

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

أمن المستهلك



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

نموذج ( أ )

( الجزء الأول) اختر الإجابة الصحيحة

لاحظ أن A تعني أ و B تعني ب و C تعني ج في ورقة الإجابة

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) Cammpaign (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