



کُد سری سؤال: یک (۱)

حضرت علی(ع): ارزش هر کس به میزان دانایی و تخصص اوست.

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

تعداد سوالات: تستی: ۳۰ تشریحی: --

نام درس: خواندن متون مطبوعاتی

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

مجاز است.

استفاده از:

1. The News should have elements of importance and
 - a. conclusiveness
 - b. comprehensiveness
 - c. immediacy
 - d. rationality
2. For Gunther Kress, the newspaper's function is a kind of
 - a. meditation
 - b. mediation
 - c. problem-solving
 - d. problem-posing
3. The editorial usually appears on the
 - a. inside pages
 - b. front page
 - c. headlines
 - d. lead
4. The newspaper's major financial support is provided by
 - a. political controversies
 - b. commercial advertisements
 - c. economic products
 - d. social and religious parties
5. The organization of news texts is generally
 - a. circular
 - b. level
 - c. bottom-to top
 - d. top-to-bottom
6. Which statement is TRUE?
 - a. time and place can both be specified in the headline.
 - b. neither time nor place can be specified in the headline.
 - c. place can sometimes be specified in the headline, but never time.
 - d. time can sometimes be specified in the headline, but never place.
7. Which statement is TRUE?
 - a. the headline is another name for the lead.
 - b. the headline is an abstraction of the lead.
 - c. the lead is an abstraction of the headline.
 - d. the headline is unrelated to the lead.
8. News stories that are received from international agencies are
 - a. datelined
 - b. exaggerated
 - c. ignored
 - d. printed in a special page



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استفاده از:

9. Which statement is TRUE?

- a. like personal narratives, news stories are always told in chronological order.
- b. like personal narratives, news stories are never told in chronological order.
- c. unlike personal narratives, news stories are seldom told in chronological order.
- d. unlike personal narratives, news stories are usually told in chronological order.

10. Attribution has to do with

- a. news source
- b. news evaluation
- c. news interpretation
- d. frame of reference

11. The apposed nouns or noun phrases

- a. are commonly joined to each other by a conjunction.
- b. are not joined to each other by a conjunction.
- c. are sometimes joined to each other by a conjunction.
- d. should always be joined to each other by a conjunction.

12. Which one is NOT among the properties of passive structure?

- a. representation of the action as a quality/ state
- b. representation of the action as an attribute
- c. focus on affected entity
- d. focus on agent entity

13. Placing multiple modifiers before a noun.....

- a. is common in writing scientific articles
- b. is a common syntactic tactic in journalistic English
- c. changes it to an adjective
- d. reduces its significance

14. Adverbials are included in the news texts to

- a. nullify specific effects
- b. reduce the effects of syntactic tactics
- c. create understandable news stories
- d. increase their news value



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مجاز است.

استفاده از:

15. Which of the following expressions uses proposed modifier?
- a. undeterred by rejection in the House b. pressing the Senate
c. most needed d. federal education dollars
16. The headline "Gallup Polls Kids On Violence", contains the case of
- a. nominalization b. passivization c. modifier preposing d. clefting
17. News stories are expected to
- a. be eye openers
b. create interpersonal relations with the reader
c. create intrapersonal relations within the reader
d. be strange
18. Headlines that are in the form of a question
- a. are meant to make readers suspicious about government policy
b. are a device to show the responsibility of the writer
c. reflect a sense of doubt felt by the writer which already exists in the reader
d. are meant to show the reliability of the newspaper
19. Which one is NOT among the functions of direct quotes?
- a. quote helps the writer to be in control of focusing the story and to combine information
b. quote is valued as a particularly incontrovertible fact
c. quote helps the newspaper to disown what the source said
d. quote adds to the story the flavor of the newsmaker's own words
20. Figures and numbers make the news soundand empirical.
- a. susceptible b. refutable c. subjective d. objective
21. In most news stories, the writers use
- a. the first person b. the second person c. the third person d. the impersonal



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22. Recent studies have shown that metaphor.....
- a. is a matter of literature b. is a matter of words
- c. has nothing to do with our thinking d. is a matter of thought and conception
23. In the headline " Mortars, Guns Hit Sarajevo",.....
- a. the news is reported without mentioning any human cause
- b. the cause is taken more serious than the effect
- c. the news writer is not aware of the details of the news
- d. the reader is not expected to need much information
24. Almost any non-hard-news article dealing with recent issues written by newspaper staff writers or contributors is referred to as
- a. commentary b. outlook c. editorial d. opinion
25. Local events are prime sources for
- a. advertisements b. features c. editorials d. commentaries
26. In style, an editorial is much like a/an
- a. business letter b. friendly letter c. essay d. thesis
27. One of the characteristics of feature stories is their.....
- a. complication b. simplicity c. imaginativeness d. attractiveness
28. are also called want ads.
- a. classified ads b. display ads
- c. free-standing inserts d. notices
29. A biographical essay presenting the subject's most noteworthy characteristics and achievements is called a
- a. soft news b. profile c. feature d. free-standing insert
30. Newspapers devote about..... of their space to advertising.
- a. 30 percent b. 40 percent c. 60 percent d. 75 percent