

ANSWER KEY

JOURNALISM BASICS

AN INTRODUCTION TO PRINT JOURNALISM



Megan L. Horst
Karin Viet

Second Edition

CHAPTER TWO

Assignment 2.1 - 2.5

Pages 17-22

Answers will vary.

Chapter One & Two Review Answers

Page 23

1. Joseph Pulitzer and William Randolph Hearst
2. Johannes Gutenberg
3. It provided the opportunity for mass production.
4. Practice your grammar, read, become a wordsmith, write to communicate—not impress, choose to be a lifelong learner and writer. Descriptions will vary.
5. Knowing your audience is knowing who you are trying to reach or target and what draws their attention.
6. Who, what, when, where, why, how
7. Answers will vary.

CHAPTER THREE

Assignment 3.1

Page 24

Answers will vary.

Assignment 3.2

Page 25

Answers will vary.

Assignment 3.3

Page 28

1. The jacket cost \$50, but it was 10 percent off.
2. Becky Jones lives in Los Angeles, Calif.
3. Kohls had a 50 percent off sale, so Natalie saved \$75.
4. It cost Katie \$250 to fly to Indianapolis, Ind.
5. Sarah called home three times before her sister answered the phone.
6. The party started at 1 p.m.

7. Joe's lunch break began at 12 p.m.
8. Marcia loved to visit Myrtle Beach, S.C. She went shopping with her sister Clara, and they found a sale for 70 percent off. They were ecstatic and purchased \$75 of merchandise.

Assignment 3.4

Page 30

1. b
2. "The basketball team did a fabulous job today," said Peter Collins, assistant coach of the Bull dogs.
3. a

Assignment 3.5

Page 31

Answers may vary.

Assignment 3.6

Page 32

1. Mount Vernon was the home of **P**resident George Washington. *Capitalize President when it is part of a formal title; otherwise, it should be lowercase. Look up "president" in the AP Stylebook.*
2. Sarah Smith grew up in Charlotte, **N.C.**, but moved to a small town in **Alabama** when she was a small child. *Abbreviate state when it follows a city, and spell out a state when it stands alone. Look up "state" and "state names" in the AP Stylebook.*
3. At the beginning of the baseball game, everyone sang the **n**ational **a**nthem, the "Star-Spangled **B**anner." *Search for "The Star-Spangled Banner" in your AP Stylebook.*
4. Laura Ingalls Wilder wrote many books about her life on the frontier. Her books were first published in the **1930s** and **1940s**. *Search for "Years" in your AP Stylebook.*
5. *Answers will vary.*

Chapter Three Review

Page 33

1. Plagiarism is taking someone else's work without giving credit to the source.
2. A good way to avoid plagiarism is to make an outline, and then put away your research before you write.
3. Calif.

4. “Quote,” (Source’s last name) said.
5. Attribute the quote after the first sentence.
- 6.

*The middle of the **desert** does not sound like the most enjoyable place to live, but for Adam Clint, Santa Fe, N.M. was his dream home.*

*“I always wanted to live there ever since I was a kid,” **Clint said.** “I’ve always been cowboy at heart.” He now owns the largest restaurant in Santa Fe, called “The Cowboy Grub Hub.” An average meal at the Hub costs \$7, not including tax.*

*“We have all kinds of guests dine here at the hub,” he said. “Some cowboys and some not.” The Hub’s specialty dish is the western **steak**, which is **sautéed** in a sauce with mushrooms, onions and green **peppers.***

*“People come from miles just to get a whiff of the sauce,” Clint **said.** The **restaurant** uses a special ingredient in the sauce that very few people know.*

CHAPTER FOUR

Assignment 4.1

Page 39

Answers may vary.

Assignment 4.2

Page 42

The lead should include at least the who and what. The lead will probably also mention the when and where. The why and how are usually answered later in the story.

Assignment 4.3

Page 43

Answers may vary.

Assignment 4.4

Page 44

Answers may vary, but the likely order will be:

- Lead: When and where the fire took place; who was in the house and whether anyone was hurt
- Body: An interview with a firefighter; how the fire started
- End: Statistical information

Assignment 4.5

Page 45

Answers will vary.

Assignment 4.6

Page 50

Answers will vary.

Assignment 4.7

Page 52

Answers will vary.

Assignment 4.8

Page 54

Answers will vary.

Chapter Four Review

Page 55

1. Lead, body, end
2. It illustrates the order in which a story should be written.
3. A lead is the one-sentence beginning that should be 30 words or less and tells the gist of the story.
4. The deck summarizes a story and is placed under the headline.

CHAPTER FIVE

Assignment 5.1 - 5.5

Pages 64-70

Answers will vary.

Chapter Five Review

Page 71

1. Current or timeless
Descriptive
Personal
In-depth
2. Mini-story lead
Descriptive lead
Question lead

Quote lead
Withheld lead
First-person lead
Summary lead

3. The “why paragraph” comes after the lead to explain the purpose or “why” of the story.
4. Storytelling and describing vivid details draws the reader into the feature instead of just reporting the facts, as in a news story.
5. The feature story doesn’t use the inverted pyramid as an outline.
The feature’s lead intrigues more than informs.
The feature does not necessarily cover current news.
The feature is more creative, containing details and description.
The feature may contain personal opinion.
The feature includes an apt ending.

CHAPTER SIX

Assignment 6.1 - 6.3

Pages 78-80

Answers will vary.

Chapter Six Review

Page 82

1. The news story gives the facts while the opinion piece interprets the facts with the author’s personal opinion.
2. Politics
International affairs
Business
Economics and finance
Education
Health
Sports
Advice

Ethics
Religion

3. It must contain an opinion!
4. An editorial is more formal and generally represents the view of the newspaper, whereas the column is a personal opinion with the author's name signed.
5. Pro/con
Comparison/contrast
Opposing opinion, your opinion and then conclusion
Stating thesis and backing it up with supporting evidence; facts that lead to concluding thesis
Enticing question, possible answers and then best answer
6.
 - Oversimplification: arguing that only one thing caused an event and ignoring the multiple other factors.
 - Hasty conclusion: arguing without sufficient evidence.
 - Stereotyping: viewing a group of people based on a certain characteristic that may not be true for every member of that group.
 - Slippery slope: prophesying that one action will lead to a disastrous chain reaction.
 - Ad hominem: attacking the person instead of addressing the person's opposing opinion.
 - Bandwagon: jumping on with the majority opinion instead of honestly evaluating the minority's opposing view.
 - False dilemma: reducing the outcomes so that only two opposing options are available when other outcomes are possible.
 - Appeal to authority: accepting a claim on the basis of a respected authority supporting the claim.

CHAPTER SEVEN

Assignment 7.1 - 7.4

Pages 93-96

Answers will vary.

Chapter Seven Review

Page 97

1.
 - Quote sources correctly.
 - Cross-check what you learn in order not to be misled.
 - Double-check the spelling of names.
 - Check the math.
 - Check grammar and style.
 - Be objective.

2.
 - Cover both sides of an issue.
 - Do not hide or distort the facts.
 - Keep the language of your report neutral.

3.
 - Use the exact word rather than an imprecise word with modifiers.
 - Chop out unnecessary details and description.
 - Write simple sentences and short paragraphs.
 - Report the facts; do not develop or interpret them.

4.
 - Use direct quotes sparingly, only when the quote is well said and meaningful.
 - Use indirect quotes liberally, usually in the second paragraph and throughout the rest of the piece.

5. then, but, the next day, however, although, because, despite, second, previously, currently, afterward, in front of, on the other hand, meanwhile, again

CHAPTER EIGHT

Assignment 8.1

Page 104

1. He voted hastily.
2. Exhausted, the team spent the night in Springfield.
3. Smith is disciplined and confident.
4. The accident was caused by poor visibility and recklessness.

Assignment 8.2

Page 105

Answers will vary.

Assignment 8.3

Page 106

Answers will vary.

Chapter Eight Review

Page 107

1. Editing for ideas, editing for style, editing for errors
2. If writers edit for errors or style first, they may later have to cut out whole sentences they meticulously edited.
3. Answers will vary.
4. The writer must concentrate more on style for the feature story and opinion piece.
5. “faster than lightning”
“tried and true”
“clear as a bell”
Answers will vary.
6. Answers will vary.

CHAPTER NINE

Assignments 9.1 - 9.3

Pages 109-115

Answers will vary.

Chapter Nine Review

Page 117

1.
 - Describe your piece, and explain why it will fit the publication.
 - Mention your previous writing experience.
 - Be polite and professional.
 - Keep your query short—one page long.
 - Thank the editor.
 - Include a SASE (self-addressed stamped envelope).

2.
 - Do not include a request for writer’s guidelines.
 - Do not tell if your story has previously been rejected.
 - Do not discuss payment.
 - Do not mention your age or whether you are a student.
 - Do not use slang such as “yo” or “hey,” and especially not “LOL!”

3. It is important to research a publication to know what material they publish and are looking for.

CHAPTER TEN

Assignments 10.1 - 10.3

Pages 121-128

Answers will vary.

Chapter Ten Review

Page 129

1. Usually located at the top of the front page, teasers should be placed to interest the reader and promote the stories inside the issue.

2. The flag is a newspaper’s name, which is placed prominently on the front page of the paper.

3. A jumpline tells where the story continues.
4. Leading is the space between the lines.
5. Tracking is the space between each character.
6. The dominant photo is the stronger picture.