red.
- B. natural.
- C. truthful.
- D. solid.

ANSWER: B

118. The opposite of the word "Aware" is _____.

- A. uncertain.
- B. ignorant.
- C. sure.
- D. doubtful.

ANSWER: B

119. "Ramesh is a lazy man" is a _____ type of sentence.

- A. interrogative.
- B. declarative.
- C. exclamatory.
- D. imperative.

ANSWER: B

120. "How old are you?" is a _____ type of sentence.

- A. interrogative.
- B. declarative.
- C. exclamatory.
- D. imperative.

ANSWER: A

121. A communication system for the blind that includes raised dots that are arranged to represent letters of the alphabet is called _____.

- A. arabic lettering.
- B. braille.
- C. morse code.
- D. sign language.

ANSWER: B

122. The person who guides a writer to a good final draft without rewriting the story is a _____.

- A. publisher.
- B. editing.
- C. content manager.
- D. producer.

ANSWER: A

123. In a news item, the beginning of the story which may be a sentence or a paragraph is known as _____.

- A. lead.
- B. jump line.
- C. filler
- D. byline.

ANSWER: A

124. _____ is the signature on a news story which tells who it by is.

- A. Drop line.
- B. Name plate.
- C. By-line.
- D. Jump line.

ANSWER: C

125. The Harry Potter Series was written by _____.

- A. J.K Rowling.
- B. R.K Rowling.
- C. K.K Rowling.
- D. A.K Rowling.

ANSWER: A

126. Slavery was not done away _____ until the last century.

- A. with.
- B. up.
- C. for.
- D. off

ANSWER: A

127. Pick out the correct word.

- A. Cinamon.
- B. Cinnamon.
- C. Cinnaman.
- D. Cinaman.

ANSWER: B

128. The study which deals with secret writing is called _____

- A. Cryptography.
- B. Secretology.
- C. Cytography.
- D. Cryptology.

ANSWER: D

129. .The study which deals with secret writing is called _____

- A. Cryptography.
- B. Secretology.
- C. Cytography.
- D. Cryptology.

ANSWER: D

130. Which of the following is NOT correct?

- A. Creative writing: ideas restricted.
- B. News Writing: 5Ws & H.
- C. Narrative Writing: Own experience.
- D. Exploratory Writing: Research.

ANSWER: A

131. Which of the following is NOT correct?

- A. Roots of writing: Pictograms.
- B. Rudolf Flesh: Readability.
- C. Fog Index score: Robert Gunning.
- D. Argumentative writing: Advertisements.

ANSWER: D

132. Modern business letters are usually written in _____.

- A. indented style.
- B. semi-block style.
- C. simplified style.
- D. full-block style.

ANSWER: D

133. Brainstorming was found by _____

- A. alex faigkney osborn
- B. ashoka
- C. daniel

D. pugalendhi

ANSWER: A

134. Alphabets were introduced by _____

A. Romans

B. chinese

C. Indians

D. Russians

ANSWER: A

135. Human interest score for dull _____

A. 0 to 10

B. 0 to 5

C. 2 to 3

D. 0 to 6

ANSWER: A

136. _____ is an adult who did not or could not make use of the available educational opportunity on time and who later stage acquired the skills of literacy through formal or informal approaches.

A. children

B. women

C. adolence

D. neo-literates

ANSWER: D

137. The time and location in which a story takes place is called _____

A. plot

B. setting

C. climax

D. weather

ANSWER: B

138. _____ is the sequence of events in a story or a play , its planned.

A. introduction

B. action

C. plot

D. atmosphere

ANSWER: C

139. _____ is any formal system of gestures signs sounds and symbols used to conceived as a means of communication thought.

A. language

B. telugu

C. kannadam

D. english

ANSWER: A

140. Two elements of creative writing are _____ and _____.

- A. effective approach and facts
- B. readers development and essential facts
- C. realistic characteristics and convincing dialogue
- D. conflict and trouble

ANSWER: C

141. _____ meaning is the specific meaning associated with a word.

- A. denotative
- B. conotative
- C. explorative
- D. community

ANSWER: A

142. Which of the following is NOT one of the factors that leads to inaccuracies in news reports?

- A. carelessness and laziness
- B. lack of understanding of the topic
- C. use of generalities instead of specifics
- D. having editors check and question a reporter's work

ANSWER: D

143. Which of the following is NOT among the kinds of details news organizations avoid including in their stories?

- A. trade names
- B. names of criminal suspects
- C. profanity
- D. . grisly or gruesome photographs

ANSWER: B

144. When it comes to writing about rape cases, the practice of most news organizations is to refuse to

- A. identify the suspected rapist
- B. identify the rape victim.
- C. identify the rape victim and the suspected rapist
- D. publish any information about the crime.

ANSWER: B

145. _____ is the conscious use of a skill and creative imagination in the production of aesthetic object.

- A. Art
- B. direction
- C. writing
- D. calligraphy

ANSWER: A

146. Bias is most likely to appear in a news story when

- A. the reporter relies on multiple sources and gives abundant time or space to all sides of a controversy.
- B. the reporter's story is reviewed by a large number of editors and supervisors.
- C. the reporter is writing about a topic that she or he already knows a lot about.
- D. the reporter relies on one source or gives disproportionate time or space to one side of a controversy.

ANSWER: D

147. Public or civil journalism is a movement that says

- A. journalists should do what they can to support broad involvement in public affairs.
- B. the best journalism is that which focuses exclusively on public affairs and ignores such things as sports and entertainment
- C. journalists should reveal every step they take in the reporting process to regain public confidence.
- D. journalists should provide only the news the public wants to read or hear

ANSWER: A

148. People often complain about the amount of bad news in newspapers and news broadcasts. Systematic studies have shown that

- A. people understate the amount of crime news in the media.
- B. people understate the amount of upbeat news in the media
- C. people exaggerate the amount of crime news in the media.
- D. people exaggerate the amount of upbeat news in the media.

ANSWER: C

149. Journalists recognize two types of news stories: hard and soft. In this regard,

- A. hard news is about complicated topics, like science and economics, and soft news is about things like entertainment and fashion.
- B. hard news stories have long, complicated sentences, and soft news stories have short, simple sentences.
- C. hard news is about serious topics and recent events, and soft news refers to human interest stories.
- D. hard news stories are always 2,000 words or more, and soft news stories never exceed 500 words.

ANSWER: C

150. A news story possesses singularity if it

- A. takes the point of view of just one person involved in the events.
- B. is reported and written by a single individual
- C. describes events that are completely unique in human history
- D. reports on unusual events that deviate from the commonplace

ANSWER: D

Staff Name
Raman Vidhya.