

TEST – NEWSPAPERS

1. What types of newspapers are there? **daily newspapers, weekly newspapers, Sunday newspapers, special interest newspapers**
2. In which ways are Sunday papers different from daily editions? **additional features, special sections, more pages, more difficult to handle**
3. Why do larger cities have evening newspapers? **people buy them when they travel home from work**
4. What are tabloids? **newspapers with smaller pages, sensational headlines and stories about scandals, crime and famous people**
5. What are editorials ? **articles that show the opinion of the writer or editor**
6. What is a news or wire service? **organization that collects news and pictures and sends it to newspapers**
7. In which newspapers do death notices appear ? **mostly in local papers**
8. What does a beat reporter do ? **writes about issues and topics, mostly over a longer period of time**
9. What do columnists write? **opinions about issues and news stories**
10. How are layouts created ? **with a computer; it shows where text, headlines, ads and pictures should appear**
11. What is a printing press? **machine that prints a newspaper on printing plates**
12. When does a newspaper have to be finished in order for it to be delivered to readers in the morning ? **late at night or shortly after midnight**
13. Where do truck drivers deliver newspapers? **newsstands, vending machines, shops**
14. What does a circulation manager do? **organizes the sales of newspapers and tries to increase the number of readers**
15. Why are advertisements important for a newspaper? **most of a newspaper's income comes from ads**
16. What is the difference between display ads and classified ads? **display ads are large and can cover up to a whole page; classified ads are only a few line long**
17. How have newspapers in the 21st century changed? **stories are sent by email, writing is done on computers, spellcheckers, colour pictures**
18. What problems are newspapers today facing? **rising costs, competition through the blogs and social media, ads must be shared with other media, change of reading habits**
19. Name a few newspapers in the US . **Los Angeles Times, Chicago Sun Times, New York Times, Washington Post**
20. Name a few European newspapers. **Daily Mail, The Times, El Pais, Le Monde, Süddeutsche Zeitung**