



TEST #2

Media English

True or false?

- 1. Because of the editorial approach used by some metropolitan newspapers, the word "tabloid" has taken a connotation of sensationalism.

True or false?

- 2. Newspaper stories are written to include the "5 Ws and H?" - who, what, when, where, why, and how.

True or false?

- 3. Newspaper advertising is divided into two types, display and non-display.

True or false?

- 4. Display advertising in turn is broken into two categories, retail and national, sometimes called general.

True or false?

- 5. The organizational setup of all newspapers is basically the same, although naturally the larger the newspaper, the more complex its staff alignments.

True or false?

- 6. Soft news. This is a term for all the news that are time-sensitive.

True or false?

- 7. Breaking news can also refer to news that occurs late in the day.

True or false?

- 8. A sidebar is the main news story about a big news event.

True or false?

- 9. Features are journalism's shopping centre.

True or false?

- 10. The inverted pyramid tells the story backward and is at odds with the storytelling tradition that features a beginning, middle, and end.

Check your answers!

1. T.

2. T.

3. F.

4. T.

5. T.

6. F.

7. T.

8. F.

9. T.

10. T.