

Essential Questions

Be prepared to discuss the following questions:

1. How has technology changed journalism for the better?
2. How do you decide which form the story will take?
3. What is the inverted pyramid?
4. What is alternative copy, and how should it be used?
5. What is the difference between straight news and news feature?

End of Chapter Quiz I

1. Be prepared to discuss how the internet in general and social media in particular have changed and continue to change scholastic journalism. p. 31-32
2. List three ways to build an effective beat system. p. 39
3. In assessing your own reporting and writing, what are the questions you should ask yourself? p. 33
4. Explain why curiosity is an essential personality trait for journalists? p. 32
5. Explain what it means to “write to your medium.” p. 40
6. Which statement is NOT TRUE? d (p. 32)
 - a. Generally, these cliché leads crop up when the reporter has done little or no reporting.
 - b. A dictionary definition lead rarely if ever works.
 - c. As a general rule in attribution, place nouns in front of verbs.
 - d. In broadcast, it’s OK to chit-chat with listeners.
7. News is often hidden in the most obvious of places. List five of them.
8. According to the author, which attribution arrangement is preferred.
 - a. “Mrs. Jones was a special part of the school for many years, and we will miss her dearly,” Principal Dan Fletcher said.
 - b. “Mrs. Jones was a special part of the school for many years, and we will miss her dearly,” said Dan Fletcher, Principal.
 - c. “Mrs. Jones was a special part of the school for many years, and we will miss her dearly,” said Principal Dan Fletcher.
 - d. “Mrs. Jones,” said Dan Fletcher, principal, “was a special part of the school for many years, and we will miss her dearly”.