

Chapter Two Test Bank

2-1 Multiple Choice Questions

<p>2-1.1</p> <p>Page Ref: 30 Topic: Good Audio Answer: a</p>	<p>In radio news, the equivalent of a direct quote is called a(n) ____.</p> <p>a. actuality b. sound bite c. natural sound d. reader</p>
<p>2-1.2</p> <p>Page Ref: 30 Topic: Good Audio Answer: b</p>	<p>In TV news, the equivalent of a direct quote is called a(n) ____.</p> <p>a. actuality b. sound bite c. natural sound d. reader</p>
<p>2-1.3</p> <p>Page Ref: 31 Topic: Pacing Answer: d</p>	<p>The other name for a TV reporter's narration is ____.</p> <p>a. voice-over b. voicer c. sound bite d. voice track</p>
<p>2-1.4</p> <p>Page Ref: 33 Topic: Video Sequences Answer: c</p>	<p>A sequence usually has ____ shot(s).</p> <p>a. 1 b. 2 c. 3 or 4 d. 10 to 12</p>
<p>2-1.5</p> <p>Page Ref: 34 Topic: Broadcast Formats Answer: b</p>	<p>The format of a broadcast story depends on the</p> <p>a. producer's mood. b. news flow of the day. c. reporter's judgment. d. amount of time available.</p>
<p>2-1.6</p> <p>Page Ref: 34 Topic: Broadcast Formats Answer: a</p>	<p>A TV reporter who has a decent amount of information and a good sound bite but NOT enough material for a long story would produce a ____.</p> <p>a. voice-over/sound on tape (VO/SOT) b. voice-over (VO) c. reader d. package or wrap</p>
<p>2-1.7</p> <p>Page Ref: 35 Topic: Broadcast Formats Answer: d</p>	<p>A reporter who has a lot of information and good sound bites would produce a ____.</p> <p>a. voice-over/sound on tape (VO/SOT) b. voice-over (VO) c. reader d. package or wrap</p>
<p>2-1.8</p>	<p>A package or wrap usually lasts ____.</p> <p>a. 10–20 minutes</p>

Page Ref: 35 (Table 2.1) Topic: Broadcast Formats Answer: d	b. 20–40 minutes c. 40–70 minutes d. 70–90 minutes
2-1.9 Page Ref: 36 (Box) Topic: Standout Standups Answer: d	Which of the following is NOT a good reason to do a standup? a. to put the viewer on the scene with the reporter b. to add perspective, analysis or content c. to illustrate a point for which you have no footage d. to show how clever you are
2-1.10 Page Ref: 36 Topic: Standout Standups Answer: b	____ is the safest type of standup. a. Open b. Bridge c. Close d. One-liner
2-1.11 Page Ref: 36 Topic: Standout Standups Answer: c	The best place to shoot a standup is ____. a. against a wall b. in the studio c. on location d. in an edit bay

2-2 True/False Questions

2-2.1 Page Ref: 26 Topic: Central Compelling Character Answer: True	The viewers remember what they feel longer than what they hear.
2-2.2 Page Ref: 32 Topic: Pacing Answer: True	Let content determine the pacing of your story.
2-2.3 Page Ref: 33 Topic: Video Sequences Answer: False	Use all the shots you shoot in the final edit of your story.
2-2.4 Page Ref: 33 Topic: Video Sequences Answer: False	A wide shot provides visual focus and eliminates distractions.
2-2.5 Page Ref: 33	High-angle shots put the subject in a weak or powerless position.

Topic: Video Sequences Answer: True	
2-2.6 Page Ref: 33 Topic: Video Sequences Answer: True	Low-angle shots make the subject look taller and convey a feeling of power or superiority.
2-2.7 Page Ref: 33 Topic: Video Sequences Answer: True	On a Smartphone, it is easier to see the details of a person's eyes in a tight shot than the details of the Grand Canyon in a wide shot.
2-2.8 Page Ref: 35 Topic: Broadcast Formats Answer: True	A POS (Person on the Street) can be used both on radio and TV.
2-2.9 Page Ref: 36 Topic: Standout Standups Answer: False	Every story needs a standup.
2-2.10 Page Ref: 36 Topic: Standout Standups Answer: False	The reporters should always wear the business attire in a standup.
2-2.11 Page Ref: 37 Topic: Standout Standups Answer: True	Don't do something silly in a feature standup today that might make you less trustworthy when you're covering a lead news story.

2-3 Completion (fill-in-the-blank) Questions

2-3.1 Page Ref: 24 Topic: Focus Answer: point of view	POV stands for ____.
2-3.2 Page Ref: 28 Topic: Conflict Answer: internal; external	The two types of conflict are ____ and ____.
2-3.3	Both sound bites and actualities are the broadcast

Page Ref: 30 Topic: Good Audio Answer: radio; TV	equivalents of direct quotes in print. Actualities are used in ____ scripts, while sound bites are used in ____ scripts.
2-3.4 Page Ref: 30 Topic: Good Audio Answer: natural sound	You're preparing a radio story about a rockabilly musician. After interviewing him, you record him playing the string bass. That recording is called _____.
2-3.5 Page Ref: 33 Topic: Video Sequences Answer: establishing shot	A wide shot is also known as a(n) _____.
2-3.6 Page Ref: 33 Topic: Video Sequences Answer: close-up	A tight shot is also known as a(n) _____.
2-3.7 Page Ref: 34 Topic: Broadcast Formats Answer: voicer	A ____ is a traditional radio story that features reporter narration but no actualities, or quotes from sources.
2-3.8 Page Ref: 34 Topic: Broadcast Formats Answer: anchor	Readers are read by a(n) ____ in the studio.
2-3.9 Page Ref: 34 Topic: Broadcast Formats Answer: VO or voice-over	When a TV anchor reads news copy while video footage rolls, that's called a _____.
2-3.10 Page Ref: 34 Topic: Broadcast Formats Answer: voice-over	In broadcast news, VO stands for _____.
2-3.11 Page Ref: 34 Topic: Broadcast Formats Answer: voice-over/sound on tape	In broadcast news, VO/SOT stands for _____.

2-3.12 Page Ref: 35 Topic: Broadcast Formats Answer: POS (Person on the Street)	A reporter interviews 8–10 people for their opinions on a controversial tax hike. The reporter edits the best bites into a ____.
2-3.13 Page Ref: 36 Topic: Standout Standups Answer: bridge	A ____ standup links one part of a story to another.

2-4 Short Answer Questions

2-4.1 Page Ref: 23–24 Topic: Focus	One way to focus a story is by sketching a story map. Name another way to focus a story.
Answer: 1. Ask a central question. 2. What five questions would viewers want answered? 3. Ask yourself “Why?” five times. 4. Look for a microcosm. 5. Find a point of view (POV).	
2-4.2 Page Ref: 25 Topic: Focus	What’s a storyboard?
Answer: A cartoonlike drawing that outlines what you plan to shoot, depending on time and resources.	
2-4.3 Page Ref: 28 Topic: Conflict	According to NBC’s Bob Dotson, any story, no matter what the length, can be broken into four parts. List them.
Answer: 1. Setting the scene 2. Foreshadowing what’s ahead 3. Establishing the conflict 4. Resolving the conflict	
2-4.4 Page Ref: 28 Topic: Conflict	List three types of external conflict.
Answer: 1. Conflict with another person (wars, protests, politics, relationships) 2. Conflict with environment (weather, natural disasters, animals, land) 3. Conflict with society (values, laws, beliefs) 4. Conflict with technology	
2-4.5	Discuss how you could slow down the pace of a sad video.

Page Ref: 31 Topic: Pacing	
Answer: A sad video has a slower pace than an uplifting video. You can slow the pace with longer sentences, longer shots, calm music and silence.	
2-4.6 Page Ref: 33 Topic: Video Sequences	You've been assigned to shoot video of a pianist. List five different types of shots you could take, and briefly describe what would be in each.
Answer: 1. A tight shot of the pianist's hands on the keys. 2. A medium shot of the pianist's face as he/she concentrates on the music. 3. A wide shot showing the setting or the other players in the ensemble. 4. An over-the-shoulder shot of the pianist playing. 5. A high camera angle showing the setting. 6. A low camera angle taken by putting the camera on the floor and shooting up so you can see his/her hands on the keyboard.	
2-4.7 Page Ref: 33 Topic: Video Sequences	On a smartphone, it is easier to see the details of a person's eyes in a tight shot or the details of the Grand Canyon in a wide shot. Why?
Answer: It is easier to see the details of a person's eyes in a tight shot, as there are fewer details and they fill the screen.	
2-4.8 Page Ref: 34 Topic: Broadcast Formats	As a reporter, what factors do you consider when deciding the format for your story?
Answer: As a reporter, we have to be ready to respond to the producer, what the day is like and the material available.	
2-4.9 Page Ref: 35 Topic: Broadcast Formats	Both a wrap and a package are staples of broadcast news. What's the difference?
Answer: A wrap is for radio, while a package is for TV.	
2-4.10 Page Ref: 36 Topic: Standout Standups	Why is the bridge the safest standup to use?
Answer: A bridge standup gives you the most flexibility. It links one part of the story to another. This leaves you free to begin and/or end a story live. Even if you don't know exactly how your story will play out, by the middle of the day you might have enough information for a standup.	

2-5 Essay Questions

2-5.1	Pick a favorite movie. Discuss the elements of good storytelling that make this a memorable movie.
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Page Ref: Entire Chapter Topic: Elements of Storytelling	
Answer: This question gives the students an opportunity to apply the concepts to another form of visual storytelling. Points they could include are focus, a memorable main character, action, conflict, surprises, good use of audio, pacing and a variety of visuals.	
2-5.2 Page Ref: Entire Chapter (page 22) Topic: What Makes a Good Story?	Some stories lend themselves more naturally to visual treatment than others. Issue-oriented stories, such as raising the U.S. debt ceiling or relying more on solar energy, might be better told with words. Using the principles of good storytelling, discuss how you would turn one of those topics into a strong visual story.
Answer: This question challenges the students to think visually. They could describe how they could focus on an individual adversely affected by raising the U.S. debt ceiling. Or they could profile a scientist who has been studying the effects of solar power.	
2-5.3 Page Ref: 23–24 Topic: Focus	Recycling, eco-friendly shopping and buying local produce are popular with many consumers. Using one of the focusing techniques, describe how you would turn this broad idea into a story with a local focus. Find a fresh, visual approach by including people who have been left out of previous coverage.
Answer: The students pick one of the six methods to turn this broad idea into a fresh, visual story with a local focus.	
2-5.4 Page Ref: 25 Topic: Focus	Sketch a storyboard of the story in 2-5.3.
Answer: Artistic ability isn't important. Stick figures are fine. Look for a strong opener, a strong closing shot and a variety of visuals.	
2-5.5 Page Ref: 36–37 (Box) Topic: Standout Standups	Some of your print colleagues poke fun at standups as an example of broadcast journalism's emphasis on personality. How would you explain the importance of standups to them?
Answer: A standup establishes a connection between the reporter and the people and places in the news. [The checklist outlines specific reasons for using a standup.]	