



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

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

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1-The section in newspaper which presents stories prepared by reporters who try to find topics that attract attention is called .....

1. advertisement      2. announcement      3. feature      4. essay

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 that a reader not known previous to its presentation  
4. a considerable amount of space devoted to advertising

3-When reading and interpreting each part of a newspaper, the reader is expected to know-----.

1. the development of linguistic and non-linguistic factors  
2. the major components of newspapers  
3. the theoretical and methodological approaches  
4. the inventor who causes the events to occur

4-Discoveries, conflict and accidents are reports referred to as -----.

1. harsh news      2. conflictive acts      3. unhappy events      4. hard news

5-In what section does the newspaper devote to topics like education?

1. editorial      2. special topics      3. notices      4. features

6-The private life of a famous person or a controversial issue prepared by a reporter are referred to as -----.

1. attractive biographies      2. people's views  
3. soft news      4. commentaries

7-News about wedding, death and commemoration ceremonies appears under ----- section.

1. notices and announcements      2. birth, wedding and death matters  
3. good and bad news      4. personal and lifestyle news

8-Extra significance is given by ----- on the front page.

1. black letter headlines      2. big bold letter headlines  
3. non-verbal headlines      4. pictured headlines



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9- The first sentence or paragraph of the news article is called-----.

1. lead                                      2. front                                      3. introduction                                      4. headline

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

1. action                                      2. personal narrative  
3. county                                      4. dateline

11-“Attribution” refers to -----.

1. newspaper readers                                      2. source of information  
3. reader’s frame of reference                                      4. interpretation of the news

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- What does the following definition refer to?

**“A set or system of ideas, as of philosophical or religious doctrine, in terms of which other ideas are interpreted or assigned meaning”**

1. format                                      2. front page  
3. frame of reference                                      4. lay-out

14- The following forms are called-----.

**Professor Smite, Bishop Andrews, And Governor Curr, Chicago political consultant David Axelrod**

1. nominalizations                                      2. passivizations                                      3. appositions                                      4. modalities

15- Which sentence is correct?

1. In reconstructing the full sentence from nominalization, the entities specific identity is generally mentioned.  
2. Beside tactics to modify a person or thing, journalists have a tendency to use preposition to modify nouns.  
3. The news writer is not interested in the participants only as types or roles and thus their individual identity matters.  
4. From nominalization point of view, the reader can easily realize the deleted person or thing.



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16- In the following headline, a(n) ----- need not be situated in time.

“Wholesale prices up, sales dip”

1. apposition                      2. adverbial                      3. passivization                      4. nominalization

17- Apposition, nominalization, passivization and modifier preposing are commonly employed by journalists to -----.

1. create special effects                      2. make their language simple  
3. disregard the news significance                      4. indicate objectivity and truthfulness

18- The general rule for the journalist is using ----- for indirect speech.

1. present tense                      2. past perfect tense  
3. present perfect tense                      4. past tense

19- By opening an article with a(n)----- the reader is brought to think, and to take part in the answer.

1. number as rhetoric                      2. indirect speech  
3. direct quote                      4. question

20- ----- is a subtle technique used by journalists to present human acts as if they happened without any human causer.

1. depersonalization                      2. passivization  
3. exaggeration                      4. personification

21- Metaphors are among ----- used in journalistic language.

1. the unrealistic subjects                      2. the urgent instruments  
3. the common tools                      4. the sharp discourses

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

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

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

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



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24- Newspaper editorials often encourage actions that -----.

1. coerce the government to subscribe to some specific ideology
2. the readers think will represent the position of the government
3. the editor thinks will benefit the community
4. the editor believes will attract some public officials

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

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

26- Advertisements are -----.

1. easy to identify
2. difficult to understand
3. simple to design
4. hard to notice

27- The "soft news" stories appearing in the "Living", "Local" and "Life Style" sections of a newspaper are called-----.

1. announcements
2. features
3. quasi-titles
4. special topics

28- This kind of advertisement range in size from less than 1 inch to a full page or more and must include illustrations.

1. free standing inserts
2. want ads
3. display ads
4. classified ads

29- Personal and institutional prospects -----.

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

30- The knowledge of ----- and ----- are required to interpret an advertisement.

1. language/culture
2. culture/tradition
3. custom/interest
4. technology/knowledge