

Digital Communications Sample Technical Skills Assessment Questions

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1.1

1. What is the difference between ethics and legal consequences?
 - a. Ethical consequences are more society based where legal is determined by law.
 - b. Ethical consequences are more determined by self and legal is determined by law.
 - c. Ethical consequences are more determined by society and legal is determined by self.
 - d. Ethical and legal consequences are the same and determined by the law.

1.10

2. What is soft news?
 - a. factual, detailed research
 - b. personal bias and opinions
 - c. entertaining and interesting
 - d. relates to society
3. What is hard news?
 - a. entertaining and interesting
 - b. factual, detailed research
 - c. personal bias and opinions
 - d. relates to society
4. Which of the following is libel?
 - a. when you write on one specific person
 - b. when you try to slander someone's reputation
 - c. when you knowingly plagiarize ideas
 - d. when you include offensive writing
5. Why is it important to pull direct quotes from someone else?
 - a. fills the page requirement easily
 - b. shows unbiased in the article
 - c. makes sure people speak to you
 - d. quotations are not necessary

2.4

6. Which scenario do you NOT have to give credit?
 - a. when using facts, statistics and graphs which are not common knowledge
 - b. when you paraphrase another person's spoken words
 - c. when using someone else's ideas, opinions and theories
 - d. when you are using personal ideas and opinions

2.6

7. Which of the following is the definition of copyright?
 - a. the exclusive right to a printed, audio or video piece
 - b. you asked permission to use someone else's work
 - c. when you copy and paste research from the internet
 - d. intellectual licenses for one's own thoughts and ideas

8. Which of the following is the definition of plagiarism?
 - a. when you co-write an article with someone else and dual submit it
 - b. when your editor gives you a lead on a story
 - c. the process of copying another person's work and claiming it as your own
 - d. when you use word for word interview quotations from a reliable source
9. Which of the following is the definition of public domain?
 - a. the information is not patented and is freely available
 - b. when you asked permission to use someone else's work
 - c. when you copy and paste research from the internet
 - d. intellectual licenses for one's own thoughts and ideas

3.2

10. Which is NOT an appropriate way to collect information?
 - a. one on one Interviews
 - b. polls and surveys
 - c. write on personal experience
 - d. identifying target audience

5.1

11. What is the first thing you need to do before writing an article in Adobe InDesign?
 - a. format the page out for what you want then add text and images
 - b. add all of the pictures in first and fill in text where you can
 - c. choose your color pattern to make it visually appealing
 - d. copy and paste from a word document and adjust from there
12. How should you title an article in your computer file?
 - a. label it the title of the article
 - b. keyword or two then add the date of creation
 - c. always put your name first before keywords
 - d. label it something fun so you remember it

5.2

13. What button should be used in Adobe InDesign when you want to resize a photo but don't want to blur the image?
 - a. Alt
 - b. Home prl sc
 - c. Shift
 - d. Ctrl

5.3

14. What must remain consistent during the entire article process from pitch to publication?
 - a. The title of your article should be the same for programming consistency.
 - b. Your opinion must remain the same for consistency in the article.
 - c. Your pictures should remain the same for entertainment reliability.
 - d. You should recycle all of your interview questions with each article.
15. Which of the following is the correct article title from the list below?
 - a. Community-01-01141991-PecanFestival
 - b. PecanFestival-01-01141991-Community
 - c. 01-Community-PecanFestival-01141991
 - d. 01141991-01-Community-PecanFestival

16. What are the steps to importing an image using Adobe InDesign?
- file-place-image
 - copy & paste
 - drag from Google Drive
 - import using Twixl

5.5

17. How do you export your completed Adobe InDesign article for publication?
- You export the article through Twixl then save on InDesign.
 - You save the article to True Edit then copy and paste into Twixl.
 - You save the article to True Edit then export using Twixl.
 - You save it to your computer file then export it with True Edit.

5.8

18. Why is it important to keep the same password on all of your devices?
- so it is easy to remember
 - NEVER repeat passwords for security purposes
 - it is required by law that you are consistent
 - so you can share the code with friends for easier collaboration

6.2

19. What is RAW footage when using a camera?
- it has several filters to emphasize the image
 - it has zero filters to take the image realistically
 - it can help with editing in the long run
 - it is a photo shopped image used during publication

6.3

20. What is the EASIET way to transfer an image from a camera to the computer?
- use the USB drive
 - upload the image to Google and grab from there
 - plug the camera into the computer
 - print the image then scan

7.1

21. You have been tasked to cover the varsity football game for the newspaper's Homecoming article. Which of the following equipment should you bring?
- a camera to capture pictures and notes from a previous interview
 - a pad and paper to interview the players during the game
 - a video camera and a tape recorder to have with me in the stands
 - a camera notepad to write down my thoughts and capture personal reactions
22. When is an appropriate time to interview the school principal for an article?
- in the middle of the day so you know they are there
 - over email so you do not have to take notes
 - over the phone to make sure they are not lying
 - in a scheduled meeting at their convenience

7.12

23. What should you NEVER do to your camera lens?
- manual zoom
 - clean it
 - use lens drapes
 - add color covers

8.1

24. What are you doing when you pitch an idea for a news article?
 - a. when you are turning in a completed article for review
 - b. when you are giving multiple vague ideas to your editor for a decision
 - c. when you are officially introducing one detailed idea
 - d. when the paper is published and you are asked to write a review
25. What is NOT something you need to elaborate on during a pitch?
 - a. why this is beneficially for you, family or friends
 - b. important information on the angle of the story
 - c. the audience/reader interest in the article
 - d. unique concepts and angles you can bring to the story
26. How long should a pitch be?
 - a. 5-6 minutes
 - b. 30-45 seconds
 - c. 75-90 seconds
 - d. 1-2 minutes
27. When are pitches NORMALLY made?
 - a. in a staff meeting
 - b. through email
 - c. one on one with the editor
 - d. pitches are made alone
28. What should you bring with you in an interview?
 - a. a concrete opinion on the topic
 - b. a second journalist to keep the interview honest
 - c. a video camera to capture the interviewer's reactions
 - d. a set of prepared questions with personal research
29. What is an open-ended question?
 - a. when the answer is either yes or no
 - b. a double-barreled question
 - c. a question they may choose not to answer
 - d. a question they have to elaborate on
30. In an interview, what should a journalist pay attention to?
 - a. what is going on around them
 - b. body language and emotional responses
 - c. how they are going to respond to each question themselves
 - d. to find a way for the answers to come out the way they want
31. Why is eye contact so important?
 - a. so you do not fall asleep
 - b. it shows you are honest and reliable
 - c. to show you care about the story
 - d. so you can tell if they are lying
32. What is the best way to remember what happens in an interview?
 - a. take notes and tape record to listen to later
 - b. video tape the whole thing to watch later
 - c. take as many notes as you can to remember everything
 - d. simply listen, your attention is more important

33. Which is NOT one of the 4 W's?
- a. will
 - b. who
 - c. what
 - d. when

8.2

34. What does it mean to be biased?
- a. to showcase multiple points of view
 - b. to simply state the facts and nothing else
 - c. to flip flop during the article to show both sides
 - d. to be one sided and not showcase the other
35. What is a lead?
- a. the overall purpose of the article
 - b. the last sentence in the article
 - c. something to grab the reader's attention
 - d. the initial pitch of the idea
36. What is an example of a "who"?
- a. "Senator John McCain's fact-finding trip offered an opportunity to signal his support of Israel to Jewish and evangelical Christian voters back home."
 - b. "Troop levels in Iraq would remain nearly the same through 2008 as they have been through most of the war, senior officials said."
 - c. "South Africa is trying to balance the liberty of patients with tuberculosis against the need to protect society."
 - d. "When football coaches gather to talk about the team these days, their cocktail of choice may be Maalox. They worry as they debate how to fire up a team that hasn't won a game in three years."
37. What is an example of a "what"?
- a. "Senator John McCain's fact-finding trip offered an opportunity to signal his support of Israel to Jewish and evangelical Christian voters back home."
 - b. "Troop levels in Iraq would remain nearly the same through 2008 as they have been through most of the war, senior officials said."
 - c. "South Africa is trying to balance the liberty of patients with tuberculosis against the need to protect society."
 - d. "When football coaches gather to talk about the team these days, their cocktail of choice may be Maalox. They worry as they debate how to fire up a team that hasn't won a game in three years."
38. What is an example of a "when"?
- a. "Senator John McCain's fact-finding trip offered an opportunity to signal his support of Israel to Jewish and evangelical Christian voters back home."
 - b. "Troop levels in Iraq would remain nearly the same through 2008 as they have been through most of the war, senior officials said."
 - c. "South Africa is trying to balance the liberty of patients with tuberculosis against the need to protect society."
 - d. "When football coaches gather to talk about the team these days, their cocktail of choice may be Maalox. They worry as they debate how to fire up a team that hasn't won a game in three years."

39. What is an example of a “where”?
- “Senator John McCain’s fact-finding trip offered an opportunity to signal his support of Israel to Jewish and evangelical Christian voters back home.”
 - “Troop levels in Iraq would remain nearly the same through 2008 as they have been through most of the war, senior officials said.”
 - “South Africa is trying to balance the liberty of patients with tuberculosis against the need to protect society.”
 - “When football coaches gather to talk about the team these days, their cocktail of choice may be Maalox. They worry as they debate how to fire up a team that hasn’t won a game in three years.”
40. What is a feature lead?
- It is something more entertaining.
 - It is an extension from the original article.
 - It is on someone you personally know.
 - It is an article written on location.
41. Feature leads include all of the following EXCEPT which of the following?
- similes
 - puns
 - contrast
 - allusion
42. What is a contrast lead?
- when you give both sides of the story
 - when you begin the story strong then lessen the intensity
 - when the article compares two extremes
 - when you start off soft then build intensity
43. What is a pun lead?
- when you use a play on words
 - when you introduce the main sources
 - when you pull a direct quote
 - when you reveal your opinion
44. What is a staccato lead?
- uses event to represent universal experience
 - copies well-known proverb, quotation, or phrase
 - jerky, exciting phrases used if facts justify it
 - begins with uncommon or odd statement
45. What is a Miscellaneous Freak Lead?
- blunt, explosive word to summarize article
 - begin with uncommon or odd statement
 - detailed description of an event
 - uses event to represent universal experience

8.3

46. What is important when writing a headline?
- it should grab the reader’s attention
 - it needs to be only 1-2 words
 - it should be vague and mysterious
 - you should NEVER write a headline

8.6

47. What should you NEVER do in your articles' conclusion?
- entertain your reader
 - add solutions to the problem stated
 - sum up the article as a whole
 - leave the reader with questions
48. What is NOT a good practice when writing an article?
- write warm up paragraphs to stay entertaining
 - the article needs to build on the previous idea
 - grab the reader's attention
 - give hard facts to entertain the reader

8.8

49. What is an editorial?
- a research piece where multiple opinions are shown
 - an article based on one's opinion
 - a historical article written on a past topic with no opinion stated
 - a fictional piece of writing to entertain the reader
50. Which of the following does an editorial NOT need?
- interpretation
 - criticism
 - pessimism
 - persuasion
51. Which is NOT a part of an editorial outline?
- introduction
 - conclusion
 - solution
 - work cited
52. When should you reveal your strongest argument in an editorial?
- in the introduction
 - at the end of the article
 - throughout the article
 - never state your opinion

9.1

53. What is NOT one of the responsibilities of a news editor?
- to interview potential leads for the journalists beneath them
 - to fact check the journalists' information before publishing
 - to review an article and make corrections for revisions
 - to think big picture and bounce ideas off one another
54. What is NOT one of the editing steps in Stage 2?
- write revisions in the margins
 - fine-toothed comb sweep
 - asking big picture questions
 - fact checking the information
55. What question needs to be answered during fact checking?
- Are all of the dates and locations correct?
 - Are there any typos in the article?
 - Does the article answer the overall purpose?
 - Is the headline aesthetically pleasing?

10.1

56. Once an issue is published, what is the next step?
- a. start the next pitch
 - b. advertise the new issue
 - c. take photos to add to the story
 - d. write a reflection on the process