

31- Consumer behavior: ✓ (A) أخلاق العمل (B) <input checked="" type="radio"/> مستهلك (C) مؤتمر صحفي	18- Self-employed person who deals with media . ✓ (A) <input checked="" type="radio"/> Freelancer (B) Coverage (C) Credit
32- Message: ✓ (A) <input checked="" type="radio"/> رسالة (B) افتتاحية (C) محرر	A headline that crosses the top of a page in a newspaper.
33- Campaign: ✓ (A) <input checked="" type="radio"/> حملة (B) رئيس تحرير (C) قائمة بريد	19- (A) Channel (B) Filler (C) <input checked="" type="radio"/> Banner
34- Reporter: ✓ (A) <input checked="" type="radio"/> مراسل صحفي (B) قراء (C) إصدار	20- The spread of information through a society over time . ✓ (A) Brown lines (B) <input checked="" type="radio"/> News Diffusion (C) Light
35- Public Relations: ✓ (A) تحرير (B) <input checked="" type="radio"/> علاقات عامة (C) عدد	21- Heavily illustrated publication usually half the size of a normal newspaper page. ✓ (A) Zapping (B) Image (C) <input checked="" type="radio"/> Tabloid
36- Network: ✓ (A) أخبار (B) إعلان (C) <input checked="" type="radio"/> شبكة	22- A type of database containing names and addresses of customers who can be reached through a direct mail campaign. ✓ (A) Database (B) <input checked="" type="radio"/> Mailing List (C) Noise
37- Gatekeeper: ✓ (A) جمهور (B) مراسل (C) <input checked="" type="radio"/> حارس البوابة	23- A form of reporting in which a news situation examined in depth. ✓ (A) <input checked="" type="radio"/> Investigative journalism (B) Clipping (C) Feature
38- Mass Media: ✓ (A) <input checked="" type="radio"/> وسائل الإعلام (B) ترميز (C) طباعة	24- The channels of mass communication. ✓ (A) Distribution (B) Satellite (C) <input checked="" type="radio"/> Mass Media
39- Issue: ✓ (A) مذيع (B) <input checked="" type="radio"/> عدد من صحيفة (C) تقرير	25- A written version of the commercial that provides a detailed description of its video and audio content. ✓ (A) Tabloid (B) Target audience (C) <input checked="" type="radio"/> Script
40- Coverage: ✓ (A) <input checked="" type="radio"/> تغطية (B) عنوان (C) مصحح	(الجزء الثاني) اختر المعنى الصحيح لكل كلمة من الكلمات التالية:
41- Credibility: ✓ (A) مشاهدين (B) <input checked="" type="radio"/> مصداقية (C) سياسية التحرير	26- Teleconference: ✓ (A) إذاعة (B) عنوان رئيسي (C) <input checked="" type="radio"/> مؤتمر عن بعد
42- Compact Disc: ✓ (A) <input checked="" type="radio"/> قرص مضغوط (B) وحدة قياس (C) حقوق	27- Database: ✓ (A) صحيفة (B) معن (C) <input checked="" type="radio"/> قاعدة بيانات
43- Promotional plan: ✓ (A) قنوات (B) تصريح (C) <input checked="" type="radio"/> خطة ترويج	28- Channel: ✓ (A) قياس (B) مجلة (C) <input checked="" type="radio"/> قناة
44- Content: ✓ (A) <input checked="" type="radio"/> محتوى (B) طباعة (C) مصحح	29- Source: ✓ (A) ترويج (B) <input checked="" type="radio"/> مصدر (C) سلسل
45- Yellow Journalism: ✓ (A) أخبار (B) <input checked="" type="radio"/> الصحافة الصفراء (C) قائمة بريد	30- Cycle: ✓ (A) عميل (B) إشارة (C) <input checked="" type="radio"/> دورة البرامج
46- By-line: ✓ (A) نشرة أخبار (B) اختيار العينات (C) <input checked="" type="radio"/> اسم الكاتب	
47- Independents: ✓ (A) عدد المشاهدين (B) <input checked="" type="radio"/> مستقل (C) مبيعات	
48- Receiver: ✓ (A) اتصال (B) <input checked="" type="radio"/> مستقبل (C) قسم	
49- Headlines: ✓ (A) أحداث (B) تغطية (C) <input checked="" type="radio"/> عناوين رئيسية	
50- Local Advertising: ✓ (A) مهمة صحفية (B) <input checked="" type="radio"/> إعلان محلي (C) صورة ذهنية	



نموذج (أ)

(الجزء الأول) اختر الإجابة الصحيحة
لاحظ أن A تعني أ و B تعني ب و C تعني ج
في ورقة الإجابة

9- ✓	The use of picture to tell a news or feature story. (A) photojournalism — (B) Communication (C) column
10- ✓	The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver. (A) Communication — (B) Edition (C) Event
11- ✓	A collection of one's personal work. (A) print (B) Portfolio — (C) Event
12- ✓	Moral principle and values that govern the actions and decisions of an individual. (A) Ethics — (B) Motives (C) pilot
13- ✗	A series of drawings used to present the visual plan or layout of proposed commercial. (A) Dateline — (B) Compact Disc (C) Storyboard
14- ✓	A form of television where signals are carried to households by wire rather than through the airways. (A) Day-time TV (B) Cable television — (C) Copyright
15- ✓	The first episode of a projected television series. (A) Pilot (B) Series (C) Audience —
16- ✓	Information gathered by the journalist which can not be directly quoted in a story. (A) Off the record — (B) News in Brief (C) Teleconference
17- ✓	An organization that collects, edits and distributes news to subscribing newspapers. (A) News agency — (B) Art Editor (C) Bold

1- ✓	A short news story, usually one paragraph. (A) Digital paper (B) Brief — (C) Fact box
2- ✓	In communication, anything that interferes with the delivery of a message. (A) Campaign (B) Industrial Advertising (C) Noise —
3- ✓	An issue of the paper prepared for a specific area. (A) Filler (B) Edition — (C) Magazine
4- ✓	Person who reads and corrects proofs to ensure that copy has been accurately followed . (A) Issue (B) Proof reader — (C) Viewer
5- ✓	A system in which a home TV set receives a signal directly from a satellite. (A) Database (B) Credit (C) Direct Broadcasting by Satellit (DBS) —
6- ✓	Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. (A) Art editor (B) Advertising — (C) Consumer
7- ✗	Small Adverts gathered into sections. (A) Classifieds (B) Cut (C) News —
8- ✓	Chief editorial executive who is responsible for the editing and contents of a newspaper (A) Reporter (B) Editor — (C) Commercial

تم التأكد من صحة الاجابات
جميع الحلول صحيحة ما عدا
السؤالين (7 ، 13)

لا تنسوني من دعائكم