

سرى سوال: يك ١

زمان آزمون (دقیقه): تستی: ۸۰ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحي: ٠

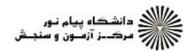
عنـــوان درس: خواندن متون مطبوعاتي

رشته تحصیلی/کد درس: مترحمی زبان انگلیسی ۱۲۱۲۰۶۹ - ، زبان وادبیات انگلیسی ۱۲۱۲۱۲۷ - ، آموزش زبان انگلیسی ۱۲۲۵۰۹۰

| 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 | | | |
| 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 posit | tion 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 |

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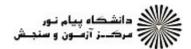
کارشناسی و کارشناسی ناییوسته



سري سوال: يك ١ زمان آزمون (دقیقه): تستی : ۸۰ تشریحی: ۰ تعداد سوالات: تستى: ٣٠ تشريحى: ٠ **ــوان درس:** خواندن متون مطبوعاتی رشته تحصیلی/گد درس: مترجمی زبان انگلیسی ۱۲۱۲۰۶۹ - ، زبان وادبیات انگلیسی ۱۲۱۲۱۲۷ - ، آموزش زبان انگلیسی ۱۲۲۵۰۹۰ 11-..... reminds the readers that the story originated with certain persons and organizations. 2. personalization 3. attribution 1. action 4. evaluation 12-The news that attract more readers 1. appear on the front page 2. are usually not significant 4. appear on the inside pages 3. receive a lower degree of priority 13-The actual news story starts with 2. a headline 3. a lead 1. an event 4. a report 14-The time and place when and where the event takes place are mentioned in the 2. dateline 3. evaluation 4. headline **1.** conclusion 15-When the journalist prefers to avoid refering to specific people who caused actions, he often employs a common syntactic tactic called 2. personalization 3. generalization 4. apposition **1.** passivization 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 2. create special effects 1. make thier language simple 4. indicate objectivity and truthfulness 3. disregard the news significance 18-Direct quotes are used in headlines to 2. show the reliability of the newspaper 1. help news makers become popular 4. keep off making controversial comments 3. make hard facts out of common talks 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 2. the speaker 1. the third person 3. the second person 4. the first person

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کارشناسی و کارشناسی ناپیوسته

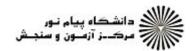


سرى سوال: يك ١ تعداد سوالات: تستى: ٣٠ تشريحى: ٠ زمان آزمون (دقیقه): تستی: ۸۰ تشریحی: ۰ **ـوان درس:** خواندن متون مطبوعاتی رشته تحصیلی/گد درس: مترجمی زبان انگلیسی ۱۲۱۲۰۶۹ - ، زبان وادبیات انگلیسی ۱۲۱۲۱۲۷ - ، آموزش زبان انگلیسی ۱۲۲۵۰۹۰ 21-..... is used to present human acts as if they happened without any human causer. 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 2. criticize people's judgements 1. change people's judgements 4. analyze people's judgements 3. popularize people's judgements 25-One of the characteristics of feature stories is thier 1. simplicity 2. complication 3. attractiveness 4. imaginitiveness 26-Unusual facts 1. should not be included in feature stories 2. may not be dealt with in newspapers 4. may indicate false judgement 3. make good feature stories 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



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تعداد سوالات: تستى: ٣٠ تشريحي: ٠

عنـــوان درس: خواندن متون مطبوعاتي

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

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

- 1. for consumer behavior
- 3. according to research findings

- 2. for fighting strategies
- 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