

Course No :INF 2314
Course Title :Media Studies
Date : 18/05/2015
No. of Questions : (3)
Time : 2hours
Using Calculator (No)

University of Palestine



Final Exam
2014/2015
Total Grade:

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

Question One : Choose The Correct Answer

(10 Marks)

1. Information that is not intended for publication

- (a) Broadcasting (b) Background (c) Lead

2. Descriptive copy which accompanies a photograph or graphic

- (a) caption (b) source (c) Public Relations

3. Believability of a writer or publication

- (a) Display ads (b) Announcer (c) Credibility

4. a page of significant information prepared by Public Relations people to help news media in covering a special event

- (a) Sheets (b) Announcer (c) Facts sheet

5. is the person who introduces or hosts television programs

- (a) Reporter (b) Announcer m (c)TV presenter

6. the primary questions a news story answers -- Who? What? Where? When? Why? and How?

- (a) Lead (b) conclusion (c) Headline

7. The "title" of a newspaper or magazine story

- (a) Sheets (b) Public Relations (c) Facts sheet

8. Following professional journalistic ethics, standards and practices

- (a) Sheets (b) Announcer (c) Facts sheet

9. Using the work of another person and calling that work your own

- (a) Plagiarism (b) Stealing (c) Print Journalism

10. A specific group of people that media producers or advertisers want to reach

- (a) Sheets (b) Target audience (c) Standup

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Question Two : Answer the following questions (10 Marks)

1- How can you become a good translator ?

1

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2

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4

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2- How can you become a good journalist ?

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Question five : Translate the following words into English (10 Marks)

1. تقاطع :
2. المفاوضات :
3. اقتحم :
4. النائب العام:
5. التعديلات :
6. الرعايا الاجتماعية :
7. حظر:
8. الصحافة الاستقصائية :
9. شعلة :
10. الديمقراطية

Question five : Translate the following words into Arabic (9 Marks)

1. Launched:
2. Stressing:
3. Displacement:.....
4. Exhumed:
5. Poisoned:
6. Element:.....
7. Famine:
8. Legitimacy:
9. Certain:.....

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Question five : Translate the following Texts (15 Marks)

1 - ألقى القبض مساء امس في وسط المدينة على رجل في الثامنة والثلاثين من العمر يُشك بانه قام بعدة اعمال سرقة في الضاحية الغربية من المدينة. وقد اعرب تصريح ادلت به الشرطة عن الامل في ان تنعم تلك الضاحية من الان فصاعدا بالأمن والهدوء. وستكون نتائج التحقيق على مكتب النائب العام خلال اليومين القادمين، ولم تُعطَ اية معلومات اخرى عن المشتبه به الذي ألقى القبض عليه بينما كان يتناول طعام العشاء.

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2 - غير أن العديد من الفلسطينيين يقولون إن هذه التعديلات لا ترقى إلى ما كانوا يتأملون. غير أن المأخذ الأساسي للفلسطينيين على هذه الخطوة يتمثل في استمرار حظر عمل الفلسطينيين في مهن مثل الطب والهندسة والقانون وإدارة العقارات والمحاسبة.

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3. PA sees "no reason" why Arafat's body should not be exhumed following Al Jazeera report that he may have been poisoned. A nine-month investigation by Al Jazeera found that Arafat's final belongings - his clothes, his toothbrush, even his iconic kaffiyeh - contained elevated levels of polonium, a rare, highly radioactive element.

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Question five : Define the following : (6 Marks)

1. Censorship:

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2. Yellow Journalism :

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3. Conclusion

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Good Luck