


Course No :INF 2314
Course Title: media studies in English
Date: 22/03/2014
No. of Questions: (5)
Time: 1hours
Using Calculator (No)

University of Palestine

Midterm Exam
2014/2015
Total Grade:

Instructor Name: _____
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

Question Two: Choose the correct answer

(10 Marks)

1- Written about news topics that are considered notable by the editors of a publication

- (a) Articles (b) Journalism (c) factsheet

2- The promotion of a product or service

- (a) Advertisement (b) services (c) products

3- Is the person who introduces or hosts television programs .

- (a) Television programs (b) Television Presenter (c) Announcer

4- Collects, writes, and distributes news and other information. A journalist's work is referred to as journalism.

- (a) Public relations officer (b) Journalist (c) Reporter

5- Information that is not intended for publication

- (a) Background (b) bias (c) stories

6- An article in which a writer or columnist gives an opinion on a topic

- (a) columnist (b) article (c) Column

7- The last sentence or last few sentences of a story; the end of the story

- (a) introduction (b) body (c) Conclusion

8- Is the act of transmitting audio and/or visual content through a communication medium, such as radio, television, or film


- (a) communications tools (b) Broadcasting (c) journalism

Question Two: indicate the appropriate glossary

(2 Marks)

1. () is the process of providing information to the public in order to present a specific view of a product or organization
2. () Is the study of how individuals and entities relay information through mass media to large segments of the population at the same time

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Question Three : Translate the following into English (4 Marks)

1. controversial
2. editor
3. Intervention
4. King meets EU envoy

Question Four : Translate the following into Arabic (4 Marks)

1. انتخابات
2. الإخوان المسلمون
3. اعلانات
4. رئيس الوزراء يدعو لانتخابات مبكرة

Question Five : Define the following (2 Marks)

1. Spoken vs. written
2. Level of accuracy