Basics of Media Writing A Strategic Approach 2nd edition Kuehn Test Bank

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Chapter 2: Media Writing Professions and Strategies

Test Bank

Multiple Choice

1. According to Alycia Rea, Group Director of The Zimmerman Agency in the Frontline Media Writing Profile, writing is an _____. (Select one)
a. endeavor that requires solitude
b. anywhere, everywhere, around-the-clock enterprise
c. easy job when you are inspired
d. effort where critical thinking is key
Ans: B
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Frontline Media Writing Profile
Difficulty Level: Easy

2. Professional Alycia Rea of The Zimmerman Group relays that writing must be distinctive and relevant to the editors and publishers she works with. If it is not, she says it will be _____.
a. ignored
b. rewritten
c. rejected
d. published inaccurately
Ans: A
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Frontline Media Writing Profile
Difficulty Level: Easy

3. The three major media professions are _____.
a. advertising, public relations, and social media
b. public relations, public affairs, and advertising
c. news editorial, advertising, and public relations
d. journalism, public relations, and advertising.
Ans: D
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Twenty-First-Century Media: A Rapidly Changing Landscape
Difficulty Level: Medium

4. The shift in how media is created and consumed is causing a convergence of the public relations and advertising industries into a new area called _____.
a. PR/Advertising
b. Strategic Communication
c. Global Marketing Communication
d. Consolidated Communication
Ans: B
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge

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Answer Location: Twenty-First-Century Media: A Rapidly Changing Landscape
Difficulty Level: Medium

5. Which of these publications exists in print and digital form?
a. *The New York Times*
b. *Mashable*
c. *The Bemidji Pioneer*
d. *The Huffington Post*
Ans: A
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Overview of the Major Media Professions
Difficulty Level: Easy

6. Today, the most original reporting comes from which industry?
a. Digital media
b. Newspaper
c. Public relations
d. Advertising
Ans: B
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Overview of the Major Media Professions
Difficulty Level: Easy

7. Writers in the realm of broadcast media _____.
a. have less competition and relaxed deadlines
b. have less competition and intense deadlines
c. have more competition and relaxed deadlines
d. have more competition and intense deadlines
Ans: D
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Journalism, Broadcast and Cable
Difficulty Level: Medium

8. In which industry is there anticipated to be the most growth for public relations professionals through 2022?
a. Information Tecnology
b. Manufacturing
c. Healthcare
d. Entertainment
Ans: C
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Public Relations
Difficulty Level: Easy

9. Which field is called the most creative of the media writing sectors?
a. Advertising
b. Public Relations

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c. Journalism
d. News Editorial
Ans: A
Ans: True
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Advertising
Difficulty Level: Medium

10. Advertising is about creating messages that _____.
a. entertain
b. are memorable
c. compel people to take action
d. reflect pop culture
Ans: C
Learning Objective: 2. Identify the responsibilities and challenges that media professionals face.
Cognitive Domain: Knowledge
Answer Location: Advertising
Difficulty Level: Easy

11. Media professionals use specific strategies to begin and organize their writing which are _____ and _____.
a. complex and proven
b. simple and direct
c. formulaic and proven
d. tried and true
Ans: B
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle (lead in).
Cognitive Domain: Comprehension
Answer Location: Professional Media Writing Strategy
Difficulty Level: Medium

12. According to the Professional Strategy Triangle, when you start a project, which one of these do you do first?
a. audience
b. message
c. situation
Ans: C
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle (lead in).
Cognitive Domain: Knowledge
Answer Location: Professional Strategy Triangle
Difficulty Level: Easy

13. Why is it important to identify the audience for your message before you begin writing?
a. So you can tell if the design of the advertisement will appeal to them.
b. So you can discern their reading level.
c. So you can survey them to see what they believe.
d. So you can tailor your message to them.
Ans: D

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Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Comprehension
Answer Location: Professional Strategy Triangle
Difficulty Level: Medium

14. The continuous circle icon in the center of the Professional Strategy Triangle is symbolic of which process?
a. active thinking
b. active writing
c. action working
d. strategic thinking
Ans: A
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Comprehension
Answer Location: Professional Strategy Triangle
Difficulty Level: Medium

15. When journalist Nathan Crooks says in one of his Seven Tips for a Successful Journalism Career to "be prepared to jump on a new story," what does he mean?
a. Be competitive and get the story out before anyone else.
b. Be aggressive with interviews to get to the bottom of the issue.
c. Be ready when the story Is ready – no matter what time it is.
d. Be willing to leave the story you are working on to pick up a new story.
Ans: C
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Comprehension
Answer Location: Pro Strategy Connection
Difficulty Level: Medium

16. Refocusing your thinking, as described in the Professional Strategy Triangle process, is designed to yield what end result?
a. easy-reference note cards
b. the emergence of key themes and messages
c. copy writing phrases
d. identification of people to re-interview
Ans: B
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Comprehension
Answer Location: Professional Strategy Triangle
Difficulty Level: Medium

17. FAJA is the acronym for what?
a. First-Action-Just-Act
b. Force-And-Judge-Act
c. Fact-Analysis-Judgment-Action
d. Front-And-Judgment-Action
Ans: C
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Comprehension

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Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Medium

18. Which of these FAJA Points helps the writer define and explain situations, problems, or issues?
a. Analysis
b. Fact
c. Action
d. Judgment
Ans: A
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Comprehension
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Medium

19. Which of these FAJA Points helps the writer identify essential details of situations and events?
a. Analysis
b. Fact
c. Action
d. Judgment
Ans: B
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Comprehension
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Medium

20. FAJA Points are like the ancient Greek's statis or, in other words, _____.
a. status points
b. starting points
c. stopping points
d. strategy points
Ans: A
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Comprehension
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Medium

True/False

1. According to Alycia Rea, Group Director of The Zimmerman Agency, writing skills are key to building relationships with editors and writers of publications.
Ans: T
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Frontline Media Writing Profile
Difficulty Level: Easy

2. The need for writers to use professional writing skills and strategies has decreased due to the massive changes in the way people creative and consume media today.
Ans: F

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Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Knowledge
Answer Location: Twenty-First-Century Media: A Rapidly Changing Landscape
Difficulty Level: Easy

3. Digital advertising revenue has brought re-investment into the newspaper industry.
Ans: T
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Knowledge
Answer Location: Overview of the Major Media Professions
Difficulty Level: Easy

4. It is important for broadcast industry writers to learn various types of writing styles.
Ans: T
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Knowledge
Answer Location: Journalism Broadcast and Cable
Difficulty Level: Medium

5. When you work in public relations, you may have to prepare a crisis communications plan.
Ans: T
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Knowledge
Answer Location: Public Relations
Difficulty Level: Easy

6. Professional journalists should present the truth, even if it is not in line with their own belief system.
Ans: T
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Comprehension
Answer Location: Pro Strategy Connection
Difficulty Level: Easy

7. It is not helpful to envision your writing in finished form.
Ans: F
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Comprehension
Answer Location: Professional Strategy Triangle
Difficulty Level: Easy

8. Action is one of the four basic message structures.
Ans: F
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Comprehension
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Easy

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Essay

1. Explain how Wi-Fi has changed the workspace and workday for those in the writing profession.
Ans: Answers vary.
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Application
Answer Location: Frontline Media Writing Profile
Difficulty Level: Medium

2. Explain what «brand voice» is and why it is important for the writer to embrace and work with this voice on behalf of the brand.
Ans: Answers vary.
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Comprehension
Answer Location: Frontline Media Writing Profile
Difficulty Level: Hard

3. Identify three ways in which you, using digital reporting tools, can be an innovative content creator.
Ans: Answers vary.
Learning Objective: 1. Describe the changing landscape of twenty-first-century media.
Cognitive Domain: Analysis
Answer Location: Twenty-First-Century Media: A Rapidly Changing Landscape
Difficulty Level: Hard

4. Two journalists write stories on the pros and cons of shock collars for dogs. One writes for a traditional, print-only newspaper. The other writes for a paper that has a digital component and the story is available online. Compare the interaction that each writer would have with readers of their stories.
Ans: Answers vary.
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Analysis
Answer Location: Journalism: Print to Digital
Difficulty Level: Hard

5. Identify three key tasks that public relations professionals perform on behalf of their clients.
Ans:
a. Influence opinion
b. Manage relationships with key publics
c. Create favorable publicity for clients and employers
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Knowledge
Answer Location: Public Relations
Difficulty Level: Medium

6. Infer the value of brainstorming to the process of creating advertising campaigns.
Ans: Answers vary.
Learning Objective: 2. Discuss the major professions in today's media environment.
Cognitive Domain: Knowledge
Answer Location: Advertising
Difficulty Level: Hard

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7. Give an example of what Nathan Crooks meant when with his tip, “Learn how to write interesting story pitches.”
Ans: Answers vary.
Learning Objective: 2. Discuss the major professions in today’s media environment.
Cognitive Domain: Comprehension
Answer Location: Pro Strategy Connection
Difficulty Level: Medium

8. Explain why it is important to pick up an outside area of expertise, as recommended by professional journalist Nathan Crooks.
Ans: Answers vary.
Learning Objective: 2. Discuss the major professions in today’s media environment.
Cognitive Domain: Comprehension
Answer Location: Pro Strategy Connection
Difficulty Level: Medium

9. Do you think it’s possible for a journalist to be completely objective, present the truth as it is found, and work with just the facts? Explain.
Ans: Answers vary.
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Analysis
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Hard

10. Write a scenario in which a journalist should apply the first tip provided by Nathan Crooks, “Be ready to jump on a new story.”
Ans: Answers vary.
Learning Objective: 2. Discuss the major professions in today’s media environment.
Cognitive Domain: Application
Answer Location: Pro Strategy Connection
Difficulty Level: Hard

11. The three corners of the Professional Strategy Triangle are _____.
Ans: Answers vary.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Comprehension
Answer Location: Professional Media Writing Strategy
Difficulty Level: Medium

12. Identify the key component to beginning a project strategically and identity the advantages of doing so.
Ans: Answers vary.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Analysis
Answer Location: Professional Strategy Triangle
Difficulty Level: Hard

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13. Identify the main benefit for researching your audience before you begin the writing project.
Ans: Answers vary.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Analysis
Answer Location: Professional Strategy Triangle
Difficulty Level: Hard

14. Identify how the active thinking process helps you develop the message you need for your writing project.
Ans: Answers vary.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Analysis
Answer Location: Professional Strategy Triangle
Difficulty Level: Hard

15. Describe what active learning has to do with strategic writing.
Ans: Answers vary.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Knowledge
Answer Location: Professional Strategy Triangle
Difficulty Level: Medium

16. Judgment and Action are two of the four basic message types. Compare these two messages and describe how each could have been used in the City Centre Urgent Care example.
Ans: Answers vary.
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Analysis
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Hard

17. Compare and contrast the three core types of writing—News, Public Relations, and Advertising—using the four basic message types in the FAJA Points lesson.
Ans: Answers vary.
Learning Objective: 4. Apply the Fact-Analysis-Judgment-Action (FAJA) Points to the writing process.
Cognitive Domain: Analysis
Answer Location: Using the FAJA Points in Your Writing
Difficulty Level: Hard

18. List the five steps to writing:
Ans: Consider situation and audience together, creatively envision the final story, actively learn, refocus your thinking, and write.
Learning Objective: 3. Explain professional media writing strategy in terms of the Professional Strategy Triangle.
Cognitive Domain: Knowledge
Answer Location: Professional Strategy Triangle
Difficulty Level: Easy

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