

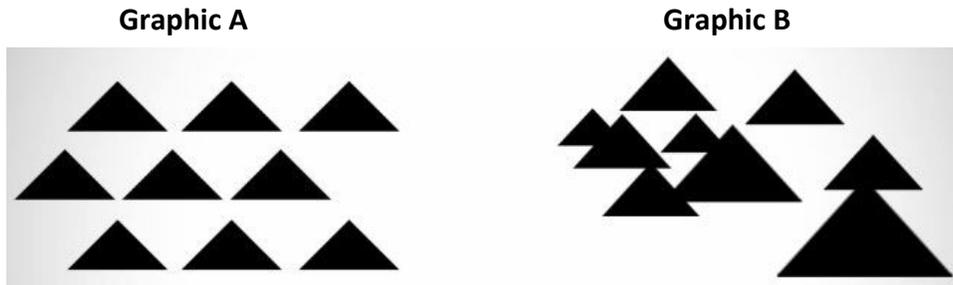
## **2018 Minnesota FFA Agricultural Communications CDE Communications Exam**

Name: **KEY** \_\_\_\_\_ Chapter: \_\_\_\_\_

Directions: Please select the most correct answer for each multiple choice question.

1. Photography plays a major role in communications. Which of the following statements is true in regard to photography?
  - a. Digital cameras generally only have one or two flash modes.
  - b. A high-angle shot looks up at the object of interest, creating for the most dramatic look possible.
  - c. JPG (Joint Photographic Experts Group) file formats are generally larger in size than TIFF (Tagged Image File Formats) file formats.
  - d. Digital cameras can generally be adjusted to fit the lighting needs of different environments, and the sensitivity of this light are measured on a scale using ISO (International Standards Organization).**
2. Which of the following is not a recommended strategy for creating a poster or flier?
  - a. Place the least important information at the bottom and in a smaller sized, but still readable, font.
  - b. Although fliers are smaller than posters, you should still utilize the same amount of content, and present the content in a similar manner, to ensure consistent branding and messaging between the flier and the poster.**
  - c. Utilize photographs that are at least 300 ppi (pixels per inch).
  - d. Create a simple background that does not distract the reader from your content.
3. Websites are an important communication tool many professionals utilize. Which of the following statements about websites is considered to be true?
  - a. Websites are considered to be linear because users generally follow a step-by-step organized path.
  - b. There is no such thing as having too many hyperlinks on a website. The author should embed as many hyperlinks as possible within their content to build credibility and provide the reader with resources.
  - c. Countries can have their own web domains.**
  - d. An "http:" is a series of numbers that connects a computer to the internet.
4. Which of the following statements is true of crisis communication?
  - a. It is acceptable to go "off the record" in interviews relating to the crisis.
  - b. It is acceptable to say "I have no comments" when asked a question relating to the crisis.
  - c. When an organization experiences a crisis, they should designate a spokesperson to work with news media to speak on behalf of the organization.**
  - d. None of the above statements are true of crisis communication.

**\*\*For question five, consider the graphics below.**



5. Consider the graphics displayed above. Which principle of design is demonstrated in each of the graphics?
- Graphic A: Repetition; Graphic B: Rhythm**
  - Graphic A: Rhythm; Graphic B: Repetition
  - Graphic A: Harmony; Graphic B: Proportion
  - Graphic A: Harmony; Graphic B: Repetition
6. An effective survey allows a researcher to learn a lot about their audience. Survey questions are designed to analyze both an audience's demographics and psychographics. Which of the following survey items or questions would not help a researcher learn more about a psychographic factor?
- "Why is a healthy lifestyle important for farm families?"
  - "On a scale from 1 to 10, rate how much you value your high school education."
  - "How much money do you make in a calendar year?"**
  - "How do you feel about the proposed Farm Bill?"
7. Which of the following is not considered one of the characteristics of newsworthiness?
- Reporter Interest**
  - Proximity
  - Significance
  - Conflict
8. Consider the sentence: "As I walked through the rows, the corn nearly filled the rows." Which of the following grammar problems are present in this sentence.
- Comma Splice
  - Dangling Modifier**
  - False Subject
  - Fragment
9. Which of the following sentences is consistent with AP style?
- "My favorite dairy foods are: Ice cream, cheese and milk."
  - "She said, "I like repairing small gas engines.""
  - "His mother was a member of the class of '77."**
  - "The seven-year-old child lost his dollar bill."
10. What does the term "libel" mean?
- Libel is a form of plagiarism practiced by some journalists.
  - Libel is a form of spoken slander.
  - Libel is a form of written defamation.**
  - Libel is a form of security journalists must have in order to remain safe when reporting at crime scenes.

11. Which of the following statements regarding apostrophe use is correct?
- Never utilize apostrophes for inanimate objects.
  - When utilizing an apostrophe with a word ending in s, it is never acceptable to add 's to show possession.
  - Never utilize 's for a word ending in x such as "fox."
  - It is acceptable to utilize 's in the case of some quasi possessives, such as "two weeks' vacation."**
12. Which of the following words is spelt correctly?
- Definetely
  - Nuiance
  - Shrubery
  - Saccharine**
13. Which of the following sentences is correct?
- The affect of the bill on the agricultural economy will prove to be detrimental.
  - After bailing hay and doing countless chores in the hot summer sun all summer, Jim is sure to loose weight.
  - Because Jodie posseses a passport, she is able to book an international flight.
  - His roommates referred to him as a cooking connoisseur—he always prepared the most delicious foods.**
14. A news release does not always include which of these elements?
- A headline
  - The words "FOR IMMEDIATE RELEASE"**
  - A dateline
  - A boilerplate
15. Assume Wendy has a photo that is 11" x 17" in size. When compressing or blowing up this photo, which of the following sizes would NOT be acceptable?
- 33" x 34"**
  - 5.5" x 8.5"**
  - 44" x 68"
  - All of these would be acceptable sizes.
16. Which of the following sentences contains no grammar or stylistic errors?
- Her thirteenth year of teaching high school agriculture was not going to be her last.
  - Caledonia is the county seat of Houston county.
  - The National Agricultural Communications Career Development Event attracts several teams across the USA each year.
  - The Nebraska FFA Convention will be hosted in Lincoln, NE starting on April 11.**
17. Which of the following datelines is correct?
- AUSTIN, Texas, March 18, 2018—**
  - MINNEAPOLIS, MN, March 18, 2018—
  - AUSTIN, Texas, Mar. 18, 2018—
  - MINNEAPOLIS, MN, Mar. 18, 2018—

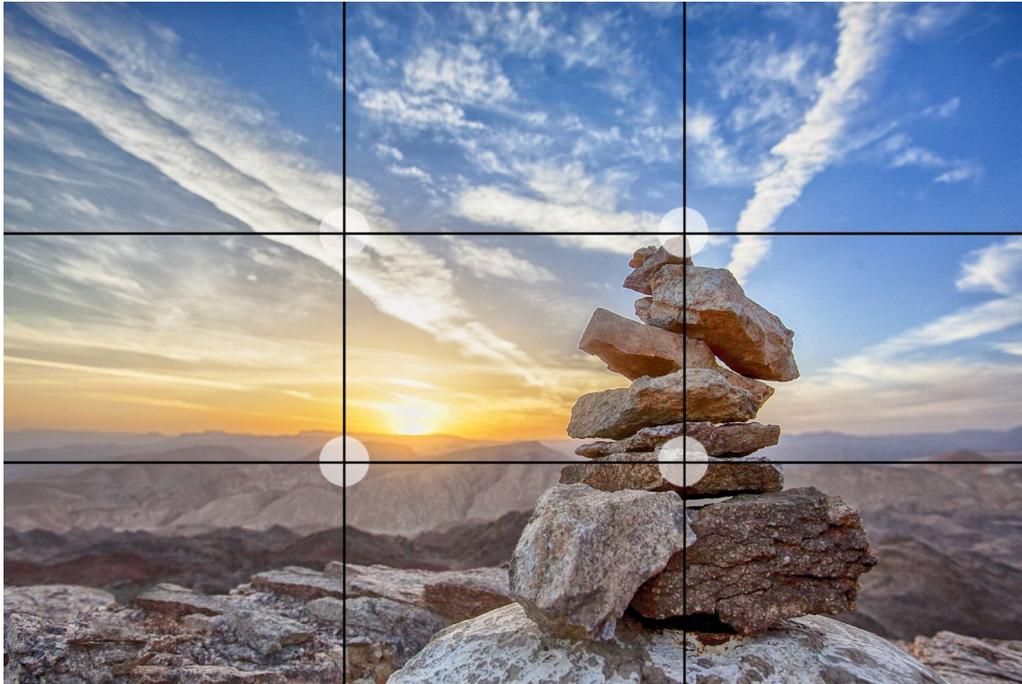
**\*\*For question 18, consider the graphic below.**



18. Which of the following would not be an appropriate element to include in a caption for the picture above?
- Who the students are (post-secondary agricultural education students).
  - The names of the students, listed from left to right (Josh McCormick and Mallory Larsen).
  - When the picture was taken (June 11, 2017).
  - Why the picture was taken (to showcase the need for post-secondary agricultural education).**
19. When running analytics on your FFA chapter's Facebook page, you realize that you have 3820 organic page visits in the month of February. What does this mean?
- Your chapter increased the traffic on the Facebook page by 3820 page visits.**
  - Your chapter has engaged with 3820 Facebook users in the month of February without paying any money.**
  - Your chapter has successfully reached 3820 more users in the month of February without employing any different social media practices.
  - None of the above statements are true.
20. Which of the following sentences would be acceptable in a news release, assuming that none of these acronyms had been used in these acronyms had been used previously within the same news release?
- The nurse had to perform a c-section during the delivery.
  - The UK is home to several new and emerging agricultural innovations.
  - The USDA works tirelessly to create safe agricultural policies for all.
  - None of the above.**

21. Which of the following scenarios would be classified as a conflict of interest?
- a. A reporter writing about their home farm.
  - b. A reporter receiving an incentive, such as an expensive gift, to cover a controversial story.**
  - c. A reporter who writes a story without interjecting their opinion.
  - d. None of the above.
22. Which of the following contains no grammar or stylistic errors?
- a. In order to obtain a "B" in her agriscience class, Amy needed to earn at least 80 percent of the points.**
  - b. 60% of all journalists have attended the Ag Media Summit.
  - c. I believe that two percent milk is the best option for all school cafeterias.
  - d. In total, approximately 70 per cent of agricultural educators across the nation were FFA members at one time.
23. You are conducting a radio interview with a farmer as part of your Supervised Agricultural Experience. In the interview, you open the interview by asking the farmer "How often do you drive your tractor illegally?" What type of question is this?
- a. Loaded question
  - b. Leading question
  - c. Double-barreled question
  - d. Both A and B are correct**

**\*\*For question 24, consider the graphic below.**



24. The photograph above adheres most closely to which graphic design or photography principle?

- a. Unity
  - b. The rule of thirds**
  - c. Harmony
  - d. Contrast
25. Which of the following contains no grammar or stylistic errors?
- a. The technical institution spends nearly four million dollars on drones each year.
  - b. The student spent 8 dollars on their admission ticket to the football game.
  - c. The student picked up \$0.22 at Cabela's.
  - d. None of the above.**