

زمان آزمون (دقیقه): تستی: ۸۵ 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 written text intended to inform people can be regarded as news if it has two characteristics.

These two characteristics are -----.

- |                             |                           |
|-----------------------------|---------------------------|
| 1. immediacy and importance | 2. novelty and scope      |
| 3. interest and importance  | 4. scope and significance |

2-Which of the following is the main role of a newspaper reporter?

1. the receiver of news from other sources
2. the manager of news organizations
3. the mediator between an event and the reader
4. the person who makes news more interesting

3-Which of the following consists of reports about accidents, conflicts, crimes, new laws etc?

- |              |                   |               |              |
|--------------|-------------------|---------------|--------------|
| 1. hard news | 2. special topics | 3. editorials | 4. soft news |
|--------------|-------------------|---------------|--------------|

4-In which section,the newspapre announces its position about some current event?

- |                   |                 |            |              |
|-------------------|-----------------|------------|--------------|
| 1. special report | 2. announcement | 3. feature | 4. editorial |
|-------------------|-----------------|------------|--------------|

5-Which section of a newspaper is devoted to issues such as sports, business, arts, education, etc?

- |              |                    |               |                   |
|--------------|--------------------|---------------|-------------------|
| 1. soft news | 2. current reports | 3. editorials | 4. speical topics |
|--------------|--------------------|---------------|-------------------|

6-Which of the following occupies most of the space in a newspaper?

- |                  |              |              |            |
|------------------|--------------|--------------|------------|
| 1. advertisement | 2. hard news | 3. soft news | 4. reports |
|------------------|--------------|--------------|------------|

7-A forecast of a person's future is called -----.

- |              |               |          |                  |
|--------------|---------------|----------|------------------|
| 1. horoscope | 2. commentary | 3. essay | 4. entertainment |
|--------------|---------------|----------|------------------|

8-In general, the organization of a news text is a/n ----- one.

- |              |                   |                |                 |
|--------------|-------------------|----------------|-----------------|
| 1. bottom up | 2. top- to-bottom | 3. unknown one | 4. professional |
|--------------|-------------------|----------------|-----------------|

9-Which of the following is FALSE about a headline?

1. It is placed above the article
2. It is printed in large bold typeset
3. It is written in a way to attract the reader's attention
4. It avoids signals about the importance of the text

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10- In order to understand the news text, the reader may need complex social and political knowledge -----.

1. interpretations      2. signals      3. schemata      4. structures

11- What syntactic tactic is used in the following sentence?

*Paul Smith, a political science professor at Washington university, has proposed a new theory.*

1. apposition      2. adjective preposition  
3. nominalization      4. passivization

12- Which syntactic tactic is used in the following headline?

*Saving birds can help people*

1. adverbial      2. nominalization  
3. apposition      4. modifier preposing

13- Which syntactic tactic is used in the following headline?

*Military May Need To Lower Standards For Recruiting, Chiefs Warn*

1. ambiguity      2. reference      3. passivization      4. modality

14- Which of the following is used to distance and disown, to absolve journalist and news outlet from endorsement of what the source said?

1. an opening question      2. indirect speech  
3. direct quotes      4. ambiguous language

15- Which one is the figure of speech that implies a comparison between two unlike entities?

1. exemplification      2. exaggeration  
3. depersonalization      4. metaphor

16- Which technique is used in the following headline?

*Mortars, Guns Hit Sarajevo*

1. metaphor      2. depersonalization  
3. apposition      4. personification

17- Which of the following is NOT included under the general label of editorial?

1. commentary      2. outlook      3. newsletter      4. opinion

18- What is the main purpose of editorial writers?

1. to criticize people's judgements      2. to reject the judgement of readers  
3. to change people's judgement      4. to analyze people's judgement

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19- One of the characteristics of feature stories is their -----.

1. complication                      2. simplicity                      3. imaginativeness                      4. attractiveness

20- Which of the following is FALSE about feature stories?

1. They may be accounts of old information.  
2. They may include all kinds of facts.  
3. They may be written on the basis of research and real facts.  
4. They may include exact information.

21- A biographical essay that presents the subject's most noteworthy characteristics and achievements is called a/n -----.

1. editorial                      2. profile                      3. gossip                      4. preview

22- A prominent or extra article or story in a newspaper or periodical is called a/n -----.

1. feature                      2. figure                      3. insert                      4. design

23- Which one is designed to promote products, services or ideas?

1. advertisements                      2. features                      3. editorials                      4. hard news

24- Which of the following is FALSE about advertisements?

1. It is the cheapest and fastest way to inform many people.  
2. It is sometimes used by special interest groups.  
3. It has just one purpose and it is to sell products or services.  
4. Political parties and candidates may also use them.

25- What are the main two types of advertisements used in newspapers?

1. commercial ads and social ads                      2. free ads and paid ads  
3. short ads and long ads                      4. display ads and classified ads

26- What is the label for preprinted ad sections which are several pages long?

1. free-standing inserts                      2. classified real estates  
3. want ads                      4. super display ads



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27- If an advertisement is to be effective, its production and placement must be based on

.....

1. a very good budget and knowledge of social structure
2. knowledge of social relations and the source of power
3. a knowledge of the public and skilled use of the media
4. skilled use of the media and a very good budget

28- An extra page set within a newspaper, magazine or book is called a/n -----.

- |       |           |            |           |
|-------|-----------|------------|-----------|
| 1. ad | 2. insert | 3. feature | 4. design |
|-------|-----------|------------|-----------|

29- A suspension of trade in a particular commodity is called -----.

- |             |         |            |            |
|-------------|---------|------------|------------|
| 1. furlough | 2. glut | 3. embargo | 4. endemic |
|-------------|---------|------------|------------|

30- Someone who runs a business at his own financial risk is called a/n -----.

- |             |            |              |                 |
|-------------|------------|--------------|-----------------|
| 1. fugitive | 2. fervent | 3. exemplary | 4. entrepreneur |
|-------------|------------|--------------|-----------------|