



سری سوال : یک ۱

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

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : خواندن متون مطبوعاتی

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

1-A publication printed and distributed at regular intervals containing news, opinion, editorials, entertainment and other matters is referred to as -----.

1. Report
2. newspaper
3. essay
4. advertisement

2-Two features of news are:

1. simplicity and consideration
2. truthfulness and anticipation
3. publicity and interesting
4. immediacy and importance

3-A newspaper -----.

1. usually makes a business of fortune telling
2. is expected to teach people how to appreciate life
3. may include some non-news sections
4. interferes in stock exchanges and its variations

4-The front page of a newspaper is mainly devoted to ----- .

1. feature stories
2. headline of hard news
3. reports
4. commercial ads

5-In feature section, reporters present ----- to attract attentions.

1. sport news
2. stories
3. ceremonies
4. political news

6-“Feature” or ----- is a section which presents stories prepared by reports who try to find attractive topics.

1. notice
2. soft news
3. special topics
4. hard news

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

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

8-The headline above the article contains enough signals to ----- about the most important information of the text.

1. highlight the content
2. attract the reader’s attention
3. make effective guesses
4. densely summarize all

9-The information relating to “who, what, when, where and how” in news stories is called -----.

1. general subject
2. headline
3. dateline
4. orientation



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10-What's the function of comma (,) after "city" in the following headline?
"City, Indian clash over President Drumbeat"

1. differentiates between City and Indian
2. replaces the conjunction "and"
3. separates a noun from an adjective
4. indicates journalistic style

11-Apposition, as a syntactic tactic is used to -----.

1. bring about a semantic change
2. indicate the importance of the news
3. create a sense of comparison
4. increase the news significance

12----- give the nouns a sense of uniqueness and create the assumption that they are well-known.

1. Nominalizations
2. Subjectives
3. Passivizations
4. Appositives

13-Adverbials are included in the news text to -----.

1. add to the effects of the headline
2. increase the news value
3. produce high syntax
4. express mental processes

14-Identify the used syntactic tactic in the following headline:
"Foreign Role May Boost Kuwait-Investment Body"

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

15-The recency of a story, its synchronization with daily news cycle and its consonance with stereotypes are some special effects created by -----.

1. adjectival
2. prepositional
3. nominal
4. adverbial

16-Which of the following is an example of preposed modifier?

1. Federal education dollars
2. Most needed
3. Pressing the Senate
4. Undeterred by rejection in the House

17-One popular type of opening is a quote from an authority, giving the person's title, background, and -----.

1. few introductory remarks
2. purpose of news
3. area of expertise
4. sense of doubt



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18-Figures make the news sound -----.

1. direct and immediate
2. subjective and comparable
3. objective and empirical
4. figurative and inclusive

19-The skill of applying a word to an object to which it is not literary applicable is called -----.

1. metonymy
2. depersonalization
3. metaphor
4. passivization

20-In the following headline, the subject is an example of using the -----.

"Mortars, Guns Hit Sarajevo"

1. technique of depersonification
2. figure of identification
3. act of language resemblance
4. act of reporting similarity

21-"Clinton Health Reforms Battered, But Still Alive".

In the above headline, the journalist has-----.

1. used personified objects
2. defined two objects
3. interpreted ornaments
4. changed real influences

22-Articles which are sometimes classified as commentary, outlooks, opinion, etc. are brought under -----.

1. features
2. editorials
3. soft news
4. hard news

23-"Because of the presence of the new guards, there has been a sharp decline in the crime rate at Sunset Homes."

In the above sentence, what does the journalist mean by a sharp decline?

1. severe disagree
2. violent slogan
3. loss of strength
4. length of increase

24-From the style point of view, editorial is much like a(n)-----.

1. essay
2. narration
3. illustration
4. description

25-Which one of the following is a "feature headline"?

1. Confession of a Workaholic
2. Ukraine Economy Crashing
3. Hemingway Imitator Gets Prize
4. Money Supplies Fell



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26-An article begins with the following sentence:

"Teaching kids about money is like teaching kids about any other essentials of life."

This article is a(n)-----.

1. advertisement 2. feature story 3. story 4. hard news

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-Which statement is correct about advertisement?

1. Newspapers offer advertisers several advantages over other media
2. Newspapers, on the average, devote about 30% of their space to advertising
3. Advertising is never used by acceptable governments
4. Advertising can never influence the way knowledgeable people act

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

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