



سری سوال : یک ۱

زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: خواندن متون مطبوعاتی

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1- In the media, in general and newspapers, in particular the "reporting" of an event is frequently a (n) -----.

1. composite process
2. individual process
3. complicated process
4. simple process

2- The term "news" refers to -----.

1. a kind of event which is mediated from an observer to someone else
2. the reader's task to reconstruct the initial event from the report
3. information not known previous to its presentation
4. a considerable amount of space devoted to advertising

3- In reading the newspaper, people make use of many various kinds of ----- in order to understand and interpret what they read.

1. information, experiences and skills
2. linguistic factors and situations
3. scientific characteristics and unique styles
4. styles, background knowledge and languages

4- A newspaper reporter plays the role of a(n)-----.

1. receiver of the news from other news agencies
2. mediator between an event and the reader
3. inventor who causes the events to happen
4. manager who makes people invent the news

5- The section in newspapers which provides news about commentaries and production is called -----.

1. sport
2. business
3. report
4. story

6- In feature section, reports provide the news which presents topics such as -----.

1. commentaries
2. commemoration ceremonies
3. real stories
4. collecting people's view on a controversial issue



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7- It is ----- portion of the newspaper which keeps it running.

1. commemoration ceremonies
2. entertainment
3. ads
4. hard news

8- A person who submits material for publication.

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

9- The headline-----.

1. highlights and summarizes the content of the article
2. usually includes the time but never the place
3. is always printed on the first line of the first page
4. must include the information not available in the story

10- ----- signifies the place from which the journalist sends the story to the news agency.

1. Action
2. Personal narrative
3. County
4. Dateline

11- Which one serves an important function in telling of news stories and reminds reader that there was a reliable source of information?

1. evaluation
2. attribution
3. lead
4. headline

12- Choose the best headline for the following lead.

WASHINGTON, (AP)—the number of Americans filling first time claims for jobless benefits unexpectedly rose by 5000 last week, the government said Thursday.

1. Jobless accuses to 5000
2. Jobless claims up to 5000
3. Jobless confesses up to 5000
4. Jobless complaints to 5000

13- ----- means order of occurrence.

1. Chronology
2. Elite
3. Deictic
4. Abstract

14- Identify the underlined part in the following noun phrase.

“While House staff secretary John Podesta”

1. apposition
2. modifier
3. nominalization
4. adjectival



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15- Many of the news values are related to the marker of ----- as in the following example:

“A student at Washington’s largest high school was shot for times yesterday just outside the school cafeteria, where 500 students were eating lunch.”

1. place 2. presentation 3. time 4. continuity

16- In this headline: “Space Robot Arm Tested”, the role of ----- as a syntactic tactic is illustrated.

1. modality 2. passivization
3. modifier preposing 4. adverbial

17- Direct quotes are used in headlines to -----.

1. help news makers become popular 2. make hard facts out of common talks
3. show the reliability of the newspaper 4. keep off making controversial comments

18- Which one is not regarded as the purpose of using direct quotes?

1. value of a particularly incontrovertible fact
2. distance and disown of what the source said
3. adding flavor to the reporter’s own words
4. justifying the paper’s political and social position

19- Select the best headline for the following lead using personification and depersonalization.

“JERUSALEM (Reuter)—Preparation for Palestinian self-rule picked-up speed in the Gaza Strip and Jericho on Monday as long- delayed negotiations over details appeared headed for a settlement.”

1. Preparations grow slowly for Palestinian self-rule
2. Economic speed-up for Palestinian self-rule
3. Preparations speed-up for Palestinian self-rule
4. Peace speed-up for Palestinian self-rule

20- An editorial usually begins by stating a(n) -----.

1. command 2. issue 3. advice 4. plea

21- An article in a publication expressing a brief or conclusion is a(n)-----.

1. editorial 2. position 3. action 4. opinion



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22- A person who has a vital or crucial role in a community or establishment is said to be the -----.

1. personage
2. celebrity
3. leading element
4. key person

23- There are no standard rules for feature article -----.

1. length
2. simplicity
3. complication
4. imagination

24- Feature stories -----.

1. make fun of serious information
2. rewrite old information
3. are old background for new information
4. may include exact information

25- ----- is a prominent article or story in a newspaper or periodical.

1. Layout
2. Lifestyle
3. Profile
4. Feature

26- What does the following definition refer to?

"News, as in a newspaper, that deals with less serious topics and events"

1. hard news
2. soft news
3. gossip
4. caricatures

27- Newspapers carry two main kinds of ads: ----- and -----.

1. display ads / freestanding ads
2. display ads / want ads
3. classified ads / freestanding ads
4. want ads / classified ads

28- Personal and institutional prospects -----.

1. have to be indicated by advertisements
2. are not allowed to be identified by advertisements
3. may be promoted by advertisements
4. should not be promoted by advertisements

29- In the advertisement: "High-Tech Cardiovascular Fitness", the advertiser wants to -----.

1. propagate a kind of powerful computer modem
2. propagate a kind of heart exercise machine
3. advertise a type of automatic sonography equipment
4. advertise a type of full automatic shaving device



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30- An extra page set within a newspaper, magazine or book is called -----.

1. insert
2. commercial
3. want ad
4. display ad