



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