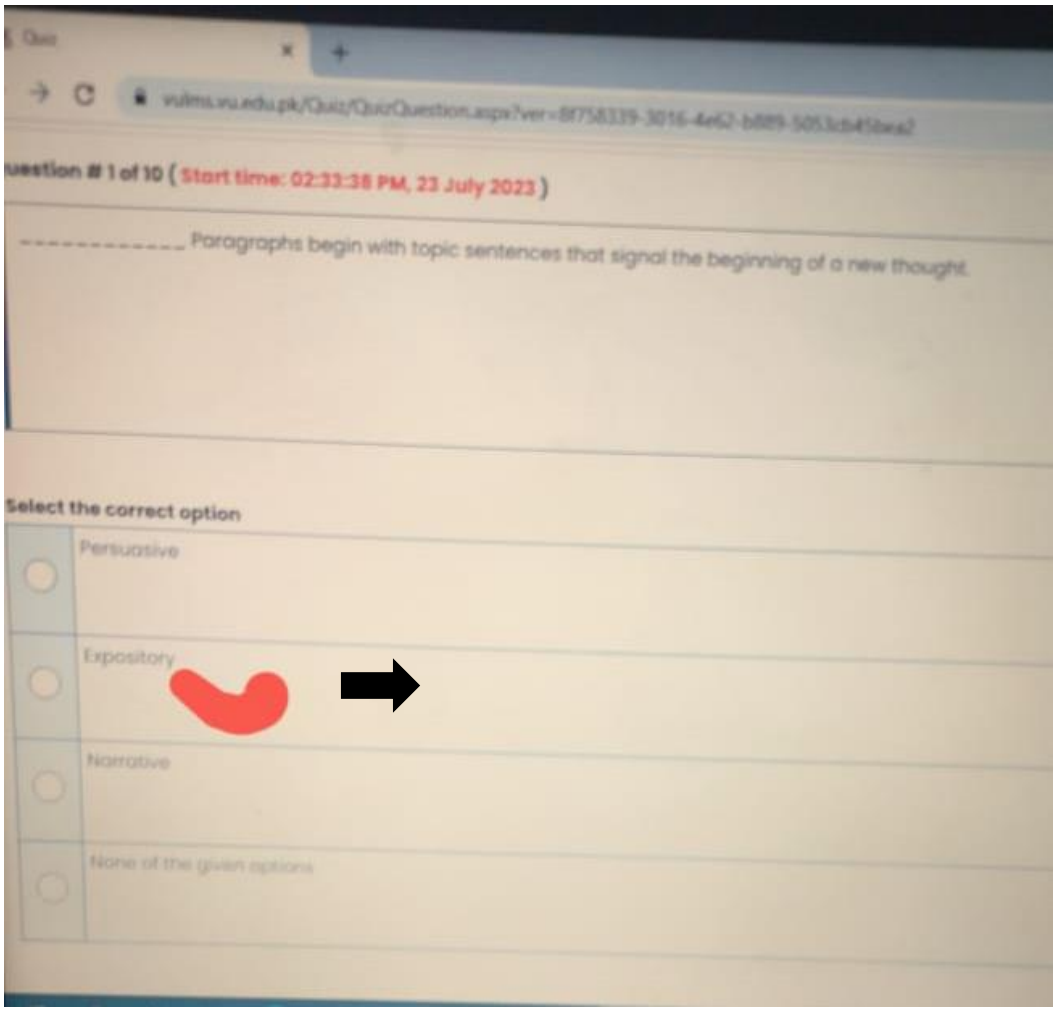
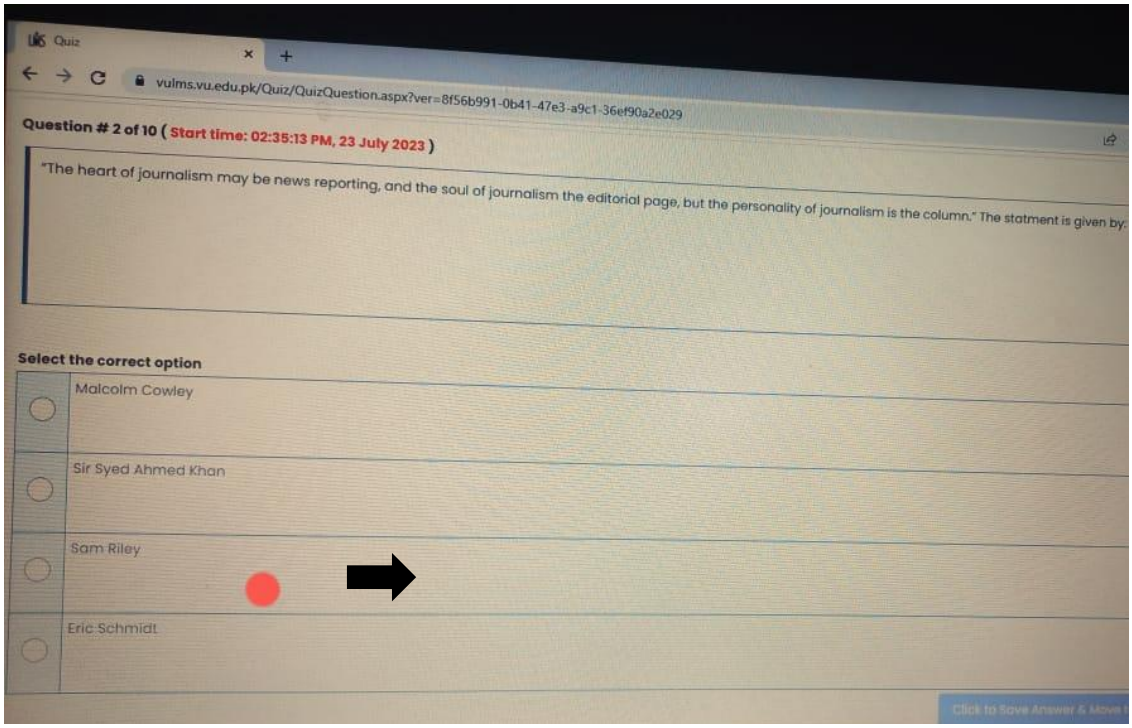
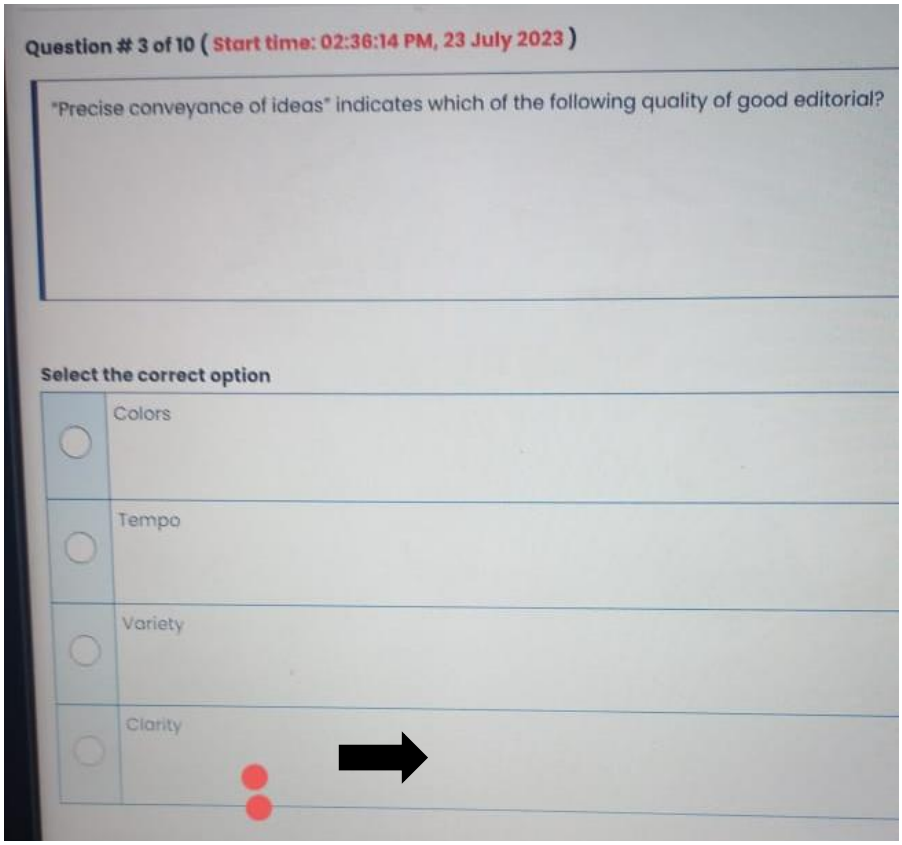
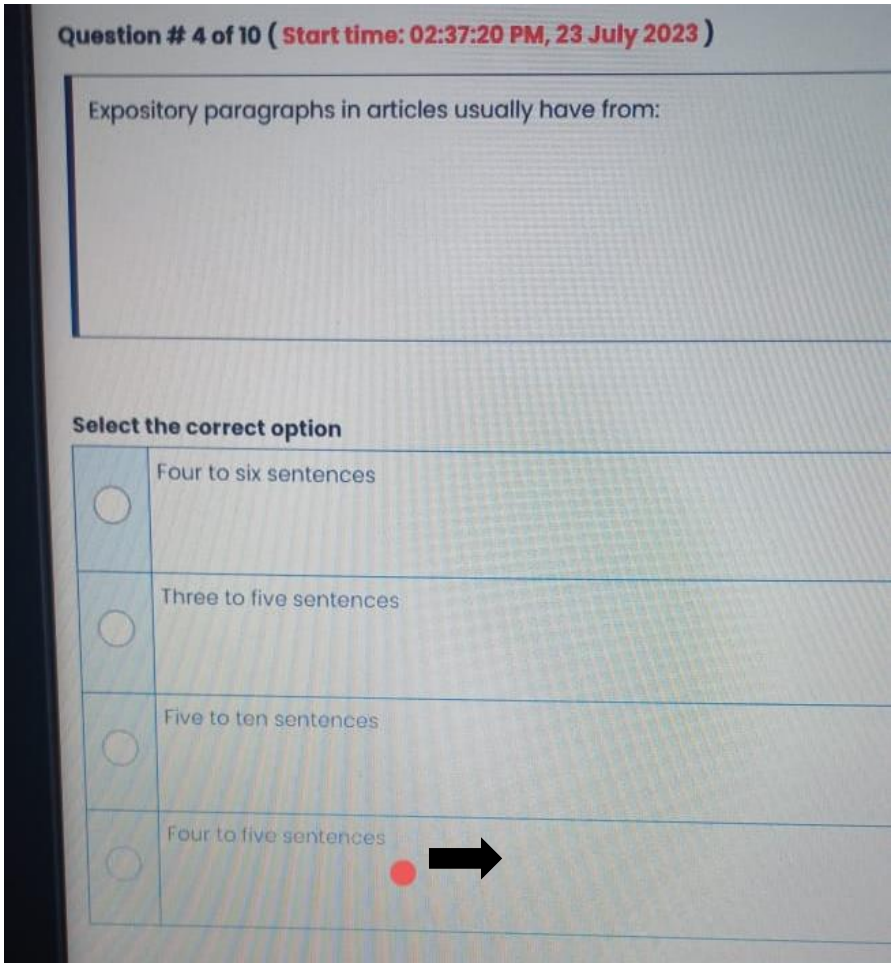
"MCM310 Quiz 4 Solved By Blossom"

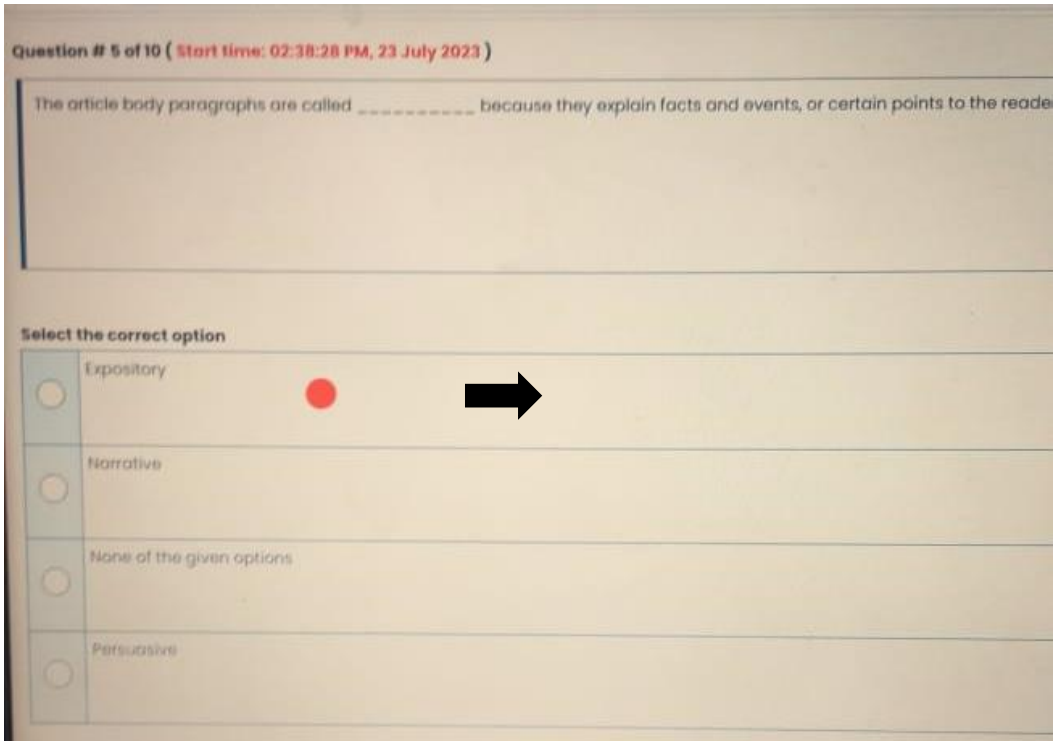
(Lesson 31- 40)

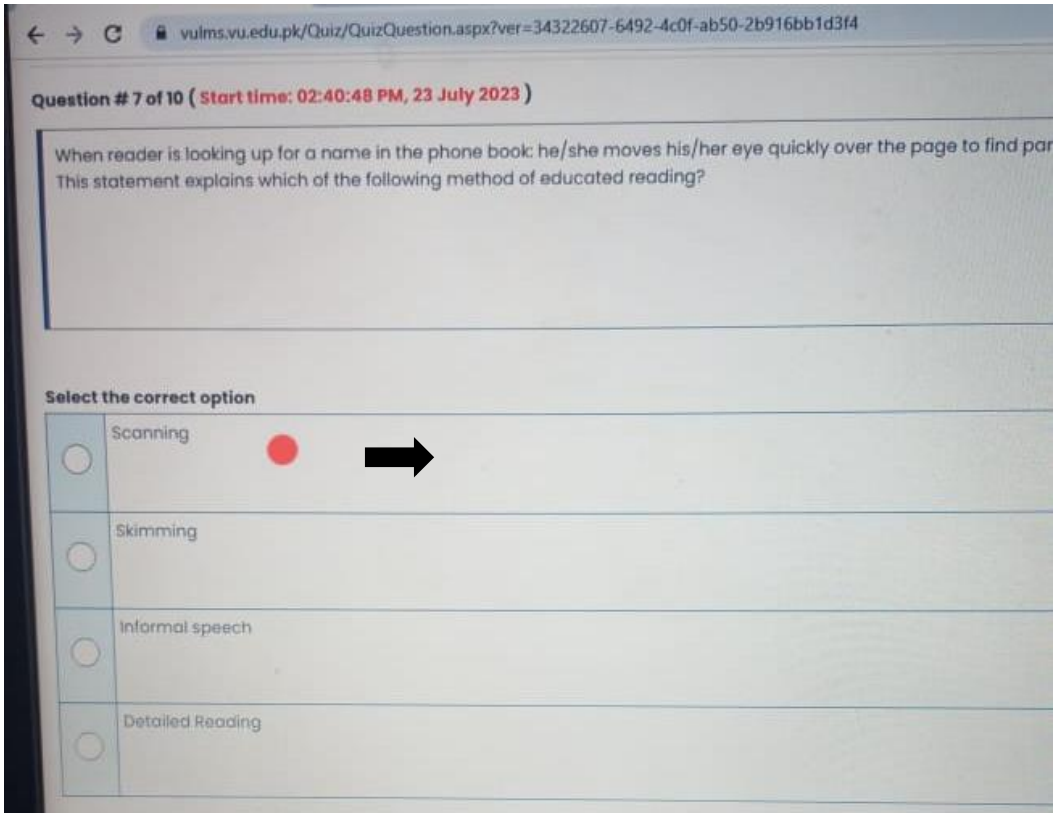


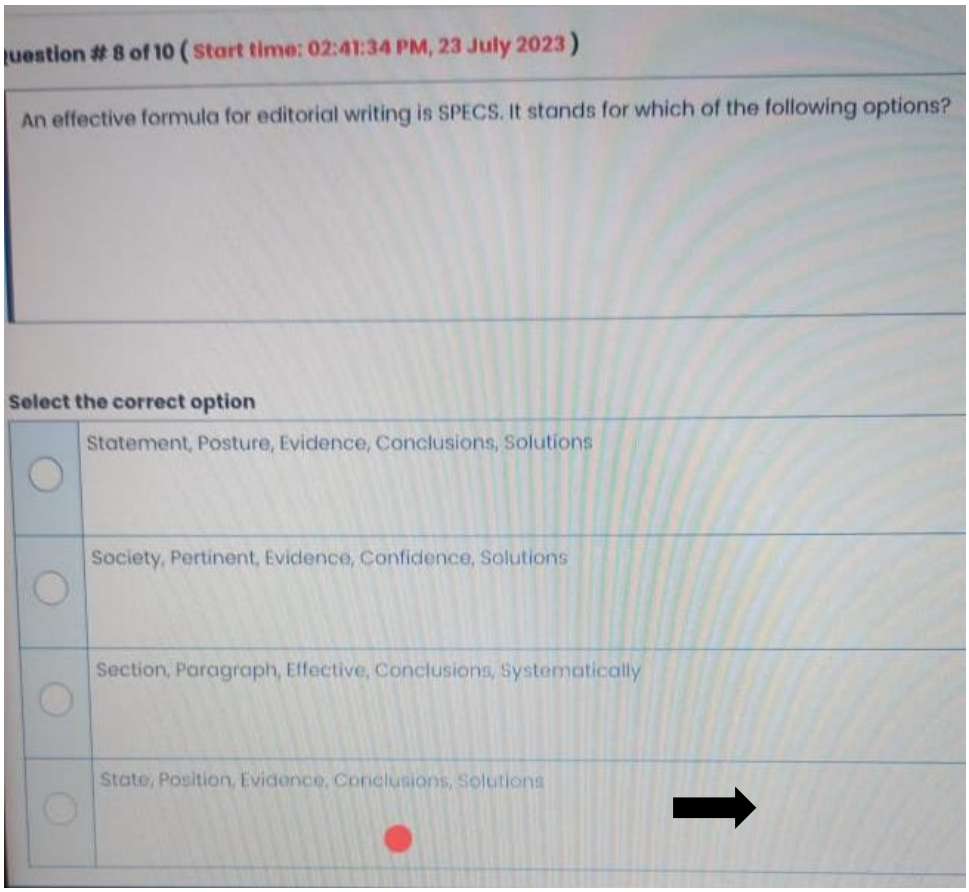

Quiz
vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=8f56b991-0b41-47e3-a9c1-36ef90a2e029
Question # 2 of 10 (Start time: 02:35:13 PM, 23 July 2023)
"The heart of journalism may be news reporting, and the soul of journalism the editorial page, but the personality of journalism is the column." The statment is given by:
Select the correct option
Malcolm Cowley
Sir Syed Ahmed Khan
Sam Riley
Eric Schmidt

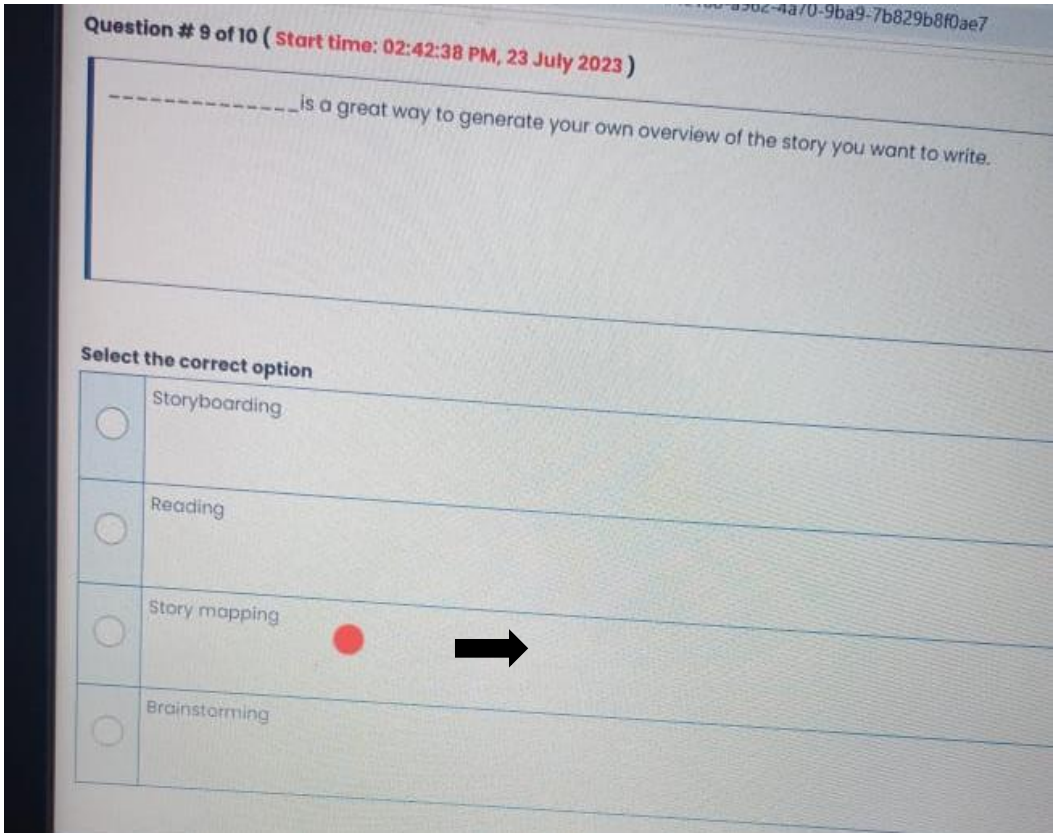

Question # 3 of 10 (Start time: 02:36:14 PM, 23 July 2023)
"Precise conveyance of ideas" indicates which of the following quality of good editorial?
Select the correct option
Colors
Tempo
Variety
Clarity

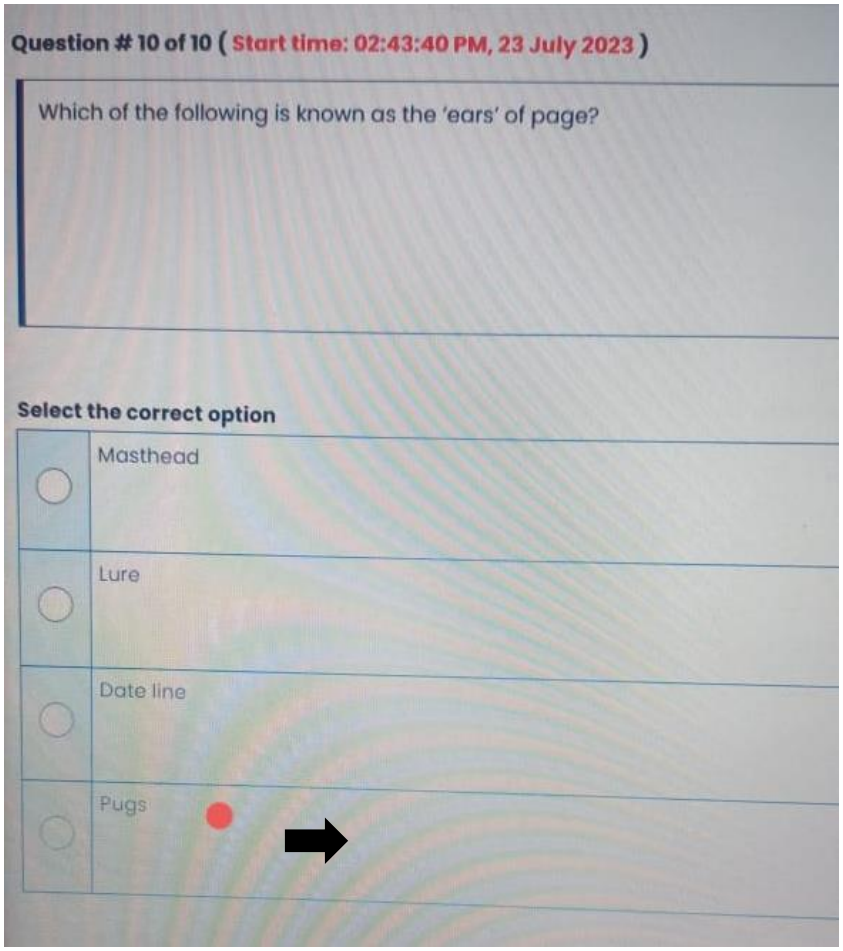

Question # 4 of 10 (Start time: 02:37:20 PM, 23 July 2023)
Expository paragraphs in articles usually have from:
Select the correct option
Four to six sentences
Three to five sentences
Five to ten sentences
Four to five sentences

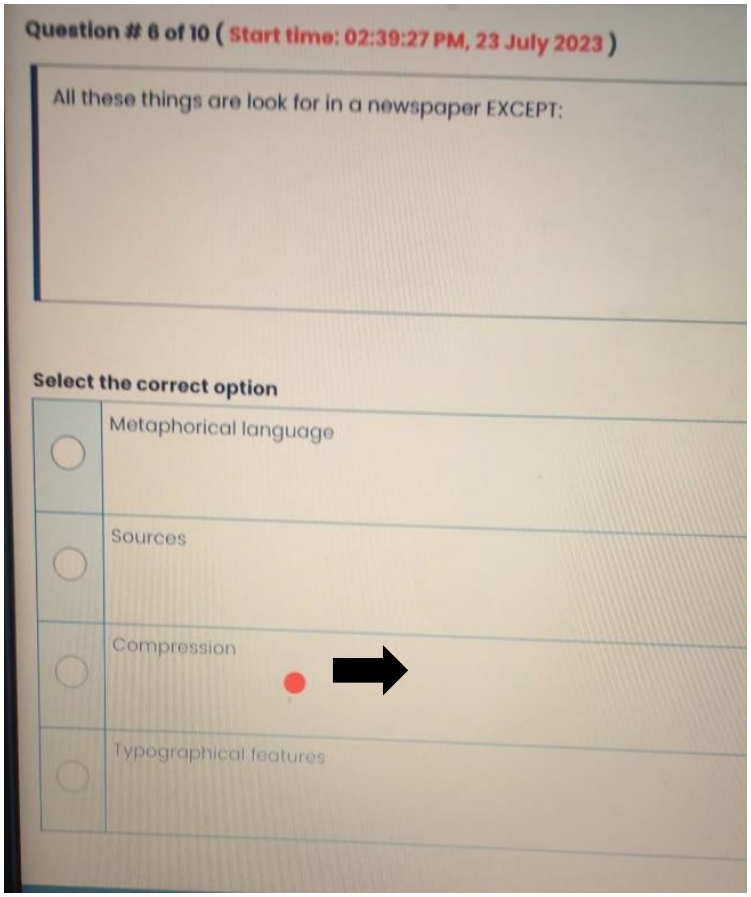

Question # 5 of 10 (Start time: 02:38:28 PM, 23 July 2023)
The article body paragraphs are called _____ because they explain facts and events, or certain points to the reade
Select the correct option
Expository
Narrative
None of the given options
Persuasive


vulms.vu.edu.pk/Quiz/QuizQuestion.aspx?ver=34322607-6492-4c0f-ab50-2b916bb1d3f4
Question # 7 of 10 (Start time: 02:40:48 PM, 23 July 2023)
When reader is looking up for a name in the phone book he/she moves his/her eye quickly over the page to find par
This statement explains which of the following method of educated reading?
Select the correct option
Scanning
Skimming
Informal speech
Detailed Reading


uestion # 8 of 10 (Start time: 02:41:34 PM, 23 July 2023)
An effective formula for editorial writing is SPECS. It stands for which of the following options?
Select the correct option
Statement, Posture, Evidence, Conclusions, Solutions
Society, Pertinent, Evidence, Confidence, Solutions
Section, Paragraph, Effective, Conclusions, Systematically
State, Position, Evidence, Conclusions, Solutions


Question # 9 of 10 (Start time: 02:42:38 PM, 23 July 2023)
_____is a great way to generate your own overview of the story you want to write.
Select the correct option
Storyboarding
Reading
Story mapping
Brainstorming


Question # 10 of 10 (Start time: 02:43:40 PM, 23 July 2023)
Which of the following is known as the 'ears' of page?
Select the correct option
Masthead
Lure
Date line
Pugs



Question # 1 of 10 (Start time: 01:57:44 PM, 23 July 2023)

Obituary is a part of newspaper which gives the:

Select the correct option

- List of people who recently admitted to hospital and operated.
- List of people who recently enrolled in university and passed semester.
- List of people who recently died, or death anniversaries.
- List of persons who recently got job and promoted

An effective formula for editorial writing is SPECS. It stands for which of the following options?

Select the correct option

- Statement, Posture, Evidence, Conclusions, Solutions
- State, Position, Evidence, Conclusions, Solutions
- Society, Pertinent, Evidence, Confidence, Solutions
- Section, Paragraph, Effective, Conclusions, Systematically

Question # 2 of 10 (Start time: 01:59:00 PM, 23 July 2023)

In writing analysis, when writer seeks to change people's attitudes and behaviors toward a particular _____.

Select the correct option

- Faucal Claims
- Closed Claims
- Policy Claims
- Value Claims

Which of the following feature tends to be from 1000-1500 words in length?

Select the correct option

- YPS
- YPP
- YRP
- YPR

When reader is looking up for a name in the phone book: he/she moves his/her eye quickly over the page to find
that are relevant to the task he/she is doing. This statement explains which of the following method of educated r

Select the correct option

- Detailed Reading
- Informal speech
- Skimming
- Scanning

Question # 6 of 10 (Start time: 02:02:55 PM, 23 July 2023)

How many main types of analytical writing in newspapers, editorials and opinion columns are there?

Select the correct option

- ◯ Four
- ◯ Three
- ◯ Two
- ◯ Five

The main difference between a column and news reports is that opinion columns are _____.

Select the correct option

- ◯ Subjective rather than objective
- ◯ All of the given options
- ◯ Compartive rather than non-compartive
- ◯ Objective rather than subjective

SQ3R stands for:

Select the correct option

- Survey, Question, Read, Recall and Review.
- Survey, Query, Read, Role and Research
- Survey, Query, Research, Reality and Reading
- Searching, Quality, Read, Recall and Random

'I've never seen an alien, so they must not exist' is an example of:

Select the correct option

- Appeal to authority
- Appeal to emotion
- Appeal to popular opinion
- Appeal to ignorance

Question # 10 of 10 (Start time: 02:06:02 PM, 23 July 2023)

Which of the following columns are often found on the page opposite the editorial page?

Select the correct option

- Gossip columns
- Humorous columns
- Personality dairy columns
- Opinion columns

MCM310 - Journalistic Writing (Quiz-4)

Question # 8 of 10 (Start time: 04:57:31 PM, 23 July 2023)

Obituary is a part of newspaper which gives the:

Select the correct option

- List of people who recently died, or death anniversaries.
- List of people who recently admitted to hospital and operated.
- List of people who recently enrolled in university and passed semester.
- List of persons who recently got job and promoted

MCM310 - Journalistic Writing (Quiz-4)

Question # 9 of 10 (Start time: 04:58:19 PM, 23 July 2023)

Detailed Reading means:

Select the correct option

- Extracting information accurately
- None of the given options
- Getting the gist of something
- Focusing specifically

MCM310 - Journalistic Writing (Quiz-4)

Question # 10 of 10 (Start time: 04:59:27 PM, 23 July 2023)

A small part of the page shaded in a different color is called as:

Select the correct option

- Box out
- By Line
- Credit
- Caption

Question # 1 of 10 (Start time: 05:00:54 PM, 23 July 2023)

In writing analysis, the statement "The Sunshine is Warm" corresponds to which one of the following types of claim?

Select the correct option

- Policy Claims
- Closed Claims
- Faucal Claims
- Value Claims

Question # 2 of 10 (Start time: 05:01:39 PM, 23 July 2023)

Which of the following feature tends to be from 1000-1500 words in length?

Select the correct option

- YPP
- YRP
- YPS
- YPR

Question # 3 of 10 (Start time: 05:02:11 PM, 23 July 2023) **Total Marks:** 1

In writing analysis, when writer seeks to change people's attitudes and behaviors toward a particular issue. This approach will be called _____.

Select the correct option

- Faucal Claims
- Closed Claims
- Value Claims
- Policy Claims

Question # 4 of 10 (Start time: 05:02:54 PM, 23 July 2023)

KISS stands for which of the following?

Select the correct option

- Keep it simple, stupid.
- Keep it small and sensitive.
- Keep it simple and smoky.
- Keep it simple and systematic.

Question # 5 of 10 (Start time: 05:03:50 PM, 23 July 2023)

According to _____, an editorial is an article in a publication expressing the opinion of its publishers or editors

Select the correct option

- ○ Longman dictionary
- ○ Webster's dictionary
- ○ Oxford dictionary
- ○ Cambridge dictionary

MCM310 - Journalistic Writing (Quiz-4)

Question # 4 of 10 (Start time: 05:02:54 PM, 23 July 2023)

KISS stands for which of the following?

Select the correct option

- ○ Keep it simple, stupid.
- ○ Keep it small and sensitive.
- ○ Keep it simple and smoky.
- ○ Keep it simple and systematic.

MCM310 - Journalistic Writing (Quiz-4) Quiz Start Time: 05:00

Question # 5 of 10 (Start time: 05:03:50 PM, 23 July 2023)

According to _____, an editorial is an article in a publication expressing the opinion of its publishers or editors

Select the correct option

- Longman dictionary
- Webster's dictionary
- Oxford dictionary
- Cambridge dictionary

uestion # 6 of 10 (Start time: 05:04:27 PM, 23 July 2023)

_____is a great way to generate your own overview of the story you want to write.

lect the correct option

- Storyboarding
- Story mapping
- Reading
- Brainstorming

Question # 7 of 10 (Start time: 05:05:33 PM, 23 July 2023)

Newspaper writing is not _____writing.

Select the correct option

○	Journalistic
○	Academic
○	Investigative
○	A & B both

uestion # 8 of 10 (Start time: 05:06:33 PM, 23 July 2023)

When reader reads every word and works to learn from the text, he is involved in the process of ___

elect the correct option

○	Skimming
○	Scanning
○	Impromptu speech
○	Detailed Reading

estion # 9 of 10 (Start time: 05:07:40 PM, 23 July 2023)

The article body paragraphs are called _____ because they explain facts and events, or certain points to the readers.

lect the correct option

- None of the given options
- Expository
- Persuasive
- Narrative

MCM310 – Journalistic Writing (Quiz-4)

Question # 10 of 10 (Start time: 05:08:30 PM, 23 July 2023)

Brites are type of:

Select the correct option

- Column
- Press Release
- Report
- Feature

Question # 1 of 10 (Start time: 05:12:13 PM, 23 July 2023)

How many main types of analytical writing in newspapers, editorials and opinion columns are there?

Select the correct option

- Four
- Five
- Two
- Three

Question # 3 of 10 (Start time: 05:14:05 PM, 23 July 2023)

A conclusion at the top is especially essential for which type of articles?

Select the correct option

- Inspirational articles
- Narrative articles
- Descriptive articles
- Informative articles

MCM310 - Journalistic Writing (Quiz-4)

Question # 4 of 10 (Start time: 05:15:09 PM, 23 July 2023)

Personal experience narratives are type of:

Select the correct option

- Press Release
- Report
- Feature
- Column

Question # 5 of 10 (Start time: 05:16:09 PM, 23 July 2023)

According to _____, an editorial is an article in a publication expressing the opinion of its publishers or editors.

Select the correct option

- Cambridge dictionary
- Oxford dictionary
- Longman dictionary
- Webster's dictionary

MCM310 - Journalistic Writing (Quiz-4)

Question # 6 of 10 (Start time: 05:17:01 PM, 23 July 2023)

My teacher says she's voting for the conservative candidate, so I will too. This statement is an example of:

Select the correct option

- Appeal to emotion
- Appeal to authority
- Appeal to popular opinion
- Appeal to ignorance

MCM310 - Journalistic Writing (Quiz-4)

Question # 4 of 10 (Start time: 05:15:09 PM, 23 July 2023)

Personal experience narratives are type of:

Select the correct option

- Press Release
- Report
- Feature
- Column

Question # 3 of 10 (Start time: 05:14:05 PM, 23 July 2023)

A conclusion at the top is especially essential for which type of articles?

Select the correct option

- Inspirational articles
- Narrative articles
- Descriptive articles
- Informative articles

My teacher says she's voting for the conservative candidate, so I will too. This statement is an example of:

Select the correct option

- Appeal to emotion
- Appeal to authority
- Appeal to popular opinion
- Appeal to ignorance

Question # 7 of 10 (Start time: 05:18:26 PM, 23 July 2023)

_____ Paragraphs begin with topic sentences that signal the beginning of a new thought.

Select the correct option

- Expository
- None of the given options
- Persuasive
- Narrative

MCM310 - Journalistic Writing (Quiz-4)

Question # 9 of 10 (Start time: 05:21:33 PM, 23 July 2023)

The newspapers can be divided into _____ general categories.

Select the correct option

- ○ Ten
- ○ Six
- ● Two
- ○ Seven

Question # 10 of 10 (Start time: 05:22:36 PM, 23 July 2023)

The use of SVO<24 in journalistic writing is also termed as _____.

Select the correct option

- ○ Right-branching sentence
- ○ Right-browsing source
- ○ Right-breeding sentence
- ○ Relay-between sentence

Question # 1 of 10 (Start time: 04:50:30 PM, 23 July 2023)

_____is a great way to generate your own overview of the story you want to write.

Select the correct option

- ◯ Story mapping
- ◯ Brainstorming
- ◯ Reading
- ◯ Storyboarding

Question # 2 of 10 (Start time: 04:51:30 PM, 23 July 2023) **Total M**

Which of the following is the largest of the various newspaper formats and is characterized by long vertical pages (typically 22 inches or more)?

Select the correct option

- ◯ Magazine
- ◯ Tabloid and broadsheet
- ◯ Tabloid
- ◯ Broadsheet

Question # 3 of 10 (Start time: 04:52:40 PM, 23 July 2023)

The main difference between a column and news reports is that opinion columns are _____.

Select the correct option

- Subjective rather than objective
- All of the given options
- Compartive rather than non-compartive
- Objective rather than subjective

Question # 4 of 10 (Start time: 04:53:22 PM, 23 July 2023)

Which of the following feature tends to be from 1000-1500 words in length?

Select the correct option

- YRP
- YPR
- YPS
- YPP

Question # 5 of 10 (Start time: 04:54:18 PM, 23 July 2023)

My car's battery must be alright even though the car won't start; the lights and the horn still work. This statement is an example of:

Select the correct option

- Value Claims
- Closed Claims
- Policy Claims
- Faucal Claims

Question # 6 of 10 (Start time: 04:55:26 PM, 23 July 2023) **Total Marks:**

The first broadsheet newspaper was the Dutch Courante uyt Italien, Duytslandt, &c. published in _____.

Select the correct option

- 1619
- 1618
- 1617
- 1616

Question # 7 of 10 (Start time: 04:56:05 PM, 23 July 2023)

A _____is the main story on the front page, usually a splash.

Select the correct option

○	Mast head
○	Pugs
○	Lure
○	Lead story