

Course No: INF2314
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University of Palestine



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Instructor Name: _____
Student No.: _____
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Dep. / Specialist: _____

Question One: (10 points)

Choose the correct answer from a, b, or c:

- 1- Mr President the French President last night.
a) chairs b) is chairing c) chaired
- 2- The Arab representatives with the Syrian officials now.
a) is consulting b) are consulting c) were consulting
- 3- The Arab League Council every year.
a) meets b) is meeting c) has met
- 4- Writing every element in the news story refers to
a) accuracy b) conflict c) impact
- 5- opens itself with a brief, sharp statement of the story's essential facts.
a) News lead b) proximity c) Relevance
- 6- News stories are often written in the traditional pyramid style.
a) inverted b) relative c) feature
- 7- A good news headline is expected to the reader's attention.
a) continue b) agree c) attract
- 8- The decision At midnight last night.
a) is made b) was manufactured c) was made
- 9- reflects recency of events.
a) Impact b) unusualness c) Timeliness
- 10- is an active disagreement between prominent personalities.
a) Relevance b) Conflict c) Prominence

Question Two: (10 points)

Decide if the following sentences are true () or false ():

- 1-The feature story keeps audiences informed of breaking news. ()
- 2- Preparation for the news interview is necessary. ()
- 3- The introduction of the internet has brought about changes in media. ()
- 4- Direct quotation means the words are exactly those of the source. ()
- 5- Prominence refers to the fame gained by members of a society. ()
- 6- News has paramount impact on public opinion formation. ()
- 7- The Qatari News Agency (QANA). ()
- 8- The Egyptian News Agency (ENA). ()
- 9- Associated Press (AP). ()
- 10- Jordan News Agency (Petra). ()

Question Three:**(10 points)****Match a line in A with a sentence in B:**

	A		B
1	New media ...		Being near in space or time
2	Prominence ...		A journalistic method of gathering information on newsworthy events.
3	News ...		Names of persons, animals, or things
4	News interview ...		Sheds light on interviewee's life
5	Press release ...		The concise, accurate report of an event
6	Symposium interview...		widely reputable figures in society
7	Nouns...		A news handout passed to news media from public institutions on a forthcoming event
8	Person interview		The words are exactly those of the source
9	Proximity ...		Are marked by numerous interactive features
10	Direct quotation means		Sheds light on views of different persons
			Attracts the reader's attention

Question Four:**(10 points)****Read the passage and answer the questions:**

Public relations (PR) is defined as the management of an organization's communications with internal and external publics. Government, businesses, and non-profit organizations draw on a range of media to communicate with their publics as part of their image-building efforts. Public relations practitioners are expected to handle a range of jobs that include communication with external and internal publics, working with news media to get information about the organization, helping produce public functions and events planning, research and communication process. PRs work involves a great deal of communication, and in today's business and social community, an organization must communicate at every level. The wide range of communication forms generated from a typical public relations department requires that a PR practitioner be skilled in writing for different media. Whether you work for a major public relations firm, a particular company, a government agency, a hospital, a university, or another institution, if you work in public relations the chances are quite good that you will have to write. The overwhelming majority of jobs in the field of public relations are writing jobs.

A: Choose the correct answers in each of the following sentences:

- 1) Public relations practitioners are expected to master the skill.
a- listening b- writing c- reading
- 2) Their in the third line refers to:
a- governmental and non-profit organizations b- writing c- communication
- 3) Public relations practitioners are expected to deal with
a- external publics b- internal publics c- both of them

- 4) the underlined word firm means:
a- strong b- jobs c- company
- 5) PRs work involves a great deal of and in today's business.
a- chances b- communication c- happiness
- 6) Public relations work is a well job.
a- planned b- institutional c- passed
- 7) Public relations practitioners deal with news media to
a- get money b- discuss issues c- get information about the organization

B: Answer the following questions:

- 8) Does a PR company have to communicate with others at every level?
.....
- 9) What is Public Relations?
.....
- 10) what is the function of public relations?
.....

Question Five: (10 points)

Choose from the box to fill in the gaps:

[communication, Multimedia , individuals, patterns, messages, video, internet, limitless, differ, conventional, examples]

The introduction of the in the early 1990s has brought about a new set of practices that drastically from media functions. technologies have made it possible for interactive communication between and groups on an instant or online basis. New of communication have detected adoption of new approaches to the development of media and techniques. The use of a combination of text, images, sounds, and other visual forms in a single attractive platform calls for the development of a writing style that addresses the diverse needs of new technology users on a global scale. For journalists, the internet is a medium of communication through which they can reach audiences beyond their national frontiers.

Question Six:

(10 points)

A: Re-write the following sentences correctly:

- 1- Over the past sixty years, English has become truly a national language.
.....
- 2- An example of print media is radio.
.....
- 3- "When a dog bites a man, that is news."
.....
- 4- Internet-based news sources are not characterized immediacy and interactivity.
.....
- 5- The news agency is a new form of media.
.....
- 6- A news story is just a compilation of information.
.....

B: Do as shown between brackets ()::

- 7- The President is giving a speech now. (Use not)
.....
- 8- Iraqis killed two American soldiers in Baghdad. (Make passive voice)
.....
- 9- There are ten reporters in the room. (Make question)
.....
- 10- It's 5:00 p.m. (Write the time in letters)
.....

End of Questions
Good Luck