

1. What is the primary function of journalism as considered in the context of the Fourth Estate?

- a. Entertainment
- b. Information
- c. Advertisement
- d. Opinion

2. Yellow journalism is characterized by unbiased reporting and fact-checking.

- a. True
- b. False

3. Match the following news types with their characteristics:

- i. Hard News
- ii. Soft News
- iii. Investigative News

Characteristics:

- a. Immediate and time-sensitive
- b. Human-interest focus
- c. In-depth research and analysis

4. _____ is a form of journalism where ordinary individuals contribute news and information.

5. Select all the elements of news:

- a. Timeliness
- b. Sensationalism
- c. Proximity
- d. Objectivity

6. Byline in a news article typically includes the name of the publication.

- a. True
- b. False

7. Match the news source attribute with its description:

- i. Attribution
- ii. Quotations
- iii. By Line

Descriptions:

- a. Giving credit to the author
- b. Providing evidence or support for a statement
- c. Identifying the origin of information

8. What distinguishes investigative news from other types of news reporting?

- a. Focus on current events
- b. In-depth research and analysis
- c. Human-interest stories
- d. Light and entertaining content

9. The structure of a news article typically includes the _____, lead, and body.

10. Which are considered types of headlines?

- a. Descriptive
- b. Question
- c. Objective
- d. Feature-oriented

Short Answer:

- 11. Explain the concept of citizen journalism and its impact on traditional journalism practices.**
- 12. Discuss the roles and responsibilities of a news editor, sub-editor, and chief sub-editor in a newsroom.**
- 13. Provide an example of a historical event where yellow journalism played a significant role. Analyze the impact it had on public perception.**
- 14. Do you think the advent of electronic editing has had more positive or negative effects on the editing process in journalism? Justify your answer.**
- 15. Imagine you are a journalist covering a breaking news story. Describe the elements you would prioritize in your news report to make it engaging and informative.**
- 16. In your opinion, what are the ethical considerations journalists should keep in mind when reporting on sensitive issues? Provide examples to support your views.**

- 17. Reflect on the importance of editorial writing in journalism. How does it contribute to the overall impact of a publication?**
- 18. Compare and contrast the structure and style of news writing for newspapers, magazines, and news agencies.**