



2019 National FFA CDE Agricultural Communications Communications Quiz

Contestant Name: _____ Score: _____

FFA Chapter: _____ State: _____

Instructions: This quiz covers items related to agricultural communications from Agricultural Communication in Action: A Hands-On Approach (Telg & Irani, 2011). Each question is valued at one point each.

For each question, please circle the answer you feel best answers each question AND write the corresponding letter of your answer choice in the blank provided to the left.

_____ 1. This is _____ communication between two people.

- A. Interpersonal
- B. Mass
- C. Public
- D. Small group

_____ 2. Which of the following is correct?

- A. National FFA
- B. National Future Farmers of America
- C. National Future Farmers of America Organization
- D. National FFA Organization

_____ 3. The number of members of your target audience who are reached one time by the media vehicles you have chosen is _____.

- A. Cost per point
- B. Frequency
- C. Reach
- D. All of the above are correct

_____ 4. The means through which a message is sent is the _____.

- A. Channel
- B. Message
- C. Noise
- D. Source

- _____ 5. Which of the following is an image file commonly used on for print?
- A. JPG
 - B. M4V
 - C. PNG
 - D. TIFF
- _____ 6. This is technical language and generally to be avoided in new writing so the message is easily understood:
- A. Gobbledygook
 - B. Jargon
 - C. Jibberish
 - D. Falsities
- _____ 7. Writing for broadcast should be _____ so that it is the way you talk.
- A. First person
 - B. Conversational
 - C. Formal
 - D. Technical
- _____ 8. This is a graphic design term that means the area not taken up with text or images:
- A. Grey Area
 - B. Graphic Area
 - C. Positive Space
 - D. White Space
- _____ 9. _____ means passing off someone else's work as your own.
- A. Reference citations
 - B. Plagiarism
 - C. Attribution
 - D. False implications
- _____ 10. All of the following are characteristics of news values EXCEPT:
- A. Importance
 - B. Proximity
 - C. Timeliness
 - D. All of the above are correct

- _____ 11. In which person should news stories be written?
- A. First person
 - B. Second person
 - C. Third person
 - D. Fourth person
- _____ 12. Equipment for radio and/or audio podcasts includes all of the following EXCEPT:
- A. Audio recorder
 - B. Computer
 - C. Lighting
 - D. Microphone
- _____ 13. The strategy of working with the news media in order to get out information about an organization's events and activities is _____.
- A. Campaigns
 - B. Crisis Communications
 - C. Fake News
 - D. Media Relations
- _____ 14. For the web, you should have color photographs that are at least _____ pixels per inch.
- A. 72
 - B. 150
 - C. 300
 - D. 600
- _____ 15. A _____ is the act of conducting a study to collect data using a questionnaire.
- A. Content Analysis
 - B. Focus Groups
 - C. Interviews
 - D. None of the above is correct
- _____ 16. What is the opening in the lens through which light passes to the camera sensor?
- A. Aperture
 - B. F-stop
 - C. Monochrome
 - D. Viewfinder

- _____ 17. Allowing the writer's opinions, prejudices, and biases to enter a story is called _____.
- A. Fake news
 - B. Editorializing
 - C. Journalism
 - D. Writing
- _____ 18. Most HTML editors have a publish function called FTP. What does FTP stand for?
- A. File, Trade, Publish
 - B. File Transfer Protocol
 - C. Follow True Publishing
 - D. None of the above are correct
- _____ 19. How long should a news release generally be?
- A. One to two pages
 - B. One page maximum
 - C. Two to three pages
 - D. Half a page to one page
- _____ 20. These fonts have "feet" or "tails", such as the ones used for this quiz.
- A. Justified
 - B. Sans Serif
 - C. Serif
 - D. Script
- _____ 21. Which of the following is a characteristic about audience members that is hard to change, such as gender, age, income, education, and place of residence?
- A. Demographics
 - B. Metrographics
 - C. Psychographics
 - D. All of the above are correct

_____ 22. Which of the following is the way various elements within a video screen are arranged?

- A. Framing
- B. Head Room
- C. Nose Room
- D. Zooming

_____ 23. These types of questions provide longer answers.

- A. Close-ended
- B. Open-ended
- C. Yes/no
- D. All of the above are correct

_____ 24. These are brief descriptions placed under photos or graphs.

- A. Captions
- B. Headlines
- C. Serif fonts
- D. Resolutions

_____ 25. What is agricultural communications?

- A. Talking to cows
- B. Transferring information from a sender to a receiver with the use of a medium
- C. Producing food, feed, and fiber.
- D. Exchanging information about agriculture and/or natural resources through effective and efficient media.