

Agricultural Communications Career Development Event
Iowa FFA Association

2012 Communications Quiz

Name: _____ Chapter: _____

For the following questions, choose the best possible answer for each. Please mark your answer for each question on the provided bubble sheet. This quiz covers basic items related to agricultural communications such as style, grammar, punctuation, capitalization, spelling, word usage and ethics. There are 25 multiple-choice questions, valued at one point each.

1. Which constitutional amendment protects free speech and press?
 - a. first
 - b. second
 - c. third
 - d. fourth

2. Written or printed defamation or injury to reputation is also known as:
 - a. negligence
 - b. offense
 - c. slander
 - d. libel

3. If a formal title precedes a name, the title should be:
 - a. capitalized and spelt out
 - b. capitalized and abbreviated
 - c. not capitalized and spelt out
 - d. not capitalized and abbreviated

4. "Everyone has the right to comment on matters of public interest and concern, provided they do so fairly and with honest purpose." This summarizes the:
 - a. fair criticism law
 - b. fair comment privilege
 - c. fair comment amendment
 - d. fair comment right

5. _____ means to exclude and _____ means to receive.
 - a. accept, except
 - b. except, except
 - c. except, accept
 - d. accept, accept

6. The “right of privacy” as identified by legal commentators includes the all of the following forms except:
 - a. misappropriation of someone’s name for a non-commercial purpose
 - b. public disclosure of private facts
 - c. unreasonable intrusion upon seclusion
 - d. false light in the public eye

7. Telephone numbers should use figures and be written in the following form:
 - a. (555) 555-5555
 - b. 555.555.5555
 - c. 555-555-5555
 - d. (555)555.5555

8. The right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form is:
 - a. trademark
 - b. copyright
 - c. watermark
 - d. attribute

9. A location on the World Wide Web that maintains one or more pages at a specific address is referred to as a:
 - a. Website
 - b. web site
 - c. Web site
 - d. website

10. Times should be written using figures, use a colon to separate hours from minutes and:
 - a. a.m., p.m.
 - b. AM, PM
 - c. A.M., P.M.
 - d. am, pm

11. When a month is used with a date, only abbreviate:
 - a. Jan., Feb., Mar., Sept., Oct., Nov. and Dec.
 - b. Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
 - c. Jan., Mar., Aug., Sept., Oct., Nov. and Dec.
 - d. Jan., Feb., Mar., Apr., Sept., Oct. and Dec.

12. The types of creative expression eligible for copyright protection include the following except:
 - a. electronic
 - b. musical
 - c. mottos
 - d. graphic

13. Eight state names that are never abbreviated include:
- Florida
 - Illinois
 - Vermont
 - Hawaii
14. Copyright does not protect:
- ideas
 - photos
 - charts
 - songs
15. In general, compass directions should be:
- capitalized
 - followed with a comma
 - lowercased
 - abbreviated
16. Fractions should be written:
- $2(1/4)$
 - $2\frac{1}{4}$
 - $9/4$
 - $2\ 1/4$
17. The first sentence of a caption needs to include:
- information from the text wire story
 - details to illuminate the photograph
 - who, what, where and when
 - context to the news event
18. The preferred term for an aviator or handbill is:
- brochure
 - flier
 - poster
 - flyer
19. Whenever possible, try to keep captions to no more than:
- one concise sentence
 - two concise sentences
 - three concise sentences
 - five concise sentences

20. A brand, symbol or word used by a manufacturer or dealer and protected by law to prevent a competitor from using it is a:
- trademark
 - copyright
 - watermark
 - attribute
21. Byline, caption, category, city, and source are all included in:
- NAC/IPTA header fields
 - NAA/IPTC photo fields
 - NAC/IPTA photo captions
 - NAA/IPTC header fields
22. *Their* is:
- an adverb indicating direction
 - a pronoun for impersonal constructions in which the real subject follows the verb.
 - a possessive pronoun
 - a contraction for they are
23. Founded in 1846, this essential global news network delivers fast, unbiased news and is the largest and most trusted source of independent news and information:
- American Press
 - Associated Print
 - Annotated Press
 - Associated Press
24. The punctuation mark that is most frequently used at the end of a sentence to introduce lists, tabulations or texts is a/an:
- comma
 - colon
 - dash
 - ellipsis
25. The following is the correct style to write percent and percentages.
- 40 percent
 - forty percent
 - 40%
 - 40 per cent

Please turn in all quiz materials to the proctors before leaving the ballroom.

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KEY

Question	Answer	Source
1.	a	<i>Media Law: Introduction</i>
2.	d	<i>Media Law: Publication: Defamation</i>
3.	a	<i>academic titles</i>
4.	b	<i>Media Law: Publication: Defenses for News Organizations</i>
5.	c	<i>accept, except</i>
6.	a	<i>Media Law: Publication: Privacy</i>
7.	c	<i>telephone numbers</i>
8.	b	<i>Media Law: Publication: Copyright Infringement</i>
9.	d	<i>website</i>
10.	a	<i>p.m., a.m.</i>
11.	b	<i>months</i>
12.	c	<i>Media Law: Publication: Copyright Infringement</i>
13.	d	<i>state names</i>
14.	a	<i>Media Law: Publication: Copyright Infringement</i>
15.	c	<i>directions and regions</i>
16.	d	<i>fractions</i>
17.	c	<i>Photo Captions: Photo Captions</i>
18.	b	<i>flier, flyer</i>
19.	b	<i>Photo Captions: Photo Captions</i>
20.	a	<i>trademark</i>
21.	d	<i>Photo Captions: NAA/IPTC Header Fields</i>
22.	c	<i>their, there, they're</i>
23.	d	<i>About</i>
24.	b	<i>colon</i>
25.	a	<i>percent</i>