



1-The term is information that a reader has not known previous to it's presentation.

1. news 2. orientation 3. attribution 4. apposition

2-A newspaper is

1. expected to represent political parties 2. intended for the rulling class of a society
3. considered as a means of advertisement 4. printed and published regularly

3-Newspapers usually publish the information

1. the reader already knows 2. which is new and important to the reader
3. which has no scientific or true basis 4. the readers have ordered before

4-Reports about accidents, conflicts, crimes, new laws, discoveries , etc. which are the major products of a newspaper are refered to as

1. editorial 2. soft news 3. hard news 4. advertisement

5-There is always one or more pages devoted to community notices about death and commemoration ceremonies, etc. They are called

1. editorials 2. leads 3. advertisements 4. announcements

6-Features are also refered to as

1. leads 2. hard news 3. soft news 4. announcements

7-The front page of a newspaper is mainly devoted to

1. headlines 2. feature
3. detailed reports of sports 4. commercial advertisements

8-A newspaper's position about a major social or political event appears in the

1. life style section 2. editorial section
3. announcement section 4. special topics section

9-An interview with a famous artist is classified as

1. caricature 2. personal 3. hard news 4. feature

10-The first sentence/ paragraph of the news article is refered to as the and contains the essential points of the story.

1. lead 2. orientation 3. headline 4. attribution



11- reminds the readers that the story originated with certain persons and organizations.

1. action 2. personalization 3. attribution 4. evaluation

12-The news that attract more readers

1. appear on the front page 2. are usually not significant
3. receive a lower degree of priority 4. appear on the inside pages

13-The actual news story starts with

1. an event 2. a headline 3. a lead 4. a report

14-The time and place when and where the event takes place are mentioned in the

1. conclusion 2. dateline 3. evaluation 4. headline

15-When the journalist prefers to avoid referring to specific people who caused actions, he often employs a common syntactic tactic called

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

16-Adverbials are included in the news text to

1. create undrestandable news stories 2. reduce the effect of syntactic tactics
3. nullify special effects 4. increase thier news value

17-Apposition, nominalization, passivization and modifier preposing are commonly employed by journalists to

1. make thier language simple 2. create special effects
3. disregard the news significance 4. indicate objectivity and truthfulness

18-Direct quotes are used in headlines to

1. help news makers become popular 2. show the reliability of the newspaper
3. make hard facts out of common talks 4. keep off making controversial comments

19-In order to be in control of the news article, the journalist most often uses

1. direct quotes 2. indirect speech
3. ideological principles 4. uncommon vocabulary

20-In most news stories, the writers use

1. the third person 2. the speaker
3. the second person 4. the first person



21- is used to present human acts as if they happened without any human causer.

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| 1. apposition | 2. metaphor |
| 3. personalization | 4. depersonalization |

22- personification and depersonification in fact indicate the

1. role of the news writer in giving directions to news stories
2. role of events in attracting the reader's attention
3. accuracy of information reported in news stories
4. lack of reliability of news stories

23- Editorials usually

1. reflect the position of the people
2. represent the position of a newspaper on current issues
3. summarize the events of the community
4. have little to do with what really happens

24- One of the main aims of the editorials is to

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| 1. change people's judgements | 2. criticize people's judgements |
| 3. popularize people's judgements | 4. analyze people's judgements |

25- One of the characteristics of feature stories is thier

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| 1. simplicity | 2. complication | 3. attractiveness | 4. imaginativeness |
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26- Unusual facts

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| 1. should not be included in feature stories | 2. may not be dealt with in newspapers |
| 3. make good feature stories | 4. may indicate false judgement |

27- each company or business

1. persuade the buyers to disregard the advertisements
2. tries to find the cheapest kind of advertisement
3. can have a limited share of advertisements
4. advertises in order to attract more buyers



28- Personal and institutional prospects

1. may be promoted by advertisements
2. should not be mentioned in the advertisement
3. might be indicated by the advertisement
4. cannot be identified by the advertisement

29- Advertisements may be designed

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| 1. for consumer behavior | 2. for fighting strategies |
| 3. according to research findings | 4. according to strategic compaigns |

30- Feature articles

1. should be written by professional journalists
2. never include news stories of community
3. are mostly imaginary stories
4. may include all kinds of facts