

Byline

UNIT TEST 1

Student Name: _____ Date: _____

1. A good *Byline* story should be
 - A. New to most readers
 - B. Interesting
 - C. Relevant
 - D. All of the Above

2. Most newspaper stories are written in
 - A. Present tense
 - B. Past tense
 - C. Present perfect continuous
 - D. Future tense

3. Journalistic style is characterized by
 - A. Newsworthiness and slant
 - B. Accuracy, objectivity and clarity
 - C. Dramatic prose
 - D. A and C

4. Which of the following does NOT help to create a colorful, clear style?
 - A. Precise nouns
 - B. Strong verbs
 - C. Passive voice
 - D. Short sentences

5. Which of Kipling's serving men is most important in a news story?
 - A. Who
 - B. What
 - C. How
 - D. Depending on the story, any of the six elements can be more important than the others

6. To recreate a human personality in a short space, capture the person's
 - A. Physical description and occupation
 - B. Occupation and hobby
 - C. Public mask and hidden secret
 - D. Thoughts and feelings

7. A Lead (or Lede) can be described as
- A. A tip for an interesting news story
 - B. The opening sentence or paragraph of a news article
 - C. A source of important information for a story
 - D. The most important element in a feature
8. A clerihow is
- A. A short, funny poem about a famous person
 - B. A slang term for a run-on sentence
 - C. Any aspect of a story that's difficult to uncover
 - D. A popular font used in print media
9. Studying poetry can help instill the value of
- A. Symbols, emotions, and contrasts that don't fit a neat logical order
 - B. Rhyme schemes that make some words more important than others
 - C. Strong, focused images
 - D. A and C
10. Chronojournalists
- A. Write about watches and clocks
 - B. Report on relevant stories from the past
 - C. Always wear fedoras
 - D. Are necessary to the operation of any big city newspaper

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UNIT TEST 2

Student Name: _____ Date: _____

1. In journalism, a beat is
 - A. The area covered by a reporter, such as sports, city hall, crime, etc.
 - B. Part of a sentence offset by commas
 - C. A single moment of tension created by raising an immediate question
 - D. Both A and C

2. An angle in journalism is
 - A. The reporter's approach to a story
 - B. Sometimes influenced by available information
 - C. Often determined by the reporter's preferences and personality
 - D. All of the above

3. A Summary Lead
 - A. Usually gives readers Who, What, When and Where in the opening sentences
 - B. Always gives all six elements in the opening sentences
 - C. Is rarely more than two sentences long
 - D. A and C

4. In journalism, slant is best described as
 - A. A publication's sympathy towards a cause or ideal
 - B. A dishonest approach to reporting
 - C. Corruption and misrepresentation
 - D. None of the above

5. Which of the following is NOT true?
 - A. Every newspaper has a slant
 - B. Opinions have no place in a newspaper
 - C. Slant is sometimes the reason people subscribe to a newspaper
 - D. Reporters should never deceive their readers

6. Hyperbole is best described as
 - A. The inflation of subscription information to increase advertising revenue
 - B. An exaggerated statement not meant to be taken literally
 - C. That section of a newspaper which contains its publication details
 - D. None of the above

7. Feature stories
- A. Are structured as pyramids, with the most important information coming last
 - B. Shed light on people, places, and ideas that most people pay little attention to
 - C. Usually contain a strong human interest element
 - D. All of the above
8. Which is not true of the Storytelling Lead?
- A. Introduce the main character
 - B. Establish an informal narrative style
 - C. Present all six elements in the opening sentence
 - D. Help readers feel the drama of the situation
9. Which is not true of a news brief?
- A. Very short
 - B. Relates “small” news, not major stories
 - C. Never includes editorial opinion
 - D. Often contains a quote and a source
10. Which step is not part of a journalist’s writing process
- A. Research
 - B. Outlining
 - C. Plagiarism
 - D. Revision

Byline

UNIT TEST 3

Student Name: _____ Date: _____

1. A good Scenic Lead
 - A. Highlights interesting details
 - B. Focuses on the Where and When elements
 - C. Employs action
 - D. All of the above

2. The best way to quickly convey someone's humanity is to
 - A. Show them making a difficult decision
 - B. Refer to something they said
 - C. Involve them in an active situation
 - D. Provide facts proving their existence

3. Taking someone else's statement and repeating it word for word in quotation marks is called
 - A. An indirect quote
 - B. An attribution
 - C. A direct quote
 - D. A set-up quote

4. Which of these is not an essential part of the review-writing process?
 - A. Experiencing a performance
 - B. Ridiculing a performance
 - C. Analyzing a performance
 - D. Describing a performance

5. A word or phrase that compares one thing to another in an indirect way is called a
 - A. Similar
 - B. Metaphor
 - C. Metamorph
 - D. Personification

6. A personality feature is
 - A. A story about a person
 - B. Structured as a pyramid, with the most impacting details near the end
 - C. A zoomed-in look at what makes someone unique and interesting
 - D. All of the Above

7. Strong writing tends to
 - A. Magnify emotion
 - B. Use precise language
 - C. Rely on strong verbs
 - D. All of the above

8. Tension beats
 - A. Flow chronologically
 - B. Begin with an implied question that creates suspense
 - C. Resolve when a question is answered and another is raised
 - D. All of the above

9. Which of the following is NOT a technique of comparison?
 - A. Metaphor
 - B. Simile
 - C. Passive voice
 - D. Personification

10. Repeating a word for emphasis is called
 - A. An And-chain
 - B. Variance
 - C. Anaphora
 - D. Hyperbole

Byline

UNIT TEST 4

Student Name: _____ Date: _____

1. Narrative flow
 - A. Refers to how easy it is for readers to move from sentence to sentence
 - B. Depends on more than just dramatic content
 - C. Often focuses on human emotion
 - D. All of the above

2. The point of a headline is to
 - A. Tell readers in a very short space what the story is about
 - B. Sell readers on the story
 - C. A and B
 - D. None of the above

3. Muckraking is
 - A. A corrupt form of journalism
 - B. Investigative journalism that seeks to reform corruption
 - C. A way for reporters to defend their newspapers against government oversight
 - D. None of the above

4. Which of the following is NOT helpful in creating vivid setting for a story?
 - A. Precise details
 - B. Expected details
 - C. Human context
 - D. Implied human context

5. Which of the following should you record as part of your citation source information?
 - A. Who (author)
 - B. What (title)
 - C. Where (publication, publisher, location, page numbers)
 - D. All of the above (and more)

6. Which of the following is NOT an important step in copyediting your work?
 - A. Fact-checking
 - B. Structural revision
 - C. Improving narrative flow
 - D. All of these are important

7. A newspaper editorial
 - A. Expresses the opinion of the newspaper's editorial staff
 - B. Usually carries no byline
 - C. A and B
 - D. None of the above

8. Editorials are usually structured as
 - A. Inverted pyramids
 - B. Pyramids
 - C. Features
 - D. News briefs

9. A straw man argument is a
 - A. Weak argument that is used because no better one is available
 - B. Strong argument that is nonetheless inflexible and unchanging over time
 - C. Misrepresented proposition that is used because it is easier to defeat than an opponent's real argument
 - D. Political argument related to the straw polls of presidential elections

10. Opinion columns
 - A. Use a relaxed, conversational style
 - B. Often demonstrate insight and wisdom
 - C. Rely on strong writing voice
 - D. All of the above

Byline

UNIT TEST 5

Student Name: _____ Date: _____

1. Propaganda is almost always
 - A. Based on facts
 - B. Based on lies and deception
 - C. An inseparable aspect of journalism
 - D. Started by a government agency

2. Which of the following is NOT a technique of propaganda
 - A. Oversimplification
 - B. Personalization
 - C. Impartiality
 - D. Dehumanization

3. Which of the following is NOT one of the four layers of meaning?
 - A. Words and symbols
 - B. Sentences
 - C. Paragraphs
 - D. Relevance

4. Juxtaposition is best defined as
 - A. Placing two things side by side in order to create meaning
 - B. Taking things out of order to create confusion
 - C. Any erratic placement, especially pertaining to newspaper layout
 - D. None of the above

5. Subheadings
 - A. Tell readers what a story is about in greater detail
 - B. Can sometimes be more effective than a Summary Lead
 - C. Are often used to entice readers to continue to read
 - D. All of the above

6. "October surprise" refers to
 - A. A secret submarine battle during the Cold War
 - B. Any political event orchestrated in the month before an election in order to influence the outcome
 - C. An early snow storm
 - D. None of the above

7. Which of the following is typically NOT an aspect of political journalism?
- A. Unsupported assertions
 - B. Leading questions
 - C. Complex issues treated in an oversimplified way
 - D. Each side given the benefit of the doubt
8. The press release is formatted
- A. Headline, Dateline, Lead, Body, Bio, ###, Contact info
 - B. Headline, Byline, Lead, Body, Conclusion, ###
 - C. Headline, Lead, Body, Conclusion, ###, Bio, Contact info
 - D. None of the above
9. Distancing refers to
- A. Increasing a newspaper's reach through direct distribution
 - B. A city newspaper's geographic area of influence and coverage
 - C. The practice of spreading stories through front organizations or media outlets
 - D. Writing a story under a pseudonym
10. Which of the following is NOT a technique of commercial propaganda?
- A. Storytelling
 - B. Parody/Lampoon
 - C. Banning/Controversy
 - D. Watchdog journalism

Byline

UNIT TEST 6

Student Name: _____ Date: _____

1. Sports journalism is most often focused on which of the six elements?
 - A. Who
 - B. What
 - C. Why
 - D. How

2. In sports journalism, the term color refers to
 - A. Vividness of description resulting from unusual details and metaphors
 - B. The commentary of an expert during a broadcast
 - C. A and B
 - D. None of the above

3. Which of the following is NOT usually part of a sports news story?
 - A. Unexpected angles
 - B. Comparisons
 - C. Action words
 - D. Passive voice

4. Sports features
 - A. Are sometimes written from a non-sports angle
 - B. Are structured as pyramids, with the most powerful lines reserved for the end
 - C. Are often focused on people
 - D. All of the above

5. A writer's narrative voice
 - A. Comes primarily from the use of big words and perfect story structures
 - B. Is just his or her personality expressed in text
 - C. Must be practiced tirelessly
 - D. None of the above

6. A writer's voice is established in part by
 - A. The use of unique angles and interesting details
 - B. Motivation
 - C. Quirkiness
 - D. All of the above

7. Relevance is often found in stories that
 - A. Inform
 - B. Create emotion
 - C. Persuade
 - D. All of the above

8. Good story flow
 - A. Creates satisfaction and curiosity
 - B. Says something both interesting and unexpected
 - C. A and B
 - D. None of the above

9. Emotion-based revision requires that you do which two things simultaneously?
 - A. Read the story as if for the first time, and notice your reactions to it
 - B. Notice the emotional highlights of the story, and correct them
 - C. Read the story as an expert, and remove anything not emotional
 - D. None of the above

10. A brightener should
 - A. Tell a very short, interesting story
 - B. Contain all six journalistic elements
 - C. Be structured as a feature
 - D. All of the above