

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-A newspaper's position about a major social or political event appears in the

- | | |
|-----------------------|---------------------------|
| 1. editorial section | 2. announcements section |
| 3. life style section | 4. special topics section |

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-The actual news story starts with.....

- | | | | |
|-----------|-------------|---------------|-------------|
| 1. a lead | 2. an event | 3. a headline | 4. a report |
|-----------|-------------|---------------|-------------|

4-"Attribution" refers to the.....

- | | |
|--------------------------------|--------------------------|
| 1. interpretation | 2. newspaper readers |
| 3. reader's frame of reference | 4. source of information |

5-Most of the reporter's evaluation of an event is centered

- | | |
|--------------------------------|--------------------------|
| 1. in the closing paragraph | 2. in the headline |
| 3. every where except the lead | 4. in the lead paragraph |

6-.....can be expressed in syntactic structure of sentences such as the use of active or passive construction which allow the journalist to express or suppress the.....of news acts from subject position.

- | | |
|---------------------|-------------------------|
| 1. News bias/source | 2. Attribution/place |
| 3. News bias/agent | 4. Personalization/time |

7-In news stories, as in personal narrative, sets the scene.

- | | | | |
|-------------|----------------|--------------|----------------|
| 1. headline | 2. orientation | 3. reference | 4. attribution |
|-------------|----------------|--------------|----------------|

8-A writer who reports and analyzes events in the news is called

- | | | | |
|--------------|----------------|----------------|-----------------|
| 1. columnist | 2. contributor | 3. commentator | 4. entrepreneur |
|--------------|----------------|----------------|-----------------|

9-Apposition, as a common syntactic tactic,

1. is commonly used to increase the new value
2. makes sentences unnecessarily long
3. indicates the significance of the news
4. makes the headline confusing

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10-According to Robins(1994),headlines and leads need to be.....

1. complex 2. eye-opener 3. brief 4. reliable

11-An editorial usually begins by stating a/an

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

12-Direct quotes are used in headlines to

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

13-Editorial writers try to

1. influence the opinion of their readers
2. show their disagreement with common beliefs
3. reject the judgment of their readers
4. make unknown matters familiar

14-Personal and institutional prospects

1. might be indicated by advertisements
2. can be identified by advertisements
3. should not be mentioned in advertisements
4. may be promoted by advertisements

15-Book Publishers Cite Culture in Defense of Price-Fixing

How many instances of nominalization are there in the above headline?

1. One 2. Three 3. Two 4. Four

16-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. passivization 2. nominalization 3. adverbials 4. modality

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

1. schemata 2. profile
3. free-standing insert 4. frame of reference

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18- Personification and depersonification in fact indicate the

1. lack of reliability of news stories
2. accuracy of information reported in news stories
3. role of the news writer in giving directions to news stories
4. role of events in attracting the reader's attention

19- "....." are those advertisements range in size from less than 1 inch to a full page or more, and most include illustrations.

1. Classified ads
2. Display ads
3. Formal ads
4. Want ads

20- Some preprinted advertisements

1. reprint newspaper materials
2. encourage people to disregard advertisements
3. may also be distributed with the newspaper
4. could be considered advertisements

21- Sentences may be reduced to nouns or noun phrases through nominalization, when the writer intends to

1. change people's roles in an event
2. focus on the unimportant aspects of an event
3. emphasize the individual role of the people
4. reduce the significance of the people involved in an event

22- Journalists turn what their sources say into.....speech. This method puts journalists in control of the focusing the story and help him/her to combine information and wordings from scattered parts of an interview.

1. indirect
2. direct
3. negative
4. positive

23- Evaluation in the news relates to the aspects being focused to make it

1. blissful
2. exemplary
3. newsworthy
4. balmy

24- When the journalist prefers to avoid referring to specific people who caused actions, he often employs a common syntactic tactic called

1. apposition
2. generalization
3. passivization
4. personalization

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25- Which sentence is true about "contributor"?

1. A writer of a newspaper or magazine column
2. A person who submits material for publication
3. A writer who reports and and analyzes events
4. Someone who runs a business at his own financial risk

26- Which of the following choices is NOT CORRECT?

1. The headline is ordinarily an abstraction of the lead.
2. The lead itself is usually an abstraction of the article.
3. Place is sometimes specified in the headline, but never time.
4. News stories are always told in chronological order. The principle is to place the action before the result.

27- City, Indian Clashes Over President Drumbeat

The comma (,) after city in the above headline

1. differentiates between the city and Indians
2. separates a noun from an adjective
3. replaces the conjunction "and"
4. indicates journalistic carelessness

28- Which of the following headlines refers to "depersonalization"?

1. Producer Price Index Seen Dictating Opening on Wall Street
2. Sidney Hits Japan Over Wales
3. Ukraine Drops Objections to SART, Completes Ratification
4. Bombing Destroys Kabul Historic Mosque

29- Which one implies comparison between two unlike entities?

1. metaphor
2. personification
3. extrapolation
4. kick in

30- Which sentence is true about "Feature stories"?

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