

Course No: INF 2314
Course Title: Media Studies in English
Date:20/05/2013
No. of Questions: (7)
Time: 2 hours
Using Calculator (No)

University of Palestine



Final Exam
2012/2013
Total Grade:

Instructor Name: Dr. H. Abdeen
Student No.: _____
Student Name: _____
College Name: Collage of Media
Dep. / Specialist: _____
Using Dictionary (No)

Final Test

Sr. No.	Questions	Total Marks	Marks Obtained
1.	QUESTION – 1	20	
2.	QUESTION – 2	10	
3.	QUESTION – 3	6	
4.	QUESTION – 4	6	
5.	QUESTION – 5	6	
6.	QUESTION – 6	6	
7.	QUESTION – 7	6	
TOTAL		60	

Notes:

Time allowed 120 minutes only
Write with a pen
Pencils are **NOT** allowed
Dictionaries & Calculators are **NOT** allowed

**The test is divided into
seven different questions, and their directions are given accordingly**

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Question One:

(20 Marks)

* Question one: Circle the correct choice

1. Mobile phone Cable معناها ؟ :

- الجوال
- المجتمع المدني
- خاصية الاتصال

2. News Agency معناها ؟ :

- الدعاية
- وكالة انباء
- المعلومات

3. Press معناها ؟ :

- صحافة
- علم السياسة
- فن الحوار

4. National Advertiser معناها ؟ :

- الاعلام القديم
- دور المراسل
- معلن داخلي

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.5 Message معناها ؟ :

- نقل المعلومات
- رسالة
- الاتصال

.6 Portfolio معناها ؟ :

- مجموعة اعمال منجزة
- الاخبار الموضوعية
- الاعلام الكوني

.7 Marketing Plan معناها ؟ :

- تقنية الاتصال
- الخطة التسويقية
- عدد المتصفحين

.8 Noise معناها ؟ :

- تشويش يصحب الرسالة
- الاسس النظرية
- البحث الاجتماعي

.9 Multimedia Message Service (MMS) معناها ؟ :

- التطبيقات البرمجية
- رسالة وسائط متعددة
- مصادر المعلومات

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10. Pixel معناها ؟ :

- اصغر جزء من الصورة
- مصدر اعلامي
- الادوات الاتصالية

11. Motive معناها ؟ :

- دافع
- زيادة الوعي
- المجال العلمي

12. Photo Journalism معناها ؟ :

- التغطية الجغرافية
- صورة صحفية
- سبق خبري

13. Mass Media معناها ؟ :

- حرية النشر
- وسائل الاعلام الجماهيرية
- البيئة الرقمية

14. Off The Record معناها ؟ :

- ليس للنشر
- الجوانب المنهجية
- تحليل المضمون

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15. Outside Posters معناها : ؟

- انواع البحوث
- الملصقات الخارجية
- معالجة البيانات

16. Proof Reader معناها : ؟

- الدراسات المسحية
- نوعية الاخبار
- مصحح لغوي

17. Press Release معناها : ؟

- تصريح صحفي
- تأثير الاعلام
- تحقيق الشهرة

18. Promotion معناها : ؟

- الاخراج
- ترويج
- الاشكال الاتصالية

19. Public Domain معناها : ؟

- الرسالة الاعلامية
- المشاهدين
- النطاق العام

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Reporter معناها : ؟ .20

- الدعاية والاعلان
- المراسل الصحفي
- المقابلة العلمية

Question Two:

(10 Marks)

Read the following question then answer it in the spaces provided.

2. Who forces pressure on management? Discuss in details.

Question Three:

(6 Marks)

3. Write the definition of the followings:

A) Reader non-reader studies:

(3 Marks)

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B) Item Selection Studies:

(3 Marks)

Question Four:

(06 Marks)

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(6 Marks)

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Question Five: (06 Marks)

5. Mention the five types of readership research. (6 Marks)

Question Six: (12 Marks)

Answer ONLY TWO questions of the followings: (6 Marks each)

6. Write at least 2 sentences about the duties of a foreign correspondent.

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7. How do gate keepers make their decisions?

(6 Marks)

8. If a newspaper doesn't have any foreign correspondent. How can they gather foreign news?

(6 Marks)

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9. What are the factors of newspaper management research? (6 Marks)

End of Questions
Good Luck