Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

SKU: 9781483377605-TEST-BANK

Dynamics of Media Writing 1st edition
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Chapter 2: Being Accurate, Relying on the Facts
Test Bank

Multiple Choice

1. Accuracy is
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Learning objectives; Question type: MC
*a. the most important aspect of your job, regardless of if you are publishing a newspaper, broadcasting a news report, issuing a press release or sending out an advertisement.
b. a waste of time.
c. impossible to achieve.
d. optional.

2. The goal of good media writers is
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Why is journalism such a picky field?; Question type: MC
a. to entertain the audience.
*b. to inform the readers of something that will benefit the media organization and the audience members.
c. to persuade the audience.
d. to reinforce the audience's beliefs.

3. In the past, a selection process known as _____ allowed media officials to determine what people would and would not see.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Why media professionals matter more than ever; Question type: MC
a. sequestering
*b. gatekeeping
c. publishing
d. editing

4. The primary rule in media writing is
@ Learning objective: Understand how to fully fact check information throughout the process of writing and publishing your content; Cognitive domain: Application; Answer location: Why media professionals matter more than ever; Question type: MC
a. to define your sources.
b. to define your quotes.
c. to define your facts.

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

*d. to look up everything you want to include in anything you write.

5. When you are researching a topic or interviewing a source,
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Source documents; Question type: MC
*a. seek email correspondence, meeting minutes, official documents and other similar items to check your work.
b. go by memory as much as possible.
c. don't bother checking your work.
d. write as quickly as possible so you don't forget as much.

6. Newspapers, magazines, books, and other publications
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: "Dead tree" publications; Question type: MC
a. are too old to be useful in researching your topic.
*b. can be useful in researching your topic.
c. are not recommended to use by the author of this book.
d. no longer exist in the digital age.

7. Official websites that end in .gov or .edu
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Official websites; Question type: MC
a. are not trustworthy sites.
b. are not as trustworthy as .com, .net or .us sites.
*c. can be more trustworthy than .com, .net or .us sites, which anyone can start.
d. should be avoided.

8. A simple fact check
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Basic fact checking; Question type: MC
a. is rarely necessary.
b. is not a good idea.
c. is often overlooked.
*d. can take a significant amount of time if you do it right.

9. When it comes to spelling, you should
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Check spelling; Question type: MC
*a. always run a computer-based spellcheck on every piece you do and examine each spelling suggestion carefully.
b. always assume the first choice is correct.

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c. go through it as quickly as possible.
d. avoid using the computer-based spell check.

10. You need to do a _____ examination of every proper noun in anything you write.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Review proper nouns; Question type: MC
a. word-for-word
b. computer-based spellcheck
c. visual
*d. letter-by-letter

11. Look at the _____ in your writing and make sure it's right.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Look into the numbers; Question type: MC
a. length
b. flow
*c. math
d. rhythm

12. When you list places for your events,
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Check places; Question type: MC
a. go by memory.
b. don't bother checking the address.
c. Google it.
*d. double-check the address against a map and a directory.

13. When you have to write something and attribute it to a source, you want to
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Stick to what people said; Question type: MC
*a. stick to what the person said.
b. go by memory.
c. make it as powerful a quote as possible.
d. paraphrase as often as possible.

14. When you are writing, you need to make sure you
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Say only what you know for sure; Question type: MC
a. make it sound as interesting as possible no matter what.
*b. only say what you know for sure.

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

c. enhance concrete details.
d. use a lot of adjectives.

15. In most cases, stating a(n) _____ is the first step toward trouble.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Say only what you know for sure; Question type: MC
*a. absolute
b. truism
c. theory
d. opposite

16. The ability to support an argument often rests on
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Find more than one good source for key facts; Question type: MC
a. hearsay.
b. the truth.
c. how loud you argue.
*d. the quality and quantity of your source material.

17. A _____ source allows you to take information from someone or something that was present for whatever it is you are researching.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Find more than one good source for key facts; Question type: MC
a. secondary
*b. primary
c. quantitative
d. qualitative

18. _____ sources retell or interpret what the primary sources provided them.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Find more than one good source for key facts; Question type: MC
a. Primary
b. Qualitative
c. Quantitative
*d. Secondary

19. Wikipedia is an example of a
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain:

Application; Answer location: Find more than one good source for key facts; Question type: MC
a. quantitative source.
b. primary source.
*c. secondary source.
d. qualitative source.

20. _____ is another Internet trend that can cause problems for media outlets.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Find more than one good source for key facts; Question type: MC
a. focus
b. Fame
*c. Death hoaxes
d. Oddity

21. Hoaxes and Internet myths can
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Application; Answer location: Find more than one good source for key facts; Question type: MC
*a. cost you the trust of your readers.
b. be worthy of a second look.
c. be good to publish without checking.
d. be entertaining.

22. Of all the skills you will learn as you read this book, _____ is the most important one.
@ Learning objective: The Big Three; Cognitive domain: Knowledge; Answer location: Accuracy matters; Question type: MC
a. writing
*b. accuracy
c. editing
d. publishing

23. If you don't know something for sure,
@ Learning objective: The Big Three; Cognitive domain: Knowledge; Answer location: Look it up; Question type: MC
a. guess.
b. skip it.
*c. look it up.
d. ignore it.

24. Internet rumors

@ Learning objective: The Big Three; Cognitive domain: Comprehension; Answer location: People can be cruel; Question type: MC
a. no longer exist.
b. are not an issue in reporting or writing for the media.
c. create conflict.
*d. are often started by people for their own amusement.

True/False

25. Accuracy is the most important aspect of your job, regardless of if you are publishing a newspaper, broadcasting a news report, issuing a press release, or sending out an advertisement.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Learning Objectives ; Question type: TF
*a. True
b. False

26. The goal of good media writers is strictly to provide entertainment.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Why is journalism such a picky field?; Question type: TF
a. True
*b. False

27. The more mistakes we make in journalism, the harder it is to maintain trust with our audiences.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Application; Answer location: Why is journalism such a picky field?; Question type: TF
*a. True
b. False

28. In the past, gatekeeping allowed media officials to determine what people would and would not see.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Knowledge; Answer location: Why media professionals matter more than ever; Question type: TF
*a. True
b. False

29. Any error, no matter how minor, really has no effect on credibility.
@ Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Application; Answer location: Why media professionals matter more than ever; Question type: TF
a. True

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

*b. False

30. It's a good idea to get copies of original documents so you can compare what people have told you with what someone wrote.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Source documents; Question type: TF
*a. True
b. False

31. Newspapers, magazines, books, and other publications are not good sources of information for media writers.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Answer: "Dead tree" publications; Question type: TF
a. True
*b. False

32. In most cases, .gov and .edu sites can be more trustworthy than .com, .net or .us sites, which anyone can start.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Official websites; Question type: TF
*a. True
b. False

33. It's rarely a good idea to use yourself as a source, even if you've become an expert on the topic.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Knowledge; Answer location: Own work; Question type: TF
a. True
*b. False

34. Don't assume that something is true, even if you believe it to be.
@ Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Making sure you are sure; Question type: TF
*a. True
b. False

35. Spelling errors have no effect on credibility.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Comprehension; Answer location: Check Spelling; Question type: TF

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

a. True
*b. False

36. You should always run a computer-based spellcheck on every piece you do and examine each spelling suggestion carefully.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Comprehension; Answer location: Check Spelling; Question type: TF
*a. True
b. False

37. You don't need to do a line-by-line examination of your pieces for words that might be spelled properly, but weren't what you meant to write.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Knowledge; Answer location: Check Spelling; Question type: TF
a. True
*b. False

38. It's a good idea to go through and do a letter-by-letter examination of every proper noun in anything you write.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Knowledge; Answer location: Check Spelling; Question type: TF
*a. True
b. False

39. If you need to use other material to check a proper noun, use a source you trust, such as a company directory or an official website.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Knowledge; Answer location: Check Spelling; Question type: TF
*a. True
b. False

40. It's always a good idea to do the math yourself to double-check any figures you want to use.
@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Knowledge; Answer location: Look into the numbers; Question type: TF
*a. True
b. False

41. To make sure directions make sense, you can rely solely on the Internet and not bother walking or driving them yourself.

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank

@ Learning objective: Apply the basics of fact checking for simple mistakes in areas such as spelling and math; Cognitive domain: Comprehension; Answer location: Check places; Question type: TF
a. True
*b. False

42. When you have to write something and attribute it to a source, you want to stick to what the person said.
@ Learning objective: Broader-issue examination; Cognitive domain: Comprehension; Answer location: Stick to what people said; Question type: TF
*a. True
b. False

43. Logical lapses can happen when you state something with absolute certainty that isn't absolute.
@ Learning objective: Broader-issue examination; Cognitive domain: Comprehension; Answer location: Say only what you know for sure; Question type: TF
*a. True
b. False

44. You only need to find one good source of information for key facts.
@ Learning objective: Broader-issue examination; Cognitive domain: Comprehension; Answer location: Find more than one good source for key facts; Question type: TF
a. True
*b. False

45. Hoaxes and myths rarely appear on the Internet anymore.
@ Learning objective: Broader-issue examination; Cognitive domain: Comprehension; Answer location: Hoaxes and Myths; Question type: TF
a. True
*b. False

Short Answer

Type: E
46. Why is accuracy important in media writing?
*a. Today, the Internet has opened up the floodgates of information, making the job of professional media operatives different but even more crucial.
Learning objective: Explain the importance of fact checking and the value of accuracy; Cognitive domain: Comprehension; Answer location: Why media professionals matter more than ever; Question type: SA

Type: E
47. What are some places to verify information?

*a. Source documents, “dead tree” publications, official websites, and your own work can all be used to verify information.
Learning objective: Identify places where you can find information and which sources of information are the best to use in specific situations; Cognitive domain: Comprehension; Answer location: Adapt: Look it up; Question type: SA

Type: E
48. What are some of the basic items you need to look at during a basic fact check?
*a. Check spelling, review proper nouns, look into the numbers, and check places.
Learning objective: Understand how to fully fact check information throughout the process of writing and publishing your content; Cognitive domain: Comprehension; Answer location: Basic fact checking; Question type: SA

Type: E
49. What are some key areas you should examine prior to finalizing any piece of writing?
*a. Stick to what people said, say only what you know for sure, find more than one good source for key facts, and avoid hoaxes and myths.
Learning objective: Understand how to fully fact check information throughout the process of writing and publishing your content; Cognitive domain: Comprehension; Answer location: Broader-issue examination; Question type: SA

Type: E
50. What are some of the ways you can avoid being fooled by hoaxes and myths?
*a. Don’t assume that all information you find is of high quality. Verify, reassess and scrutinize anything you find and the sources in which you found it before you put your reputation on the line.
Learning objective: The Big Three; Cognitive domain: Comprehension; Answer location: People can be cruel; Question type: SA

Dynamics of Media Writing Adapt and Connect 1st edition Filak Test Bank