

Course No: INF 2314  
Course Title: Media Studies in English  
Date:30/07/2013  
No. of Questions: (6)  
Time: 1hours  
Using Calculator (No)

University of Palestine



Midterm Exam  
Summer 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	05	
2	QUESTION – 2	05	
3	QUESTION – 3	10	
<b>TOTAL</b>		<b>20</b>	

**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)**

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

Answer ONLY TWO questions of the followings: (5 Marks each)

1. What do you understand by obituaries journalist?

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2. What is a leader writer?

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

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4. How do gate keepers make their decisions?.

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Question Two:

(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

5. Communication معناها ؟ :

- تبادل المعلومات
- شريط تسجيل رقمي
- التوزيع الجغرافي

6. Copy Writer معناها ؟ :

- تشويش يصحب الرسالة
- ملف
- صاحب حق الملكية الفكرية

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.7 Campaign معناها ؟ :

- حملة
- البث الفضائي المباشر
- حجم الخط

.8 Column معناها ؟ :

- جريدة نصفية
- عامود
- الاتصال عن بعد

.9 Circulation معناها ؟ :

- الدفع قبل المشاهدة
- معطن داخلي
- دورة التوزيع

.10 Commercial Television System معناها ؟ :

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

End of Questions  
*Good Luck*