

Course No: INF 2314
Course Title: Media Studies in English
Date:30/03/2013
No. of Questions: (6)
Time: 1hours
Using Calculator (No)

University of Palestine



Midterm Exam
2012/2013
Total Grade:

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

Midterm Test

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

Notes:

Time allowed 60 minutes only
Write with a pen
Pencils are **NOT** allowed
Dictionaries are **NOT** allowed

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

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Question One:

(10 Marks)

1. Cable Television معناها ؟ :

- تسويق
- مجلة
- التلفزيون السلكي او الكيبلي

2. Business to Business Advertising معناها ؟ :

- حصري
- رجع الصدى او التغذية الراجعة
- الاعلان الموجه الى جمهور التجار

3. Classified Advertising معناها ؟ :

- الاعلانات المبوبة
- مصداقية
- دورة الصحيفة

4. Clients معناها ؟ :

- الصحافة التنموية
- مجموعة العملاء
- قاعدة بيانات

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.5 Communication معناها ؟

- تبادل المعلومات
- شريط تسجيل رقمي
- التوزيع الجغرافي

.6 Copy Writer معناها ؟

- تشويش يصحب الرسالة
- ملف
- صاحب حق الملكية الفكرية

.7 Campaign معناها ؟

- حملة
- البث الفضائي المباشر
- حجم الخط

.8 Column معناها ؟

- جريدة نصفية
- عمود
- الاتصال عن بعد

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9. Circulation معناها ؟ :

- الدفع قبل المشاهدة
- معلن داخلي
- دورة التوزيع

10. Commercial Television System معناها ؟ :

- القصة الرئيسية في الصحيفة
- نظام تلفزيوني تجاري
- شبكة المعلومات العالمية

Question Two:

(4 Marks)

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

1. If we say this newspaper has a column called “letter to the editor”, what does it mean to you?

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Question Three:

(06 Marks)

Answer ONLY TWO questions of the followings:

(3 Marks each)

1. What do you understand by obituaries journalist?

2. What is a leader writer?

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

4. The literary editor is Explain.

End of Questions
Good Luck