

**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**DEPT. OF COMM. STUDIES - 2021/22 ACADEMIC YEAR: SEMESTER TWO**  
**END-OF-FIRST SEMESTER EXAM**  
**BACS 207: Intro. to Print Media Cr. Hours: 3 Time Allowed: 2 Hours**

**SECTION A – Answer all questions in this Section for 30 marks.**

1. A concept that deals with best practices as well as things that deal with right and wrong conducts or individuals or a profession is \_\_\_\_\_
  - A) Ethics
  - B) Journalism
  - C) Media standards
  - D) Morality
  
2. The platform for public participation in the governance of a country is provided by a profession known as \_\_\_\_\_
  - A) Media officials
  - B) News casters
  - C) Reporters
  - D) Journalists
  
3. An individual who is interviewed for information about an incident which took place in his/her presence is referred to as an \_\_\_\_\_
  - A) Eye witnessing
  - B) Interviewee
  - C) Eye witness
  - D) Interviewer
  
4. As far as the Ethics of Journalism is concerned, news and \_\_\_\_\_ should not be mixed in newspaper publication of information
  - A) Media
  - B) Opinion
  - C) Reporting
  - D) Biases

5. An attempt by a journalist to tamper with the senses of an individual in a news story is a breach to the person's \_\_\_\_\_
- A) Right to Intelligence
  - B) Right to Opinion
  - C) Right to privacy
  - D) Right to information
6. If a newspaper publication turns out to be falsehood against an individual, the newspaper is required to publish a \_\_\_\_\_
- A) Injunction
  - B) Apology
  - C) Disclaimer
  - D) Rejoinder
7. The act of a reporter receiving a favour from an individual for the publication of a news story to the latter's credit and against his/her office is known as \_\_\_\_\_
- A) Conflict of Interest
  - B) Conflict of Information
  - C) Bias to story
  - D) Favouritism
8. The art of gathering, assessing, analyzing and presenting news in a newspaper is known as \_\_\_\_\_
- A) News reporting
  - B) Journalism
  - C) Understand information
  - D) Obtain understanding of a story
9. Newspaper publications that appeal to the emotions of people or has a special appeal to them are referred to as \_\_\_\_\_ stories
- A) Diary
  - B) Investigative
  - C) Narrative
  - D) Human Interest

10. When Julius set out to dig up the huge embezzlement of funds by CEO of Trade Investment Company, he was engaged in \_\_\_\_\_ Journalism
- A) Witch hunting
  - B) Development
  - C) Investigative
  - D) Narrative
11. In an attempt to convey the facts of an issue or event experienced through a medium to the audience, Tamia was \_\_\_\_\_ news
- A) Reporting
  - B) Investigating
  - C) Promoting information
  - D) Obtaining a story
12. Peer-reviewed articles that are written by academics or professionals in a particular field are usually published in a \_\_\_\_\_
- A) Scholarly journal
  - B) Newspaper
  - C) Magazine
  - D) Flyer
13. The first newspaper of the Gold Coast was published by an European known as \_\_\_\_\_
- A) Sir Charles Bannerman
  - B) Governor Gen. Sir Charles McCarthy
  - C) Dr. Kwame Nkrumah
  - D) Sir John Tsiboe
14. Apart from seeking improved conditions, the anti-colonial protests in the Gold Coast was mainly to gain \_\_\_\_\_
- A) Independent pluralism
  - B) Political satisfaction
  - C) Self-governances
  - D) Political autonomy

15. Freedom and independence are guaranteed in \_\_\_\_\_ of the 1992 Constitution

- A) Article 162, Chapter 12
- B) Article 12, Chapter 162
- C) Chapter 12, Article 167
- D) Chapter 12, Article 162

16. The import of verification is to \_\_\_\_\_

- A) Avoid mistakes and ensure accuracy of data
- B) Ensure truth in a story
- C) Avoid story biases
- D) Promote media credibility

17. When a particular paragraph of a news story carries the gist of that story, it is said to be the \_\_\_\_\_

- A) Identification Lead
- B) Delayed Blind Lead
- C) Summary Lead
- D) Inverted Lead

18. An interview is conducted with the view to \_\_\_\_\_

- A) Elicit information
- B) Seek a candid opinion
- C) Understand information
- D) Obtain understanding of a story

19. The structure of a basic news story is made up of the \_\_\_\_\_

- A) Summary lead, development and conclusion
- B) Inverted lead and development
- C) Summary lead and blind development
- D) Summary lead and development

20. A format in which facts are presented in a descending order according to important details is known as an \_\_\_\_\_

- A) Summary lead
- B) Inverted lead
- C) Inverted Pyramid
- D) Summary pyramid

21. It is very important to interview prominent people because \_\_\_\_\_

- A) They are rich and famous
- B) They command respect in society
- C) They are famous and intelligent
- D) They have the power of influence and make things happen

22. When J. A. Kufour assumed presidency in 2000, he advocated \_\_\_\_\_

- A) Political Freedom, Pluralism and Free Media
- B) Free Expression, Censorship and Independent Media
- C) Media Independence, Free Expression and Political Pluralism
- D) Media libertarianism and Political Freedom

23. Confusion, conflicts, wars and murder can happen in a country if journalists \_\_\_\_\_

- A) Become biased in a story
- B) Publish one source stories
- C) Put themselves in a story
- D) Behave irresponsibly

24. A reader may reject a certain story or a newspaper on grounds of \_\_\_\_\_

- A) Special choice
- B) Matters of taste
- C) General Interest
- D) Emotions



25. When multiple sources are used in developing a news story, it makes the story \_\_\_\_\_

- A) Standard
- B) Credible
- C) Informative
- D) Verifiable

**ANSWER: B**

26. When a particular paragraph of a news story carries the gist of that story, it is said to be the \_\_\_\_\_

- A) Summary Event
- B) Inverted Pyramid
- C) Blind Lead
- D) Summary Lead

27. A reporter is the eyes and ears of a print media company means \_\_\_\_\_

- A) That it is a spectacle won by the company
- B) That it represents the company at all gatherings
- C) That the company cannot see the world without a reporter
- D) That as a representative, a reporter goes out to gather information for publication

28. The purpose of journalism is to provide information to the public for them to be able to take \_\_\_\_\_

- A) Preferred Decisions
- B) Identify the right goals
- C) Educative Plans
- D) Informed Decisions

29. An incident that has to be covered quickly without any preparation is referred to as \_\_\_\_\_

- A) Human Interest News
- B) Diary News
- C) Breaking News
- D) Unplanned News

30. When the name of a prominent person is mentioned in the first paragraph of a news story and his/her title is mentioned in the second paragraph, \_\_\_\_\_

- A) A Summary Lead has been used
- B) A Blind Lead has been used
- C) A Leading Summary has been used
- D) A Delayed-Identification Lead has been used

**SECTION B – Answer question 1(Compulsory)and any other question of your choice.**

**Each question carries 20 Marks**

1. Your Editor has just called and informed you as soon as you got to the office, Monday morning to go to Atwima Kasapreko in the Bono East Region to cover the collapse of a 110 Storey hotel building complex. Develop a 500-word news story for publication, taking note of the inverted pyramid structure presentation format and the guidelines for writing news stories. **[20 Marks]**
  
2. Write illustrated brief explanations of the following concepts and terms:
  - a) Revising and Editing
  
  - b) Verification
  
  - c) Timeliness
  
  - d) Fair Play **[20 Marks]**
  
3. Appraise four (4) roles of the media, especially the print industry in the development of Ghana. An illustration of the identified roles would be an advantage. **[20 Marks]**
  
4. Identify and practically discuss any four (4) ethical considerations that govern Print Media practice. **[20 Marks]**
  
5. With practical illustrations, discuss the criteria which you would adopt to select news for publication in an identified channel or newspaper. **[20 Marks]**
  
6. Discuss five (5) reporting skills of a reporter required in the execution of news gathering and reporting. **[20 Marks]**

***Examiner: Francis Edjah***