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## JOURNALISM

### Overview

This event recognizes FBLA members who demonstrate knowledge of the basic principles of journalism.

This is an individual objective test.

### Competencies and Task Lists

<http://www.fbla-pbl.org/competitive-event/journalism/>

### Website Resources

- Society of Professional Journalists  
<https://www.spj.org/students.asp>
- American Press Institute  
<https://www.americanpressinstitute.org/youth-news-literacy/resources/student-journalism-resources/>
- Association for Education in Journalism and Mass Communication  
<http://www.aejmc.org/home/resources/teaching-resources/>

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## JOURNALISM SAMPLE QUESTIONS

- 1) How many daily newspapers are there in the United States as of 2014?  
A) 984.  
B) 2,463.  
C) 1,331.  
D) 4,795.

**Competency:** Economics of Journalism

- 2) All of the following are ways cable companies get funding to operate their businesses EXCEPT:  
A) Local ads  
B) Royalties  
C) Cable Service to your TV  
D) Set top boxes you rent for your TV

**Competency:** Economics of Journalism

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- 3) High capital costs, declining revenues, and tighter margins have particularly impacted all of the following EXCEPT:
- A) Radio
  - B) TV
  - C) Newspapers
  - D) Internet and social media

**Competency:** Economics of Journalism

- 4) A disadvantage of utilizing social media for advertisers is:
- A) Social Media promotes interactive exchange with customers allowing immediate feedback
  - B) Social Media is direct and real-time
  - C) Social Media fosters real connections with audiences and that is expensive to serve
  - D) New social media options emerge constantly and it can be challenging to master and maintain them all

**Competency:** Economics of Journalism

- 5) Which of the following is NOT one of the six media conglomerates?
- A) Disney
  - B) Time Warner
  - C) Gannet
  - D) GE

**Competency:** Economics of Journalism

- 6) Which of the following is NOT considered a wire service?
- A) Reuters.
  - B) Agence France-Presse
  - C) The Guardian.
  - D) The Associated Press.

**Competency:** Economics of Journalism

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- 7) Before the Internet, newspapers were an extremely profitable way to distribute news for all of the following reasons EXCEPT:
- A) Once a newspaper established a distribution network it was relatively easy to gain a local monopoly
  - B) Newspapers could cut the size of the newspaper very easily if there wasn't much news or ads to include
  - C) The marginal costs of including classified ads was low because fixed distribution costs were set
  - D) The additional costs to include retail advertising was low because fixed distribution costs were set

**Competency:** Economics of Journalism

- 8) All of the following are benefits of digital distribution of media EXCEPT:
- A) Copyright protections are increased
  - B) Redistributed profits
  - C) Lower coordination costs
  - D) Lower distribution costs

**Competency:** Economics of Journalism

- 9) During an interview, why is it important to shield your notebook?
- A) To cover up your messy handwriting
  - B) Keeps your subject on their toes
  - C) Provides a better avenue for eye contact
  - D) So you can write whatever you want

**Competency:** Grammar and Format

- 10) What can you write in an opinion article that you can't write in a news article?
- A) Facts.
  - B) Quotes.
  - C) Personal views.
  - D) Anonymous quotes.

**Competency:** Grammar and Format

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11) Based on the AP Stylebook, which of the following is NOT acceptable when referencing the July 4th holiday?

- A) july fourth
- B) Fourth of July
- C) Independence Day
- D) July Fourth

**Competency:** Grammar and Format

12) What does LCD stand for?

- A) Liquid Crystal Display
- B) Lights, Camera, Direction
- C) Lights, Camera, Definition
- D) Liquid Crystal Definition

**Competency:** Grammar and Format

13) What is the difference between an editorial and an opinion article?

- A) An opinion is written by one person representing their point of view. An editorial is written by at least three people and can be their joint opinion or the opinion of the newspaper.
- B) An editorial is written by one person, but it is considered the opinion of the newspaper. An opinion article is written by one person, but it is not the opinion of the newspaper.
- C) There is no difference between an editorial and an opinion article.
- D) An opinion is written by one person, but is considered the opinion of the newspaper. An editorial is an article written by one person, but, is not the opinion of the newspaper.

**Competency:** Grammar and Format

14) Based on the AP Stylebook, which of the following is incorrect:

- A) child care
- B) in home care
- C) day care
- D) healthcare

**Competency:** Grammar and Format

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- 15) "Gobbledeygook" in journalism is language which sounds as if it makes sense but is either meaningless or confusing to the listener/reader is an extreme form of:
- A) jargon
  - B) jingle
  - C) gutter journalism
  - D) kerning

**Competency:** Grammar and Format

- 16) If you have works available that are NOT restricted by copyright and do NOT require a license or fee to use those are called what?
- A) Freeshare
  - B) Open Source
  - C) Public Domain
  - D) Free

**Competency:** Law and Ethics

- 17) The FCC regulates the electromagnetic spectrum over which media send signals across the airwaves. Which argument best describes the need for this?
- A) The "First Amendment argument" because the government must regulate free speech
  - B) The "profanity and indecency argument" because children can access these signals
  - C) The "limited spectrum argument" because there is not enough space for everyone to broadcast
  - D) The "station control argument" because it's not in the best interest of a single corporation or country to own all the broadcast spectrum

**Competency:** Law and Ethics

- 18) Information shared by a source that is uncertain or known to them to be untrue is known as:
- A) misinformation and propaganda
  - B) self-incrimination
  - C) espionage
  - D) fabricated source

**Competency:** Law and Ethics

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- 19) The adviser to a student-published newspaper copies several articles from national magazines to show student reporters examples of excellent journalism. According to copyright law, the adviser does NOT need to obtain permission to copy the articles because:
- A) Nonprofit organizations do not have to obtain permission to use copyrighted material.
  - B) Magazine articles generally cannot be copyrighted.
  - C) The wide circulation of the articles makes them part of the public domain.
  - D) This use of copyrighted material falls under the fair use doctrine.

**Competency:** Law and Ethics

- 20) Which organization provides journalists with a Code of Ethics they must adhere to?
- A) Associated Press
  - B) Society of Professional Journalists
  - C) New York Times
  - D) Washington Post

**Competency:** Law and Ethics

- 21) When a source is "on the record," what does that mean?
- A) You will keep their name secret.
  - B) You will give out their contact information to anyone who asks.
  - C) You will print their name and contact information.
  - D) They know their name will be published.

**Competency:** Law and Ethics

- 22) The Washington Post deciding not to run a story regarding the U.S. installation of a listening device on an undersea cable belonging to the Soviet Union that allows the U.S. to know the precise location of Soviet submarines during the Cold War is an example of which kind of ethical dilemma journalists face:
- A) National security
  - B) Public interest
  - C) Personal integrity
  - D) Conflict between management and reporters

**Competency:** Law and Ethics

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- 23) All of the following are highly ranked colleges for journalism EXCEPT:
- A) Wharton School at Penn State University
  - B) S.I. Newhouse School of Public Communications at Syracuse University
  - C) Medill School of Journalism at Northwestern University
  - D) Annenberg School for Communication and Journalism at USC

**Competency:** Business of Journalism

- 24) Which editor has the highest rank in the newsroom?
- A) Assistant night editor.
  - B) City editor.
  - C) Managing editor.
  - D) Copy editor.

**Competency:** Business of Journalism

- 25) Journalism majors employed as reporters and correspondents on average are likely to earn a salary in which range:
- A) \$60,000-\$70,000
  - B) \$50,000-\$60,000
  - C) \$30,000-\$40,000
  - D) \$40,000-\$50,000

**Competency:** Business of Journalism

- 26) Which print day is generally the most profitable for newspapers often carrying half of all advertising:
- A) Sunday
  - B) Friday
  - C) Monday
  - D) Saturday

**Competency:** Business of Journalism

- 27) An example of an above-the-line media expense is:
- A) Video operator
  - B) Sets
  - C) Talent
  - D) Props

**Competency:** Business of Journalism

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- 28) Who is NOT a historical figure of journalism?  
A) William Randolph Hearst.  
B) Joseph Pulitzer.  
C) James Wyman Barrett.  
D) Frederick Douglass.

**Competency:** History of Journalism

- 29) While the AP Stylebook was created by journalists over many decades, news organizations like the BBC, Guardian, Economist, and The New York Times have their own stylebooks. This is known as:  
A) Authoritative Style  
B) Superior Style  
C) House Style  
D) Independent Style

**Competency:** History of Journalism

- 30) Which award is presented by the University of Georgia Henry W. Grady College of Journalism and Mass Media for distinguished achievement and meritorious public service by television and radio stations, networks, producing organizations, individuals and the Internet?  
A) Critics Choice Awards  
B) Peabody Awards or George Foster Peabody Awards  
C) Edward R. Murrow Awards  
D) Pulitzer Prize

**Competency:** History of Journalism