**Chapter Five: Journalism**

**Quiz**

**Short Answer Questions**

Give brief answers to the questions below. Try not to refer to the book when answering:

1. What are some genres that carry ‘soft news’?

2. What is the difference between a ‘lead’ and an ‘introduction’??

3. What are paratextual elements?

4. Why is journalism often criticized of being inaccurate?

5. What is the difference between a news story and a feature?

**True/False Statements**

Decide if the following statements are true or false:

1. Editorials are expected to state a clear opinion.

2. One reason that journalists write shorter paragraphs than business writers is that journalist articles are often published in columns.

3. Metaphors and analogies are effective techniques in explaining complex information.

4. Journalist writing generally uses less ‘hedging’ than formal business writing.

5. The pronoun ‘you’ is much more commonly used in formal business reports than in journalistic articles.