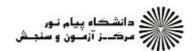
1894/1-/-9 17:00

WWW.20FILE.ORG کارشناسی و کارشناسی ناپیوسته



سرى سوال: يك ١

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحي: ٠

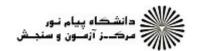
عنـــوان درس: خواندن متون مطبوعاتي

، شته تحصیلی / گد در س : مت حمی زبان انگلیس

ع الكنيسي٠٠ ١١١۵٠	بیات انحلیسی ۱۱۱۱۱۱ - ، اهورس ربار	ی ربان انحنیسی ۱ ۱۱۱۷۰ – ، ربان واد	رسه فعليتي رفع فرش.مترجم					
1-An interview with a famous artist is classified as								
1. feature	^{2.} caricature	^{3.} hard news	^{4.} personal					
2-The front page of a newspaper is mainly devoted to								
1. feature stories		2. headlines of hard news						
3. detailed reports of sports		4. commercial advertisements						
3-A writer who reports and	d analyzes events in the ne	ws is called						
1. columnist	^{2.} commentator	3. contributor	^{4.} reporter					
4-""refers to the source of information.								
 Orientation 		^{2.} Evaluation						
^{3.} Attribution		4. Frame of reference						
5-The actual news story sta	arts with							
1. a lead	^{2.} an event	^{3.} a headline	^{4.} a report					
6-Features are referred to	as							
1. Hard news	2. Special topics	3. Editorial section	4. Soft news					
7-Through active or passive construction, the journalist express or suppress theof news acts from subject position.								
1. source	^{2.} time	^{3.} place	^{4.} agent					
8-By using,the newspaper is able to present material as being more or less close to its own ideology without declaring any distinct position about the matter.								
1. adverbials	^{2.} modality	3. passivization	^{4.} nominalization					
9-"Appositions"are popular in news writing due to								
1. their frequency		2. their simple structures	;					
3. their direct reference		4. implication of certain	uniqueness					
10-The phrase "Missing and Exploited Children Center"is an example of								
1. apposition		2. modifier preposing						
3. nominalization		4. personalization						
11-According to Robins(1994),headlines and leads need to be								
1. complex	^{2.} brief	^{3.} eye-opener	^{4.} reliable					

1894/1-/-9 17:00

WWW.20FILE.ORG کارشناسی و کارشناسی ناپیوسته



یک ۱	سوال:	ری

= صفحه ۲ از 4 =

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستى : 30 تشريحي: .

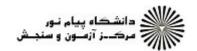
عنــوان درس: خواندن متون مطبوعاتی

	ان انگلیسی ۱۲۲۵۰۹۰	بیات انگلیسی ۱۲۱۲۱۲۷ – ، آموزش زب	ن واد	می زبان انگلیسی ۱۲۱۲۰۶۹ – ، زبار	ترجد	رشته تحصیلی/کد درس: من
	running "Have you driven 15-year marriage with Ge	ve advertising compaign-v a Ford lately"slogan typif neral Motors corp.(GM)in he word"cheekly"indicate	ies 19	the firm's stance after s		
1. law and order			2. statisfaction and consent			
3. seriousness of the situation		4.	4. the reporter's evaluation			
13-	impli	ies comparision between	two	unlike entities.		
	1. Depersonalization		2. Simile			
3. Metaphor			4.	^{4.} Personification		
14-	In writing editorials		••••			
1. many tactics are implemented		2. matters are studied objectively				
3. there is no intention of imposing ideas		4.	4. no serious matters need to be involved			
15-	An editorial usually begin	s by stating a/n				
	1. plea	2. advise	3.	issue	4.	command
16-	can be defi	ned as a series of explana	tio	ns or interpretations.		
	1. Lay-out	2. Feature		Verbal action	4.	Commentary
	A biographical essay pres	enting the subject's most	not	teworthy characteristics	s aı	nd achievements is
	1. Profile	2. Editorial	3.	Abstract	4.	Soft news
18-	One of the characteristics	of feature stories is their				
	1. complication	^{2.} simplicity	3.	imaginative	4.	attractiveness
19-	The word"gossip"means:					
	1. a startling or schocking	g revelation				
	2. matters of public conc	ern				
	3. a manner or style of lif	e				
	4. to talk of personal, sens	sational,or intimate nature	j			

1896/10/09 18:00

WWW.20FILE.ORG

کارشناسی و کارشناسی ناییوسته



سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحي: ٠

عنـــوان درس: خواندن متون مطبوعاتي

رشته تحصیلی/کد درس: مترجمی زبان انگلیسی ۱۲۱۲۰۶۹ - ، زبان وادبیات انگلیسی ۱۲۱۲۱۲۷ - ، آموزش زبان انگلیسی۱۲۲۵۰۹۰

20-Display advertisements.....

- 1. may take more than a whole page of the newspaper
- 2. are limited in size and content
- 3. must be supported by people with special interests
- 4. should be placed on certain pages

21-Most newspapers accept printed sections called.....,which are several pages long.

1. want ads

2. classified ads

3. free-standing inserts

4. display ads

22-The primary goal of advertisers is to......

1. influence the reader's sense

2. make a lot of money

3. sell their products

4. identify their consumers

23-Which of the following sentences is true?

- 1. Personalization is not a news value in its own right.
- 2. News stories are always told in choronological order.
- 3. The organization of a news text is generally a bottom-to-top one.
- 4. Most of the evaluation is centered in the lead paragraph.

24-In what section of a news article, can you find "lead"?

- **1.** Headline
- 2. First paragraph
- 3. Last paragraph
- 4. Front page

25-A second function of quotes is to distance and disown."disown"means:.....

- 1. a statling or shocking revelation
- 2. to draw special attention to
- 3. explaination or interpretation new situations
- 4. refuse to be connected with somebody or someone

26-Which of the following sentences is true?

- 1. Stylistic defects of some quoted statements may increase their news worthiness.
- 2. In most news stories, the writers use the first person.
- 3. Indirect speech makes it possible for the journalist to question the reliability of news source.
- 4. In order to be in control of the news article, the journalist most often uses direct quotes.

V

WWW.20FILE.ORG
کا، شناسے و کا، شناسے ناموسته

گاه دانشگاه پیام نور مرکز آزمون و سنجش

1894/1-/-9

سرى سوال: يك ١

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحي: ٠

عنـــوان درس: خواندن متون مطبوعاتي

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

27-Which of the following headlines is an example of "personification"?

- 1. Bosnian Peace Talks Resume
- 2. Bosnia Airdrops Markk Year
- 3. Cash-strapped N.Korea sends Yen back to Japan
- 4. Wall Street prices fall back

28-Placing multiple modifiers before a noun

- 1. reduces its significance
- 2. changes it to a verb
- 3. is common in writing scientific articles
- 4. ia a common syntactic tactic in journalistic English

29-Which of the following sentences is true?

- 1. Feature articles are mostly imaginary stories.
- 2. Unusual facts make good feature stories.
- 3. Feature stories are written by hard news reporters.
- 4. Feature stories are accounts of old information.

30-Which one is true about the advertisements?

- 1. All of them have the same style.
- 2. They share a unique content.
- 3. They vary in nature.
- 4. A successful ad in one culture is necessarily successful in other cultures.