

## ch4

Student: \_\_\_\_\_

1. The first newspaper published in America was silenced after only one issue because of content that government officials considered inappropriate.  
True False
2. The term "political press" refers to media which engaged in open support for causes, political parties, etc.  
True False
3. The era of the political press meant that politics was the main focus of many newspapers, although no papers existed to serve the political needs and interests of minority groups.  
True False
4. Readership of the Penny Press was high because it allowed people access to the same content as was in the traditional local dailies, but at a significantly lower price.  
True False
5. The inverted pyramid style of reporting was developed as a result of potential problems with telegraph lines.  
True False
6. Yellow journalism was sensationalistic, but it introduced visual style and layout elements that would eventually characterize modern journalism.  
True False
7. The newshole of an online newspaper is similar to that of a traditional print paper.  
True False
8. To be considered a "daily," a newspaper must be published 7 days a week.  
True False
9. Although many large metropolitan newspapers have experienced circulation declines, small-town dailies have suffered the most from circulation losses.  
True False
10. Examples of special service newspapers include college papers and the Spanish-language press.  
True False
11. Online only newspaper sites are doing well, as they have found a profitable business model for income.  
True False
12. In general, papers are divided into three departments: business, production and news-editorial.  
True False
13. Of the four types of advertising revenue, national and local advertisements are the most important.  
True False
14. Although print newspaper circulation is down, online readership is up.  
True False
15. The Audit Bureau of Circulation reports readership for print newspapers, but not for online newspapers.  
True False

16. Which of the following is NOT a general feature of newspapers in early America?
- A. Early press filled an important watchdog function
  - B. there were few news papers
  - C. most publishers were printers and postmasters
  - D. timeliness was not a key concern
  - E. Colonial governments did not endorse the idea of a free press
17. The statement, "Congress shall make no law ... abridging the freedom of speech, or of the press ..." comes from:
- A. the Sedition Act
  - B. the Federalist Papers
  - C. the Preamble to the Constitution
  - D. the First Amendment to the Constitution
  - E. the Zenger Act
18. A mass press couldn't exist in America without:
- A. a hand-powered press
  - B. a relatively high level of literacy
  - C. the presence of the upper class
  - D. sufficient numbers of minority newspapers
  - E. all of these
19. \_\_\_\_\_ refers to the inexpensive and successful mass-appeal newspapers of the early 1830s.
- A. the freedom press
  - B. Jacksonian journalism
  - C. jazz journalism
  - D. yellow journalism
  - E. the penny press
20. The penny press revolutionized:
- A. how news was collected
  - B. what was considered news
  - C. the relative importance of various newspaper revenue sources
  - D. the pattern of newspaper distribution
  - E. all of these
21. Though sensational, yellow journalism had which positive feature?
- A. It featured aggressive reporting and investigative stories
  - B. It brought new enthusiasm and energy to journalism
  - C. It contained work by excellent contemporary authors, including Mark Twain
  - D. pioneered layout and designed elements still in use today
  - E. all of these
22. \_\_\_\_\_ appeared during the Roaring Twenties and was epitomized by New York papers using a tabloid format with numerous photographs.
- A. the penny press
  - B. yellow journalism
  - C. jazz journalism
  - D. literary journalism
  - E. checkbook journalism
23. After World War II, an earlier trend toward newspaper consolidation continued, and by 1970 newspaper \_\_\_\_\_ accounted for the majority of newspaper circulation.
- A. networks
  - B. JOAs
  - C. chains
  - D. weeklies
  - E. photographs

24. Recent declines in newspaper circulation are due in part to:
- A. increased competition with online news sources
  - B. decreased literacy
  - C. declining advertising rates
  - D. the rising price of paper
  - E. all of these
25. Advantages of online newspapers include interactivity and:
- A. more features and content than the print versions
  - B. greater use of the traditional one-way flow of information
  - C. greater clarity of mission
  - D. smaller news holes
  - E. all of these
26. Which of the following applies to newspapers' use of social media?
- A. a majority of the Web sites of the top papers use social networking tools
  - B. one current use of social media is to provide Twitter headline feeds
  - C. most newspapers have a Facebook presence
  - D. all of these
  - E. none of these
27. Which of the following is NOT a defining feature of newspapers?
- A. made up of diverse content
  - B. have a national focus rather than a local focus
  - C. conveniently packaged
  - D. serve as historical record
  - E. perform watchdog role
28. Techniques print newspapers are using to maintain readers and attract new readers include:
- A. adding more color and flashier graphics
  - B. adding more fashion and entertainment articles
  - C. making the paper look more like a Web page
  - D. giving away free tabloids with short news stories and an emphasis on lifestyles
  - E. all of these
29. African-American newspapers are an example of:
- A. special-service newspapers
  - B. disintermediation
  - C. registration newspapers
  - D. all of these
  - E. none of these
30. Which of these is a type of online newspaper Web site?
- A. a news aggregator
  - B. one associated with a local or national print newspaper
  - C. an online only paper
  - D. all of these
  - E. none of these
31. Convergence is seen when a reporter:
- A. writes a story for both the print and online editions of the newspaper
  - B. shoots/edits video to accompany her story
  - C. writes a supplementary blog
  - D. responds to reader feedback and email
  - E. all of these

32. Which of the following is true?
- A. the three basic departments of typical newspaper organizations are news, editorial, and advertising
  - B. the two basic sources of news copy are local reporters and the newshole
  - C. newspapers have two main sources of revenue: single-copy sales and subscriptions
  - D. local retail advertising is purchased by stores
  - E. national advertising is the same as preprints
33. For every dollar advertisers pay to reach a print newspaper reader, they pay about \_\_\_\_ to reach an online reader.
- A. 5-10 cents
  - B. about 25 cents
  - C. about 50 cents
  - D. about 75 cents
  - E. about the same (\$1)
34. The newspaper of the future will probably
- A. be a hybrid print/online version that appears in print a few days a week
  - B. be an online version that is delivered to cell phones and laptops
  - C. have advertising as its main source of revenue
  - D. employ journalists who blog and shoot video
  - E. all of these
35. Which agency tracks newspaper circulation data?
- A. Nielsen Measurement Services
  - B. Newspaper Penetration Measurement
  - C. Arbitron Board of Consumer Reading
  - D. Audit Bureau of Circulations
  - E. all of these

## ch4 Key

1. The first newspaper published in America was silenced after only one issue because of content that government officials considered inappropriate.  
**TRUE**
2. The term "political press" refers to media which engaged in open support for causes, political parties, etc.  
**TRUE**  
*Dominick - Chapter 04 #1*
3. The era of the political press meant that politics was the main focus of many newspapers, although no papers existed to serve the political needs and interests of minority groups.  
**FALSE**  
*Dominick - Chapter 04 #2*
4. Readership of the Penny Press was high because it allowed people access to the same content as was in the traditional local dailies, but at a significantly lower price.  
**FALSE**  
*Dominick - Chapter 04 #3*
5. The inverted pyramid style of reporting was developed as a result of potential problems with telegraph lines.  
**TRUE**  
*Dominick - Chapter 04 #4*
6. Yellow journalism was sensationalistic, but it introduced visual style and layout elements that would eventually characterize modern journalism.  
**TRUE**  
*Dominick - Chapter 04 #5*
7. The newshole of an online newspaper is similar to that of a traditional print paper.  
**FALSE**  
*Dominick - Chapter 04 #6*
8. To be considered a "daily," a newspaper must be published 7 days a week.  
**FALSE**  
*Dominick - Chapter 04 #7*
9. Although many large metropolitan newspapers have experienced circulation declines, small-town dailies have suffered the most from circulation losses.  
**FALSE**  
*Dominick - Chapter 04 #8*
10. Examples of special service newspapers include college papers and the Spanish-language press.  
**TRUE**  
*Dominick - Chapter 04 #9*
11. Online only newspaper sites are doing well, as they have found a profitable business model for income.  
**FALSE**  
*Dominick - Chapter 04 #10*
12. In general, papers are divided into three departments: business, production and news-editorial.  
**TRUE**  
*Dominick - Chapter 04 #11*
13. Of the four types of advertising revenue, national and local advertisements are the most important.  
**FALSE**  
*Dominick - Chapter 04 #12*

14. Although print newspaper circulation is down, online readership is up.  
**TRUE**

*Dominick - Chapter 04 #14*

15. The Audit Bureau of Circulation reports readership for print newspapers, but not for online newspapers.  
**FALSE**

*Dominick - Chapter 04 #15*

16. Which of the following is NOT a general feature of newspapers in early America?  
**A.** Early press filled an important watchdog function  
B. there were few news papers  
C. most publishers were printers and postmasters  
D. timeliness was not a key concern  
E. Colonial governments did not endorse the idea of a free press

*Dominick - Chapter 04 #16*

17. The statement, "Congress shall make no law ... abridging the freedom of speech, or of the press ..." comes from:  
A. the Sedition Act  
B. the Federalist Papers  
C. the Preamble to the Constitution  
**D.** the First Amendment to the Constitution  
E. the Zenger Act

*Dominick - Chapter 04 #17*

18. A mass press couldn't exist in America without:  
A. a hand-powered press  
**B.** a relatively high level of literacy  
C. the presence of the upper class  
D. sufficient numbers of minority newspapers  
E. all of these

*Dominick - Chapter 04 #18*

19. \_\_\_\_\_ refers to the inexpensive and successful mass-appeal newspapers of the early 1830s.  
A. the freedom press  
B. Jacksonian journalism  
C. jazz journalism  
D. yellow journalism  
**E.** the penny press

*Dominick - Chapter 04 #19*

20. The penny press revolutionized:  
A. how news was collected  
B. what was considered news  
C. the relative importance of various newspaper revenue sources  
D. the pattern of newspaper distribution  
**E.** all of these

*Dominick - Chapter 04 #20*

21. Though sensational, yellow journalism had which positive feature?  
A. It featured aggressive reporting and investigative stories  
B. It brought new enthusiasm and energy to journalism  
C. It contained work by excellent contemporary authors, including Mark Twain  
D. pioneered layout and designed elements still in use today  
**E.** all of these

*Dominick - Chapter 04 #21*

22. \_\_\_\_\_ appeared during the Roaring Twenties and was epitomized by New York papers using a tabloid format with numerous photographs.
- A. the penny press
  - B. yellow journalism
  - C. jazz journalism**
  - D. literary journalism
  - E. checkbook journalism

*Dominick - Chapter 04 #22*

23. After World War II, an earlier trend toward newspaper consolidation continued, and by 1970 newspaper \_\_\_\_\_ accounted for the majority of newspaper circulation.
- A. networks
  - B. JOAs
  - C. chains**
  - D. weeklies
  - E. photographs

*Dominick - Chapter 04 #23*

24. Recent declines in newspaper circulation are due in part to:
- A. increased competition with online news sources**
  - B. decreased literacy
  - C. declining advertising rates
  - D. the rising price of paper
  - E. all of these

*Dominick - Chapter 04 #24*

25. Advantages of online newspapers include interactivity and:
- A. more features and content than the print versions**
  - B. greater use of the traditional one-way flow of information
  - C. greater clarity of mission
  - D. smaller news holes
  - E. all of these

*Dominick - Chapter 04 #25*

26. Which of the following applies to newspapers' use of social media?
- A. a majority of the Web sites of the top papers use social networking tools
  - B. one current use of social media is to provide Twitter headline feeds**
  - C. most newspapers have a Facebook presence
  - D. all of these
  - E. none of these

*Dominick - Chapter 04 #26*

27. Which of the following is NOT a defining feature of newspapers?
- A. made up of diverse content
  - B. have a national focus rather than a local focus**
  - C. conveniently packaged
  - D. serve as historical record
  - E. perform watchdog role

*Dominick - Chapter 04 #27*

28. Techniques print newspapers are using to maintain readers and attract new readers include:
- A. adding more color and flashier graphics
  - B. adding more fashion and entertainment articles
  - C. making the paper look more like a Web page
  - D. giving away free tabloids with short news stories and an emphasis on lifestyles
  - E. all of these**

*Dominick - Chapter 04 #28*

29. African-American newspapers are an example of:  
A. special-service newspapers  
B. disintermediation  
C. registration newspapers  
D. all of these  
E. none of these

*Dominick - Chapter 04 #29*

30. Which of these is a type of online newspaper Web site?  
A. a news aggregator  
B. one associated with a local or national print newspaper  
C. an online only paper  
D. all of these  
E. none of these

*Dominick - Chapter 04 #30*

31. Convergence is seen when a reporter:  
A. writes a story for both the print and online editions of the newspaper  
B. shoots/edits video to accompany her story  
C. writes a supplementary blog  
D. responds to reader feedback and email  
E. all of these

*Dominick - Chapter 04 #31*

32. Which of the following is true?  
A. the three basic departments of typical newspaper organizations are news, editorial, and advertising  
B. the two basic sources of news copy are local reporters and the newshole  
C. newspapers have two main sources of revenue: single-copy sales and subscriptions  
D. local retail advertising is purchased by stores  
E. national advertising is the same as preprints

*Dominick - Chapter 04 #32*

33. For every dollar advertisers pay to reach a print newspaper reader, they pay about \_\_\_\_ to reach an online reader.  
A. 5-10 cents  
B. about 25 cents  
C. about 50 cents  
D. about 75 cents  
E. about the same (\$1)

*Dominick - Chapter 04 #33*

34. The newspaper of the future will probably  
A. be a hybrid print/online version that appears in print a few days a week  
B. be an online version that is delivered to cell phones and laptops  
C. have advertising as its main source of revenue  
D. employ journalists who blog and shoot video  
E. all of these

*Dominick - Chapter 04 #34*

35. Which agency tracks newspaper circulation data?  
A. Nielsen Measurement Services  
B. Newspaper Penetration Measurement  
C. Arbitron Board of Consumer Reading  
D. Audit Bureau of Circulations  
E. all of these

*Dominick - Chapter 04 #35*



# ch4 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 04	35