

سری سوال : یک ۱

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

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : خواندن متون مطبوعاتی

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

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 analyzes events in the news is called.....

1. columnist                      2. commentator                      3. contributor                      4. reporter

4-"....."refers to the source of information.

1. Orientation                      2. Evaluation  
3. Attribution                      4. Frame of reference

5-The actual news story starts 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 the.....of 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

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12- Daewoo Motor's aggressive advertising campaign-which cheekily echoes Ford Motor corp's long-running "Have you driven a Ford lately"slogan typifies the firm's stance after serving an unhappy 15-year marriage with General Motors corp.(GM)in 1992.

In the above news story the word"cheekly"indicates..... .

- |                                 |                              |
|---------------------------------|------------------------------|
| 1. law and order                | 2. satisfaction and consent  |
| 3. seriousness of the situation | 4. the reporter's evaluation |

13-.....implies comparison between two unlike entities.

- |                      |                    |
|----------------------|--------------------|
| 1. Depersonalization | 2. Simile          |
| 3. Metaphor          | 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. no serious matters need to be involved |

15- An editorial usually begins by stating a/n..... .

- |         |           |          |            |
|---------|-----------|----------|------------|
| 1. plea | 2. advise | 3. issue | 4. command |
|---------|-----------|----------|------------|

16-.....can be defined as a series of explanations or interpretations.

- |            |            |                  |               |
|------------|------------|------------------|---------------|
| 1. Lay-out | 2. Feature | 3. Verbal action | 4. Commentary |
|------------|------------|------------------|---------------|

17- A biographical essay presenting the subject's most noteworthy characteristics and achievements is called..... .

- |            |              |             |              |
|------------|--------------|-------------|--------------|
| 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 shocking revelation
2. matters of public concern
3. a manner or style of life
4. to talk of personal,sensational,or intimate nature

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## 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 chronological 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 startling or shocking revelation
2. to draw special attention to
3. explanation 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.



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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.