



زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: خواندن متون مطبوعاتی

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

1-A publication printed and distributed at regular intervals containing news, opinion, editorials, entertainment and other matters is referred to as -----.

1. Report                      2. newspaper                      3. essay                      4. advertisement

2-Two features of news are:

1. simplicity and consideration                      2. truthfulness and anticipation  
3. publicity and interesting                      4. immediacy and importance

3-A newspaper -----.

1. usually makes a business of fortune telling  
2. is expected to teach people how to appreciate life  
3. may include some non-news sections  
4. interferes in stock exchanges and its variations

4-The front page of a newspaper is mainly devoted to ----- .

1. feature stories                      2. headline of hard news  
3. reports                      4. commercial ads

5-In feature section, reporters present ----- to attract attentions.

1. sport news                      2. stories                      3. ceremonies                      4. political news

6-“Feature” or ----- is a section which presents stories prepared by reports who try to find attractive topics.

1. notice                      2. soft news                      3. special topics                      4. hard news

7-Extra significance is given by ----- on the front page.

1. black letter headlines                      2. non-verbal headlines  
3. big bold letter headlines                      4. pictured headlines

8-The headline above the article contains enough signals to ----- about the most important information of the text.

1. highlight the content                      2. attract the reader’s attention  
3. make effective guesses                      4. densely summarize all

9-The information relating to “who, what, when, where and how” in news stories is called -----.

1. general subject                      2. headline                      3. dateline                      4. orientation



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10-What's the function of comma (,) after "city" in the following headline?

"City, Indian clash over President Drumbeat"

1. differentiates between City and Indian
2. replaces the conjunction "and"
3. separates a noun from an adjective
4. indicates journalistic style

11-Apposition, as a syntactic tactic is used to -----.

1. bring about a semantic change
2. indicate the importance of the news
3. create a sense of comparison
4. increase the news significance

12----- give the nouns a sense of uniqueness and create the assumption that they are well-known.

1. Nominalizations
2. Subjectives
3. Passivizations
4. Appositives

13-Adverbials are included in the news text to -----.

1. add to the effects of the headline
2. increase the news value
3. produce high syntax
4. express mental processes

14-Identify the used syntactic tactic in the following headline:

"Foreign Role May Boost Kuwait-Investment Body"

1. personalization
2. generalization
3. modality
4. passivization

15-The recency of a story, its synchronization with daily news cycle and its consonance with stereotypes are some special effects created by -----.

1. adjectival
2. prepositional
3. nominal
4. adverbial

16-Which of the following is an example of preposed modifier?

1. Federal education dollars
2. Most needed
3. Pressing the Senate
4. Undeterred by rejection in the House

17-One popular type of opening is a quote from an authority, giving the person's title, background, and -----.

1. few introductory remarks
2. purpose of news
3. area of expertise
4. sense of doubt



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18-Figures make the news sound -----.

- |                            |                              |
|----------------------------|------------------------------|
| 1. direct and immediate    | 2. subjective and comparable |
| 3. objective and empirical | 4. figurative and inclusive  |

19-The skill of applying a word to an object to which it is not literary applicable is called -----.

- |             |                      |
|-------------|----------------------|
| 1. metonymy | 2. depersonalization |
| 3. metaphor | 4. passivization     |

20-In the following headline, the subject is an example of using the -----.

"Mortars, Guns Hit Sarajevo"

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 1. technique of depersonification | 2. figure of identification    |
| 3. act of language resemblance    | 4. act of reporting similarity |

21-"Clinton Health Reforms Battered, But Still Alive".

In the above headline, the journalist has-----.

- |                             |                            |
|-----------------------------|----------------------------|
| 1. used personified objects | 2. defined two objects     |
| 3. interpreted ornaments    | 4. changed real influences |

22-Articles which are sometimes classified as commentary, outlooks, opinion, etc. are brought under -----.

- |             |               |              |              |
|-------------|---------------|--------------|--------------|
| 1. features | 2. editorials | 3. soft news | 4. hard news |
|-------------|---------------|--------------|--------------|

23-"Because of the presence of the new guards, there has been a sharp decline in the crime rate at Sunset Homes."

In the above sentence, what does the journalist mean by a sharp decline?

- |                     |                       |
|---------------------|-----------------------|
| 1. severe disagree  | 2. violent slogan     |
| 3. loss of strength | 4. length of increase |

24-From the style point of view, editorial is much like a(n)-----.

- |          |              |                 |                |
|----------|--------------|-----------------|----------------|
| 1. essay | 2. narration | 3. illustration | 4. description |
|----------|--------------|-----------------|----------------|

25-Which one of the following is a "feature headline"?

- |                                  |                             |
|----------------------------------|-----------------------------|
| 1. Confession of a Workaholic    | 2. Ukraine Economy Crashing |
| 3. Hemingway Imitator Gets Prize | 4. Money Supplies Fell      |



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26- An article begins with the following sentence:

"Teaching kids about money is like teaching kids about any other essentials of life."

This article is a(n)-----.

1. advertisement
2. feature story
3. story
4. hard news

27- The "soft news" stories appearing in the "Living", "Local" and "Life Style" sections of a newspaper are called-----.

1. announcements
2. features
3. quasi-titles
4. special topics

28- This kind of advertisement range in size from less than 1 inch to a full page or more and must include illustrations.

1. free standing inserts
2. want ads
3. display ads
4. classified ads

29- Which statement is correct about advertisement?

1. Newspapers offer advertisers several advantages over other media
2. Newspapers, on the average, devote about 30% of their space to advertising
3. Advertising is never used by acceptable governments
4. Advertising can never influence the way knowledgeable people act

30- The knowledge of a----- and a----- are required to interpret an advertisement.

1. culture/tradition
2. language/culture
3. custom/interest
4. technology/knowledge