



# KEY

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). For each question, please select the answer choice you feel best answers each question. Each question is valued at one point each.

**All answer choices must be recorded on the electronic scan sheet provided in Google Classroom.** This is the only way your quiz answers will be accepted for scoring. Please double check your answers carefully to ensure you have correctly marked the answer you would like to submit for each question on the electronic scan sheet. Once this scan sheet has been submitted, all answer choices will be final and can longer be changed.

*For each of the following questions below, please select the option that best answers each question.*

- D   1. 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
- C   2. 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
- D   3. Anything that reduces the integrity or clarity of a message is \_\_\_\_\_.
- a. Channel
  - b. Encoder
  - c. Message
  - d. Noise

**D**    4. Which of the following is an image file type commonly used for print materials?

- a. JPG
- b. M4V
- c. PNG
- d. **TIFF**

   **B**    5. This is technical language and is generally to be avoided in new writing so the message is easily understood:

- a. Gobbledygook
- b. **Jargon**
- c. Jibberish
- d. Falsities

   **B**    6. Writing for broadcast should be \_\_\_\_\_ so that it sounds much like the way you talk.

- a. First person
- b. **Conversational**
- c. Formal
- d. Technical

   **D**    7. 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**

   **B**    8. \_\_\_\_\_ means passing off someone else's work as your own without proper citation or attribution.

- a. Reference citations
- b. **Plagiarism**
- c. Attribution
- d. False implications

- C**   9. In which person should news stories be written?
- a. First person
  - b. Second person
  - c. **Third person**
  - d. Fourth person
- C**   10. Equipment for radio and/or audio podcasts includes all of the following EXCEPT:
- a. Audio recorder
  - b. Computer
  - c. **Lighting**
  - d. Microphone
- D**   11. 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**
- D**   12. A(n) \_\_\_\_\_ is the act of conducting a study to collect data using a questionnaire.
- a. Content Analysis
  - b. Focus Group
  - c. Interview
  - d. **None of the above is correct**
- A**   13. What is the opening in the lens through which light passes to the camera sensor called?
- A. **Aperture**
  - B. Monochrome
  - C. F-stop
  - D. Viewfinder

**B**   14. Allowing the writer's opinions, prejudices and biases to enter a story is called \_\_\_\_\_.

- A. Fake news
- B. Editorializing**
- C. Journalism
- D. Writing

  **B**   15. 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

  **A**   16. Which of the following is an image file type commonly used on the web?

- A. JPG**
- B. PNG
- C. M4V
- D. TIFF

  **D**   17. What is NOT a step in the process of developing a crisis communication plan?

- A. Provide guidance to the public
- B. Control the flow of information
- C. Keep track of media calls and requests
- D. Respond to the news media on your own time**

  **A**   18. 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

**A**   19. Which of the following is the way various elements within a video screen are arranged?

- A. Framing**
- B. Head Room
- C. Arranging
- D. Zooming

  **A**   20. These are brief descriptions placed under photos or graphs.

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

  **D**   21. 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.**

  **B**   22. What camera angle creates a photograph where everything appears minimized or diminished?

- A. Eye-level shot
- B. High-angle shot**
- C. Low-angle shot
- D. Reverse-angle shot

  **B**   23. A good lead paragraph should have no more than how many words?

- A. 10
- B. 25**
- C. 50
- D. 100

\_\_\_**C**\_\_\_ 24. Which is NOT a criterion for news value?

- A. Human Interest
- B. Proximity or Location
- C. Observation**
- D. Conflict

\_\_\_**C**\_\_\_ 25. For print materials, you should have color photographs that are at least \_\_\_\_\_ pixels per inch.

- A. 72
- B. 150
- C. 300**
- D. 600