

**2017 Agricultural Communications CDE
Communications Quiz - KEY**

Contestant Name: _____ Score: _____

FFA Chapter: _____ Contestant
No.: _____

Instructions: This quiz covers items from the Ag Communications CDE reference list and the AP Stylebook. There are 25 questions, valued at one point each.

Multiple Choice: In the blank to the left of the question number, write the correct letter choice.

_____ 1. Effective writing uses _____.

- A. **Active voice.**
- B. Conversational voice.
- C. Professional voice.
- D. Passive voice.

_____ 2. Hurricane Irma hit the Florida coast in September. _____ winds exceeded 160 mph.

- A. Her
- B. His
- C. **Its**
- D. Their

_____ 3. What color does not make up CMYK colors?

- A. yellow
- B. black
- C. **maroon**
- D. cyan

_____ 4. The _____ led American forces into Iraq.

- A. US Army
- B. **U.S. Army**
- C. USA Army
- D. Army

_____ 5. Please select the correct sentence.

- A. National FFA Association Secretary Victoria Harris is from Florida.
- B. Victoria Harris, National Secretary of the FFA Association, is from Florida.
- C. National ffa secretary Victoria Harris is from Florida.
- D. **National FFA Organization Secretary Victoria Harris is from Florida.**

_____ 6. What is the purpose of a lead?

- A. To keep the line spacing consistent
- B. To add flowery language to the story
- C. **To hook the reader**
- D. To find a topic to write about

_____ 7. The television station _____ the public service announcement yesterday.

- A. **broadcast**
- B. broadcasted
- C. broadcastored
- D. broad-casted

_____ 8. Why is the inverted pyramid used in news writing?

- A. **It allows readers to leave at any point in the story.**
- B. It keeps the reader engaged by placing the most important information at the end of the story.
- C. It allows for more organized storytelling when multiple sources are quoted.
- D. It is easier to incorporate the story into a visual layout.

_____ 9. Boldface, reasonable letter size, and bullet points all increase the _____ of visual aids.

- A. **Readability**
- B. Read
- C. Readibility
- D. Readebility

_____ 10. Please select the correct sentence.

- A. The final general session of the National FFA Convention will begin at 1:30 PM EST.
- B. **The final general session of the National FFA Convention will begin at 1:30 p.m. EST.**
- C. The Final general session of the National FFA Convention will begin at 1:30 PM EST.
- D. The Final General Session of the National FFA Convention will begin at 1:30 PM.

_____ 11. Bias is permissible in _____.

- A. news writing
- B. feature writing
- C. **promotional writing**
- D. all forms of media writing

_____ 12. JPG is short for _____.

- A. Justified Picture Enhanced Graphic
- B. **Joint Photographic Experts Group**
- C. Juxtaposed Photo Graphic
- D. Joint Pixel Grouping

- _____ 13. Stories written for _____ use a more conversational tone.
- A. magazines
 - B. press releases
 - C. newspapers
 - D. **radio**
- _____ 14. It is important to consider _____ while writing.
- A. Audience, channel and media
 - B. **Audience, key message and channel**
 - C. Demographics, psychographics and thesis statement
 - D. Demographics, psychographics and infographics
- _____ 15. _____ is an effective strategy to keep readers engaged.
- A. Short paragraphs
 - B. Use of direct quotes
 - C. Varied sentence length
 - D. **All of the above**
- _____ 16. Taylor Rogers, _____, is a senior studying agricultural communications.
- A. twenty-two years old
 - B. twenty-two-years-old
 - C. **22**
 - D. twenty-two-year-old
- _____ 17. The abbreviation _____ means that a copy of the letter is being sent to another person.
- A. encl.
 - B. **cc**
 - C. att.
 - D. P.S.
- _____ 18. Please select the correct sentence.
- A. The American flag is red, white, and blue.
 - B. The American Flag is red, white, and blue.
 - C. The American flag is Red, White and Blue.
 - D. **The American flag is red, white and blue.**
- _____ 19. Stories written for _____ are typically the shortest.
- A. Newspapers
 - B. **Television**
 - C. Blogs
 - D. Magazines

_____ 20. A news lead is typically comprised of _____.

- A. Larger and bolder text than the rest of the story
- B. A referral for someone to interview
- C. Who, what, where, when, how and why**
- D. A series of questions

_____ 21. Which is NOT a demographic characteristic?

- A. Lifestyle (interests and activities)**
- B. Age
- C. Gender
- D. Geographic location

_____ 22. Promotional writing should always _____.

- A. Include a call to action**
- B. Include a direct quote
- C. Include multiple sources
- D. Be written in third person

_____ 23. Please select the correct sentence.

- A. Forty-five freshmen will attend the football game tonight.**
- B. 45 freshmen will attend the football game tonight.
- C. Forty-five freshman will attend the football game tonight.
- D. 45 (forty-five) freshmen will attend the football game tonight.

_____ 24. What is the current membership of the National FFA Organization?

- A. 649355
- B. 649,355**
- C. Over one half million
- D. Six hundred forty-nine thousand and three hundred fifty-five

_____ 25. AP in journalism stands for what organization

- A. American Press
- B. Advanced Placement
- C. Agricultural Press
- D. Associated Press**