

1

According to Chapter 2, what is the most accurate way to think of writing for broadcast or spoken word?

<https://selldocx.com/products>

[/test-bank-convergent-journalism-an-introduction-2e-filak](#)

- (A) It's like making a formal speech to a big crowd
- (B) You're just telling people about your story
- (C) There is no difference between print and broadcast writing
- (D) All of the above

Answer:

(B) You're just telling people about your story

2

Chapter 2 suggests that you put notes, press releases, and wire copy aside before writing. Why is this a good idea?

Answer:

3

List three similarities between print and spoken-word writing and three differences. Discuss why these similarities and differences exist and consider how they might affect a reporter working across media platforms.

Answer:

4

Chapter 2 includes stories of Caitlin, who landed a job in TV after setting her sights on print journalism, and Stephen Dubner, a best-selling author and print journalist who also works in radio, TV, and podcasts. How it is possible for these and many other journalists to cross platforms so comfortably? Consider how the skills of print journalism might help in spoken-word media and vice versa.

Answer:

5

Why is it worthwhile for a broadcast journalist to learn AP style?

- (A) The AP Stylebook is used in broadcasting the same way it is in print
- (B) The AP Stylebook tells broadcasters when it is OK to abbreviate job titles
- (C) TV news anchors prefer AP style in teleprompts
- (D) Many TV reporters and producers use AP style to write web versions of their stories

Answer:

(D) Many TV reporters and producers use AP style to write web versions of their stories

6

What is the most common and preferred sentence structure for spoken-

word writing?

- (A) Subject, verb, predicate
- (B) Dependent clause, subject, verb
- (C) Subject, prepositional phrase, verb
- (D) Predicate, verb, subject

Answer:

(A) Subject, verb, predicate

7

What best describes ""Freakonomics"" author Stephen Dubner's experience with convergence?

- (A) He was exclusively a print journalist but had to learn broadcasting after leaving the New York Times
- (B) Some of his work is in electronic media, but he relies on others to handle the production of this work
- (C) He has worked across media platforms since college
- (D) He only works in radio and newspapers, not the web or social media

Answer:

(C) He has worked across media platforms since college

8

What does the chapter say is a good way to approach writing?

- (A) Figure out the most beautiful or impressive way to express a thought
- (B) Say it; write it; say it again
- (C) Use a style that is approximately 30 years older than your average viewer
- (D) Use a style that is 10 years older than your average viewer

Answer:

(B) Say it; write it; say it again

9

What is the traditional broadcast writing rule for symbols and abbreviations?

Answer:

Generally write the exact word
(A) you intend to say – such as
“dollars” instead of “\$”

(B) Abbreviate state names

(A Generally write the exact word you intend to say – such as “dollars” instead
) of “\$”

(C) Abbreviate politicians’ titles

(D
) All of the above

10

What is the traditional broadcast writing rule for numbers?

(A) Never use them

Avoid if possible, and round off
(B) big numbers in most cases if
you must use them

Answer:

(A
) Never use them

(C) Write all numbers as words

(D Write all numbers as figures
) (not words)

11

Why is it preferable to keep sentences short when writing for spoken word?

(A) They’re easier for the viewer or
listener to understand.

(B) They’re easier to say the
sentence in one breath.

Answer:

(D
) All of the above

(C) They’re easier to say without
tripping over your words

(D
) All of the above

12

The chapter starts with a story about a student who thought she wanted to work in print journalism but ended up in TV. What did she say about her job?

It allowed her to quit writing,
(A) which was good because she
was tired of writing

Answer:

(D Producing TV newscasts is very much like what she did editing her student
) paper

It was completely different
(B) from print journalism, which
she found refreshing

(C) There were some similarities to

print journalism, but only during the morning meeting

- (D) Producing TV newscasts is very much like what she did editing her student paper

13

Which of the following best describes the use of punctuation in broadcast writing?

- (A) Use proper punctuation most of the time, but it's OK to use unnecessary commas, ellipses, and dashes to denote pauses

- (B) Broadcasters never use commas but use semicolons frequently instead of periods

- (C) Never use dashes or ellipses because they are confusing, and never hyphenate compound modifiers

- (D) None of the above

Answer:

(A Use proper punctuation most of the time, but it's OK to use unnecessary) commas, ellipses, and dashes to denote pauses

14

A rule of thumb in print journalism is, "Said is a good word." This is because other words like "stated" and "claimed" have connotations not always appropriate to the story. Which of the following best describes how this rule relates to broadcasting?

- (A) It does not apply at all

- (B) It applies, but only when reporting on political stories

- (C) The rule is the same, but broadcasters use the present tense "says" instead of "said"

- (D) There is no attribution in broadcasting

Answer:

(C The rule is the same, but broadcasters use the present tense "says" instead) of "said"

15

Many print and broadcast writers (including Stephen Dubner) agree that the best way to proofread is...

- (A) Quickly

- (B) Out loud

- (C) In a whisper

Answer:

(B) Out loud

- (D) If you're a good enough writer,
proofreading shouldn't be
necessary

16

Which rule does NOT apply in both print and spoken-word writing?

- (A) Keep sentences short,
generally one fact per sentence
- (B) Use the simplest word to
express the thought
- (C) Active voice is generally better
than passive
- (D) Avoid repeated words and
phrases

Answer:

- (A) Keep sentences short, generally one fact per sentence

17

Which would be the best way to write someone's name and title for spoken word?

- (A) Joe Jones, director of
admissions, says he loves his
job
- (B) Joe Jones says he loves his job
and is director of admissions
- (C) As director of admissions, Joe
Jones says he loves his job
- (D) Admissions Director Joe Jones
says he loves his job

Answer:

- (D) Admissions Director Joe Jones says he loves his job

18

What did George Orwell say about writing?

- (A) It's important to use the most
impressive words you can think
of at all times
- (B) Never use contractions
- (C) Never use a long word when a
short one will do
- (D) The only worthwhile writing
deals with government and
politics

Answer:

- (C) Never use a long word when a short one will do

19

The author of Chapter 2 says writing for spoken word isn't really writing.

What does he mean by that? How might it help your writing to think of it as the author does?

Answer: