

TYBMM(JOUR)SEM 5 REG/ATKT NOV/DEC2020 SUB:EDITING

INSTRUCTION:

2) 1.5 MARK FOR EACH QUESTIONS

3) TOTAL MARKS 60

4) TIME 1 HOUR

* Required

1. Email *

2. STUDENTS EXAM SEAT NUMBER *

3. STUDENTS FULL NAME (SURNAME FIRST) *

4. STUDENT ID *

5. 1) What is typography?

Mark only one oval.

- Is a system of Government
- A choice of type to ensure image clarity
- A Branch of Photography
- Reporting type

6. 2) What is editorial?

Mark only one oval.

- Piece of interview
- A point of view newspaper
- One-sided approach of the Government
- Hard news

7. 3) A journalist who is not attached with any newspaper is called:

Mark only one oval.

- Free Lancer
- Retainer
- Correspondent
- Editor

8. 4) The news of important public appearing in the front sections of a newspaper, recalled:

Mark only one oval.

- Soft -news
- Hard-news
- Feature Nwes
- Investigative news

9. 5) What is by-line?

Mark only one oval.

- Reporter's name printed with story
- A railway track
- Text written on lines
- Credit line

10. 6) What is yellow journalism?

Mark only one oval.

- Exploitative sensational
- Classified telephone directory
- A low priced novel
- Reporting

11. 7) A large size headline across the entire page is called:

Mark only one oval.

Lead

Deck

Banner

Runner

12. 8) Leading is

Mark only one oval.

lengthening lines

shortening lines

increasing space between words

increasing or decreasing space between lines

13. 9) pictures that stand for words or ideas are _____?

Mark only one oval.

proportion

neutrals

pictographs

chop marks

14. 10) A story appearing with the name of the writer is called

Mark only one oval.

Print line

By line

Slug line

Credit line

15. 11) To be considered a daily, a newspaper has to appear at least:

Mark only one oval.

Seven times a week

Nine times a week

Eight times a week

Ten times a week

16. 12) A brief introduction of a photograph is called:

Mark only one oval.

Credit Line

Caption

Embargo

Slug Line

17. 13) The Subject allotted to a newspaper reporter is called:

Mark only one oval.

Creed

News

Feature

Beat

18. 14) pictures that stand for words or ideas are _____?

Mark only one oval.

proportion

neutrals

pictographs

chop marks

19. 15) Tabloid newspaper is of small size with:

Mark only one oval.

8 columns

3 columns

7 columns

5 columns

20. 16) Is not a principle of page make-up.

Mark only one oval.

Proportion

Balance

Contrast

Five W's

21. 17) The reading of the raw article to check the errors is called:

Mark only one oval.

Composing

Editing

Proof-reading

Book reading

22. 18) Tabloid newspaper that typically measuresinches

Mark only one oval.

11 by 17

15 by 20

10 by 12

15 y 17

23. 19) A collection of characters of a single size and family is referred to as a?

Mark only one oval.

- Font
- Serif
- Typeface
- Sans Serif

24. 20) One or two word small headline appearing on the left hand top of the story.

Mark only one oval.

- Top-line
- Slug line
- Small head
- Top-head

25. 21) Sensation is the main feature of journalism.

Mark only one oval.

- Black
- Yellow
- Red
- Blue

26. 22) An embellishment, tag or tail at the end of a letter stroke is known as a?

Mark only one oval.

- Serif
- Post Line
- Flexer
- Soul Line

27. 23) Parameters of headline

Mark only one oval.

- Line, Colour, Size
- Width, Colour, Line
- Depth, Width, size
- Width, Depth, Font size

28. 24) Job of catching and correcting inaccuracies before they can be printed and distributed is called:

Mark only one oval.

- Copy Editing
- Reading
- Copying
- Clarity

29. 25) key phrase, quotation, or excerpt that has been pulled from an article and used as a page layout graphic element, highlight a key topic

Mark only one oval.

- Blurb Pullquote
 Box Item
 Highlighter
 Lead

30. 26) A plain or straight, tag or tail at the end of a letter stroke is known as a?

Mark only one oval.

- Serif
 Post Line
 San Serif
 Soul Line

31. 27) The other name of feature is:

Mark only one oval.

- Colour story
 Entertainer
 Brighter
 Lighter

32. 28) The line at the beginning of a story giving the place and date of the reported incident.

Mark only one oval.

- Byline
- Dateline
- Deadline
- Slugline

33. 29) The key narrator of a newscast or program is called:

Mark only one oval.

- Anchor
- Announcer
- Editor
- Writer

34. 30) Title of Newspaper Display space is called

Mark only one oval.

- Display type
- Photograph
- Artwork
- Masthead

35. 31) ___ that indicates areas between, around, above, below, or within something.

Mark only one oval.

- white space
- hue
- value
- balance

36. 32) Who edits local news?

Mark only one oval.

- Sub Editor
- Stringer
- Bureau Chief
- Assistant Editor

37. 33) A person who finds out facts about a story and then writes the story for the newspaper

Mark only one oval.

- Sub Editor
- Reporter
- News Editor
- Proof-reader

38. 34) A family of graphical characters with many sizes and styles such as bold is referred to as a?

Mark only one oval.

- Font
- Typeface
- Serif
- Sans Serif

39. 35) space between columns of type, usually determined by the number and width of column

Mark only one oval.

- white space
- Text Type
- Gutter space
- Display Type

40. 36) Letters to the editor are included in:

Mark only one oval.

- Sports page
- Last page
- Editorial page
- Local page

41. 37) A biography of a deceased person printed in the newspaper shortly after the death is announced.

Mark only one oval.

- Obituary
- Trend story
- Seasonal story
- Human Interest

42. 38) Lead is the name of:

Mark only one oval.

- Main Feature
- Opening Editorial
- Leading story on the front page
- Headline

43. 39) _____durable metal type invented by Johann Gutenberg, made from a combination of lead, tin, and antimony

Mark only one oval.

- movable type
- logotype
- value
- tonality

44. 40) _____ not only tells the story. It also sells the story

Mark only one oval.

- Type
- Headline
- Caption
- Byline

45. 41) Headline is designated as

Mark only one oval.

- Fonts, Colour, Point
- Column, Point, Type
- Font, Columns, Lines
- Lines, Font, Colour

46. 42) An advertisement written in the style of a news item or feature:

Mark only one oval.

- Ad news
- Paid news
- News ad
- Advertorial

47. 43) Removing unwanted area of picture is called.

Mark only one oval.

Cropping

Creeping

Crossing

Crawling

48. 44) Decorative line around the copy or advertisement

Mark only one oval.

Rules

Borders

Line

Boundary

49. 45) Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, service companies;

Mark only one oval.

Classified

Proposal Ads

Matrimonial

Display Ads

50. 46) _____ means that in a work of art/ design everything works together or look as if it belongs in the work of art/design

Mark only one oval.

- Variety
- Unity
- Value
- Tint

51. 47) A time at which all copy for an edition must be submitted.

Mark only one oval.

- By-line
- Dateline
- Deadline
- Slug line

52. 48) To continue a story from one page to another

Mark only one oval.

- Jump
- Fly
- Run
- Fence

53. 49) To space out a line of type so that each line fits flush to the margin

Mark only one oval.

- Lino
- Justify
- Jump
- Gutter

54. 50) — A "standard" or large-sized newspaper.

Mark only one oval.

- Journal
- Tabloid
- Biweekly
- Broadsheet

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