



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۷۰ تشریحی: ۰

سری سوال: یک ۱

عنوان درس: خواندن متون مطبوعاتی

رشته تحصیلی/کد درس: مترجمی زبان انگلیسی ۱۲۱۲۰۶۹ - زبان و ادبیات انگلیسی ۱۲۱۲۱۲۷ - آموزش زبان انگلیسی (ناپیوسته) ۱۲۲۵۰۹۰

1- Reports about accidents, conflicts, crimes, announcements, new laws, etc. are considered to as

1. special topics 2. hard news 3. feature 4. notices

2- In which section, the newspaper announces its position about some current event?

1. Editorial 2. Special topics 3. Commentaries 4. Specific reports

3- The section is newspaper which presents stories prepared by reporters who try to find topics that attract attention is called

1. essay 2. announcement 3. advertisement 4. feature

4- The writer of a newspaper or magazine column is called

1. contributor 2. columnist 3. editorial 4. commentator

5- An evaluation or judgment based on special knowledge and given by an expert is called

1. topic 2. essay 3. opinion 4. orientation

6- Which sentence is NOT true about the headline?

1. It is placed above the article.
2. It summarizes the content of the article.
3. It contains enough signals to make effective guesses.
4. Place and time are specified in the headline.

7- The essential points of the news article are included in the

1. headline 2. paragraph 3. lead 4. evaluation

8- Some public officials may be criticized, praised or merely discussed by

1. editorial 2. statements 3. special effects 4. expert opinion

9- The information such as *who are the actors, where and when did the events take place, what is the initial situation?* are set by

1. lead 2. evaluation 3. orientation 4. action

10- The location from which the journalist sent the story to the news agency is specified by

1. dateline 2. region 3. attribution 4. site



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11- Parliamentary bills, local news media, government announcements, and proposals are the parts of

1. personalization
2. attribution
3. frame of reference
4. bias

12- Some forms like *Professor Smith*, *Bishop Andrew*, and *Governor Cure* are the types of

1. apposition
2. elite
3. modifier
4. consolidate

13- The process by which English expresses verbal action, as well as the actors, objects and other entities as full sentences or as single nouns are called

1. modification
2. personalization
3. preposition
4. nominalization

14- Adverbials are used in the news text to

1. avoid direct reference
2. modify the permitted form
3. reduce the effect of syntactic tactics
4. increase their news value

15- Which one is NOT among the properties of *passive structure*?

1. An attribution of the affected entity.
2. A kind of resultant quality.
3. A representation of the action as a state.
4. An indication of the ideological significance of the form.

16- The main difference between a full sentence and nominalization is that

1. the news writer knows the identity of the news actors in nominalization whereas he doesn't in sentence
2. the event is taken out of the world of specific, concrete in full sentence whereas it isn't in nominalization
3. unlike the nominalization, the event is placed in the world of general, abstract in full sentence
4. a sentence must always be suited in time whereas a nominalization need not.

17- Headlines that are in the form of a question

1. create interpersonal relations with the reader cultivating readers' enthusiasm
2. give special effects to their articles and highlight important points
3. reflect a sense of doubt felt by the news writer which exists in the reader
4. show the importance and personality of the reader by being 'eye openers'



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18- Which one is NOT among the main purposes of *direct question*?

1. Direct quotation converts first and second persons to third.
2. It distances journalist from endorsement of what the source said.
3. A quote is valued as a particularly incontrovertible fact.
4. It adds to the story the flavor of the newsmaker's own words.

19- The journalist may want by using indirect speech.

1. to make his story more truthful
2. to give some direction to his story
3. to question the reliability of news sources
4. to allow no ideological injection

20- Dates, ages, counts of participants, distances, weights, and scores make the news sound objective and

1. subjective
2. susceptible
3. empirical
4. conceptual

21- Which one is NOT true about the *metaphor*?

1. It is just stylistic ornament.
2. It exerts real influence on discourse.
3. It is pervasive in everyday life.
4. It is a part of real linguistic communication.

22- Which technique is used in the following headline?

Russia Political Amnesty Urged

1. Rhetoric distortion
2. Depersonalization
3. Metaphor
4. Indirect quotation

23- Which articles are NOT classified as editorial?

1. commentary
2. news-analysis
3. hard news
4. letters to the editor

24- An *editorial* usually begins by stating a/an

1. advise
2. command
3. plea
4. issue

25- A *professional editorial* does the followings EXCEPT:

1. He lays out a series of facts and assertions.
2. He ignores his own knowledge of history, religion, etc.
3. He helps the reader make directed judgments.
4. He reviews key persons' opinions.



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26- Which of the following is NOT the source for *feature stories*?

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|------------|--------------|-----------------|----------------|
| 1. Outlook | 2. Invention | 3. New business | 4. Work of art |
|------------|--------------|-----------------|----------------|

27- The feature writer's concern for attracting his reader may result in

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|--------------|--------------|--------------|------------------|
| 1. adventure | 2. gossiping | 3. confusion | 4. backformation |
|--------------|--------------|--------------|------------------|

28- Most newspapers accept preprinted ad sections called , which are several pages long.

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|----------------|--------------------------|
| 1. display ads | 2. want ads |
| 3. notices | 4. free-standing inserts |

29- Homes, used cars, furniture, etc. that individuals have for sale are listed in

- | | |
|-------------------|--------------------------|
| 1. display ads | 2. free-standing inserts |
| 3. classified ads | 4. announcements |

30- Which one is true about the advertisements?

1. They vary in nature.
2. All of them have the same style.
3. They share a unique content.
4. A successful ad in one culture is necessarily successful in other cultures.