

نام درس: خواندن متون مطبوعاتی	تعداد سئوالات: ۳۰ تکمیلی	نظریه
رشته تحصیلی: گرایش: ادبیات انگلیسی - مترجمی زبان	زمان امتحان: ۷۵ دقیقه	نظریه
کد درس: ۱۷۱۲۵۲ ۱۷۰۲۵۶	تعداد کل صفحات: ۵	

Choose the best choice (a, b, c, or d) to complete the following sentences .

- As the of the news, it is the reader's task to reconstruct the initial event from the report which he has received.
 - observer
 - meditator
 - reporter
 - recipient
- A newspaper reporter plays the role of
 - an inventor who causes the events to happen
 - a manager who makes people make news
 - a mediator between an event and the reader
 - a receiver of the news from other newspapers
- Reports about accidents, conflicts, crimes, announcement, new laws and regulations, discoveries, etc, which are the major product of a news paper are referred to as
 - editorial
 - hard news
 - feature
 - soft news
- "Feature" or..... is a section which presents stories prepared by reporters who try to find topics which attract attention.
 - soft news
 - special topics
 - headlines
 - hard news
- The organization of a news text is generally a one in which the highest levels of the meaning are presented first , and the lower levels follow.
 - reconstructing
 - top-to- bottom
 - bottom-up
 - unorganized
- All of the following items are correct about a headline EXCEPT
 - It densely summarizes and highlights the content of the article.
 - Time is always specified in the headline .
 - Some headlines leave location completely unclear .
 - It is printed in large bold typeset to attract the reader's attention.
- The first sentence or paragraph of the news article is referred to as the and contains the essential points of the story.
 - lead
 - headline
 - attribution
 - evaluation
- Journalists structure their leads and headlines in a way to carry a news actor first. This is called
 - Action
 - Attribution
 - Personalization
 - Evaluation

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14. By using this tactic, it is possible to avoid any direct reference at all to people as actors causing actions for which they are responsible.
- a. passivization b. personification c. apposition d. modification
15. The phrase "Missing and Exploited Children Center" is an example of
- a. apposition b. nominalization c. modifier preposing d. depersonalization
16. All of the following are the purposes of direct quotation **EXCEPT**
- a. a quote is valued as a particularly 'incontrovertible fact'
- b. it is used to distance and disown, to absolve journalist from endorsement of what the source said
- c. it is used to add to the story the flavor of the newsmaker's own words
- d. besides of achieving the goal of brevity, it is used to create a sense of a certain title
17. Figures and numbers are used in news stories to
- a. insure respect for the writer b. compare a fact with fantasy
- c. enhance their news value d. make them difficult to understand
18. In the headline " Bombing Destroys Kabul's Historic Mosque", which of the following tactics is used ?
- a. Depersonalization b. Personification c. Nominalization d. Apposition
19. Personification and depersonification in fact indicate the
- a. lack of reliability of news stories
- b. accuracy of information reported
- c. role of events in attracting the reader's attention
- d. role of the news writer in giving directions to news stories
20. Editorials usually
- a. reflect the position of the people
- b. represent the position of a newspaper on current issues
- c. summarize the events of the community
- d. have little to do with what happens in community

نام لیس: خواندن متون مطبوعاتی

تعداد سؤالات: ۳۰ تکمیلی

رشته تحصیلی: گرایش: ادبیات انگلیسی - مترجمی زبان

زبان امتحان: نسبی و تکمیلی ۷۵

تعداد کل صفحات: ۵

که لیس: ۱۷۰۲۵۶ ۱۷۱۲۵۲

21. Designers of advertisements use the language.....in order to influence the reader's senses. They can create sentimental images to gratify internal and natural desires of the reader.
- a. symbolically b. directly c. specifically d. clearly
22. Some advertisement
- a. show how consumers are creative
b. depend on the creativity of the buyers
c. are designed to help people develop their emotions
d. are based on social and psychological considerations
23. The primary goal of advertisers is to
- a. make a lot of money b. influence the reader's senses
c. sell their products d. identify their consumers
24. An editorial usually begins by and ends with a conclusion in the form of advice . a plea , or a
- a. current issues / command b. stating an issue/ judgement
c. stating an issue/ command d. current issue/ judgement
25. The professional writer intends to attract and involve readers in article quickly and personally, appealing to readers' self interest.
- a. editorial b. advertisement c. hard news d. sport
26. The front page of a newspaper is mainly devoted to
- a. feature stories b. headlines of hard news
c. detailed reports of sports d. commercial advertisements
27. Which one of the following is the feature headline ?
- a. Security Contract Doesn't Bar Hate b. When Will They Ever Learn?
c. Confessions of a Workaholic d. Hemingway Imitator Gets Prize
28. Editorials often.....
- a. raise problems and suggest solutions
b. discuss ordinary matters as if they were problems
c. look down at government achievements
d. make issues of unimportant problems without referring solutions

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 زمان امتحان: ۷۵ دقیقه تشریحی
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نام درس: خواندن متون مطبوعاتی
 رشته تحصیلی: گرایش: ادبیات انگلیسی - مترجمی زبان
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29. A headline like *Muslim , Gypsy Villages Seek to Quit Serb Areas* exemplifies
- a. personification b. depersonalization c. personalization d. passivization
30. Adverbials are included in the news text to
- a. nullify special attests
 b. create understandable news stories
 c. reduce the effect of syntactic tactics
 e. increase their news value