

المملكة العربية السعودية

وزارة التعليم

MINISTRY OF EDUCATION



لكل المهتمين و المهتمات
بدروس و مراجع الجامعية

هام

مدونة المناهج السعودية eduschool40.blog

الكلمات التي تطرق لها الدكتور الفاضل / علي بن ظافر القرني لمادة نصوص إعلامية باللغة الإنجليزية للفصل الدراسي الأول ٢٠١٩ ولا تحرموني والدكتور ووالدينا الدعاء ... اخوكم عبدالعزيز.

| الكلمة | نطقها بالعربي | معناها | شرحها |
|---|-----------------------------|---|--|
| Advertising | ادفرتايزنق | اعلان | Any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. |
| Advertising Agency | ادفرتايزنق اجنسي | وكالة اعلانية | A firm that specializes in the creation, production, and placement of advertising messages and may provide other services that facilitate the marketing communications process. |
| Advertising Campaign | ادفرتايزنق كمباين | حملة اعلانية | A comprehensive advertising plan that consists of a series of messages in a variety of media that center on a single theme or idea. |
| Advertising Creativity | ادفرتايزنق كريتيقتي | ابداع اعلاني | The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems. |
| Assignment | اسايمنت | مهمة صحفية | A story which a journalist has been assigned to cover: a briefing. |
| Audience Flow | اودينس فلو | تدفق المشاهدين | Scheduling TV programs so that the audience attracted to one show naturally carries over to the following show. |
| Audience-Generated Feedback | اودينس جنريته فيدباك | رجع الصدى / الأغذية الراجعة | Feedback that occurs when one or more audience members attempt to communicate their opinions or points of view to a mass medium. |
| Audiometer | اوديوميتر | مقياس الجمهور | An electric measurement device that is hooked to a television set to record when the set is turned on and the channel to which it is tuned. |
| Audit Bureau of Circulations (ABC) | أودت بيرو اف سيركليشن (ABC) | مكتب التحقق من الانتشار / مكتب مراجعة التوزيع | An organization formed by advertisers and publishers in 1914 to established ground rules for counting circulation data. |
| Banner | بانار | عنوان رئيسي | A headline that crosses the top of a page & also streamer. |
| Brief | بريف | موجز الاخبار | A short news story, usually one paragraph. |
| Business-to-Business Advertising | بزنس تو بزنس ادفرتايزنق | اعلان الاعمال التجارية / اعلان موجه للاعمال | Advertising directed not at the general public but at other businesses. |
| By-line | باي لاين | اسم الكاتب | The writers name at the beginning, or near the top, of a story. |
| Cable Television | كيبيل تلفزيون | التلفزيون السلكي | A form of television where signals are carried to households by wire rather than through the airways. |
| Caption | كابشن | وصف الصورة / تعليق على الصورة | A description of a picture. |
| City Zone | ستي زون | حدود المدينة | A category used for newspaper circulation figures that refers to a market area composed of the city where paper is published and contiguous areas similar in character to the city. |
| Contacts | كونتاكتس | مصادر / معارف / قائمة اسماء | People a reporter speaks with in order to find about stories. |

| | | | |
|------------------------------|--------------------------|------------------------------|---|
| Classified Advertising | كلاز فايد ادفرتايزنق | إعلانات مبوية | Advertising that runs in newspapers that generally contains text only and is arranged under subheadings according to the product, service, or offering. |
| Clients | كلايننتس | عملاء | The organizations with the products, services, or causes to be marketed and for which advertising agencies and other promotional firms provide services. |
| Communication | كومونيشن | اتصال | The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver. |
| Consumer behavior | كنسومر بهيفر | سلوك المستهلك | the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. |
| Copywriter | كوبيويرتر | مؤلف | Individuals who help conceive the ideas for ads and commercials and write the words or copy for them. |
| Campaign | كمباين | حملة | In advertising, a large number of ads that stress the same theme and appear over a specified length of time. |
| Rom – CD | سيدي رون | أسطوانة ممغنطة | Compact disk read-only memory used to hold computer accessible data. |
| Column | كولمن | العمود الصحفي | Standard vertical divisions of a newspaper page; hence column measure. |
| Content | كونتنت | المحتوى | Material in a newspaper. |
| Channel | تشانل | قناة | The pathway by which a message travels from sender to receiver. |
| Circulation | سيركوليشن | التوزيع / الانتشار | The total number of copies of a publication delivered to newsstands, vending machines, or subscribers. |
| Commercial Television System | كمرشل تلفزيون سستم | نظام التلفزيون التجاري | Local stations whose income is derived from selling time on their facilities to advertisers. |
| Compact Disc | كمباكت دسك | قرص مضغوط او مدمج | A sound system using laser technology that reproduces audio quality very precisely. |
| Consumer Advertising | كنسومر ادفرتايزنق | الإعلان الموجه للجمهور | Advertising directed at the general public. |
| Controlled Circulation | كنتروليد سيركوليشن | توزيع محدود الانتشار | A type of circulation in which publications are sent free or distributed to a select readership, such as airline passengers or motel guests. |
| Copyright | كوبيرايت | حقوق الملكية الفكرية | Ownership of written or printed material |
| Corr | كور | مراسل | Short for correspondent. |
| Coverage | كوفرج | تغطية | A measure of the potential audience that might receive an advertising message through a media vehicle. |
| Credit | كريدت | حق ادبي ومادي | Usually the photographers or artists name printed with an illustration; hence credit line. |
| Cross- Media Advertising | كروس ميديا ادفرتايزنق | اعلان في اكثر من وسيلة | An arrangement where opportunities to advertise in several different types of media are offered by a various media providers. |
| Credibility | كريدبلتي | مصادقية | The trust that the audience holds for media that perform surveillance functions. |
| Cycle | سايكل | دورة البرامج | In all-news radio, the amount of time that elapses before the program order is repeated. |
| Database | داتابيس | قاعدة بيانات | A listing of current and/or potential customers for a company's product or service that can be used for direct marketing purposes. |
| Dateline | داتلاين | مكان وتاريخ الخبر | Place and date of a story given at the top. |

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| Deadline | ديلاين | الموعد النهائي / المهلة النهائية | Latest time a story can be filed, accepted or set. |
| Decoding | ديكودنق | فك التشفير | The activity in the communication process by which physical messages are translated into a form that has eventual meaning for the receiver. |
| Demographic Segmentation | ديموقرافك سيقمننتيشن | التقسيم الجغرافي للجمهور | A method of segmenting a market based on the demographic characteristics of consumers. |
| Demography | ديموقرفي | دراسة خصائص الجمهور | The study of audience characteristics such as age, sex, and socioeconomic status. |
| Developmental Journalism | ديفلوبمنتل جورنلزم | الصحافة التنموية | Type of journalism practiced by many Third World countries that stresses national goals and economic development. |
| Digital Audio Tape | ديجيتل اوديو تاب | شريط صوتي رقمي عالي الجودة | (DAT): High-quality audiotape that uses digital audio technology to achieve fidelity comparable to that of a compact disc. |
| Direct Broadcasting by Satellite (DBS) | دايركت برودكاستنق باي ستلايت | البث الفضائي المباشر | A system in which a home TV set receives a signal directly from a satellite |
| Edition | اديشن | اصدار | An issue of the paper prepared for a specific area; hence editionize, to prepare such. |
| Editor | اديتور | رئيس التحرير | Chief editorial executive who is responsible for the editing and contents of a newspaper. |
| Editorial | اديتوريل | المقال الافتتاحي | The leading article or opinion of the paper; also leader. |
| Ethics | اذكس | اخلاقيات العمل | Moral principles and values that govern the actions and decisions of an individual or group. |
| Event Sponsorship | ايفن سبونسر شيب | رعاية الفاعلية او الحدث | A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity. |
| Exclusive | اكسكلوسف | حصري | A public relations tactic whereby one particular medium is offered exclusive rights to a story. Editorial Policies: Guidelines followed by a media organization with regard to certain public issues or political positions. |
| Experiment | اكسبيرمنت | تجربة | A research technique that stresses controlled conditions and manipulates variables. |
| Fact box | فاكت بوكس | مربع المعلومات / حقيقة المعلومات | a box detailing some relevant pieces of information to the main story on the page. |
| Frequency | فريكونسي | عدد التكرار | The number of times a target audience is exposed to a media vehicle(s) in a specified period. |
| Feedback | فيدباك | رجع الصدى | The responses of the receiver that shape and alter subsequent messages from the source. |
| Filler | فيلر | مقال قصير | A short news item of one or two paragraphs. |
| Freelance | فريلانس | صحفي متعاون غير مرتبط | Self-employed person, i.e. journalist. |
| Full-Service Agency | فل سيرفس اجنسي | وكالة الخدمات الشاملة | An ad agency that handles all phases of advertising for its clients |
| Global Advertising | قلوبل ادفرتايزنق | الإعلان الدولي | The use of the same basic advertising message in all international markets. |
| Hard news | هارد نيوز | اخبار قاسية او صلبة او مهمة | News based on solid fact. |

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|-----------------------------|-----------------------|-----------------------------------|--|
| Headline | هيدلاين | العناوين الرئيسية او عنوان رئيسي | Words in the leading position of the advertisement; the words that will be read first or are positioned to draw the most attention. |
| Image Advertising | امج ادفرتايزنق | الصورة الذهنية للاعلان | Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like. |
| Interactive Television | انراكتف تليفزيون | التلفزيون التفاعلي | An arrangement whereby signals can be sent from the cable company to the home and also from the home to the cable company. Also known as two-way TV. |
| Interpersonal Communication | انترپيرسونال كومونيشن | الاتصال الشخصي | A method of communication in which one person (or group) interacts with another person (or group) without the aid of a mechanical device. |
| Investigative journalism | انفيستيفيف جورنلزم | الصحافة الاستقصائية | A form of reporting in which a news situation is examined in depth by a team of reporters under a project leader, i.e. as an investigation of all aspects. |
| Issue | ايشيو | اصدار او العدد الواحد من الصحيفة | All copies of a day's paper and its editions. |
| Local Advertising | لوكا ادفرتايزنق | اعلان محلي | Advertising done by companies within the limited geographic area where they do business. |
| Magazine | مقرين | مجلة | In colonial times , literally storehouses of material gathered from books, pamphlets, and newspapers and bound together under one cover. |
| Mailing List | مايلنق لست | قائمة بريدية | A type of database containing names and addresses of present and or potential customers who can be reached through a direct-mail campaign. |
| Marketing | ماركيتنق | تسويق | The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. |
| Mass Communication | ماس كومونيشن | اتصال جماهيري | The process by which a complex organization, with the aid of one or more machines , produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences. |
| Mass Media | ماس ميديا | وسائل الاعلام الجماهيرية | The channels of mass communication. |
| National Spot | ناشونال بوست | مساحة اعلانية | All non-network advertising done by a national advertiser in local markets. |
| Network | نيتورك | شبكة | An organization composed of interconnecting broadcasting stations that cuts costs by airing the same programs. |
| News | نيوس | اخبار | A Story about someone or something that is new , interesting and may affect our lives. |
| Outside Posters | اوتسايد بوسترس | الملصقات الخارجية | Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars. |
| Photojournalism | فوتوجرنلزم | الصحافة المصورة | The use of pictures to tell a news or feature story. |
| Profile | بروفايل | ملف شخصي | a feature story about someone's life, based on an interview or cuttings. |
| Press Release | بريس رليس | البيان الصحفي | Factual and interesting information released to the press. |
| Program Rating | برقرام ريتنق | تقييم البرامج من حيث عدد المشاهدة | The percentage of TV households in an area that are tuned to a program during a specific period. |
| Rating | ريتنق | تقييم | The ratio of listeners to a particular station to all people in the market. |

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|-------------------|--------------------|---|---|
| Sampling | سمبلنق | عينة صغيرة او نموذج | A variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial. |
| Source | سورس | المصدر او المرسل | The originator of a thought or idea subsequently transmitted to others in the communication process. |
| Spot Advertising | سيوت ادفرتايننق | إعلانات في المحطات المحلية | Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations. |
| Shoot | شوت | تصوير لقطة او حلقة | An organized session at which a photographer takes pictures. |
| Sources | سورسس | مصادر | Wher the story has come from, either a person or .organization. A story can have several different |
| Tabloid | تابلود | صحيفة نصفية | Heavily illustrated publication usually half the size of a normal newspaper page. |
| Waste coverage | ويست كفرج | التغطية الزائدة او الفائقة او المفقودة | A situation where the coverage of the media exceeds the target audience. |
| Website | ويبسايت | موقع الالكتروني | A website (alternatively, web site or Web site, a back-construction from the proper noun World Wide Web) is a collection of Web pages, images, videos or other digital assets that is hosted on one or more web servers, usually accessible via the Internet. |
| Wireless network | وايرلس نتورك | شبكة لا سلكية | ما اتوقع يجب شرحها |
| Yellow Journalism | يلو جرنلزم | الصحافة الصفراء | Period of sensationalized journalism during the 1890s noted for its emphasis on sex, murder, popularized medicine, pseudoscience, self-promotion, and human-interest stories. |

- advertising اعلان *
- advertising agency وكالة اعلانيه *
- advertising حملة اعلانيه *
- campaign
- assignment مهمه صحافية *
- audience تدفق الجمهور او المشاهدة
- audience flow
- audience - generated feedback ردة الفعل رجع الصدى *
- audiometer مقياس الجمهور *
- abc الانتشار من مكتب التحقق
- banner عنوان رئيسي *
- brief موجز *
- business اعلان موجه لرجال الاعمال *
- to business advertising
- by line اسم الكاتب *
- cable television تلفزيون السلكي *
- caption وصف الصورة *
- city zone منطقة توزيع الصحف *
- contacts معارف او مصادر *
- classified إعلانات مبوبة *
- advertising
- clients عملاء *
- atصال / تبادل معلومات *
- communication
- consumer سلوك المستهلك *

behavior

* عمود صحفي column

حملة اعلانية او اعلاميه Campaign

* مؤلف او كاتب النص copy writer

* المحتوى content

* قناة channel

* التوزيع او الانتشار circulation

* نظام التلفزيون التجاري commercial

television system

* القرص المضغوط compact dick

* الإعلان للمستهلك consumer

advertising

* توزيع محدود controlled circulatory

حملة اعلانية Campaign

* حق الملكية الفكرية copyright

* مراسل corr

* تغطية coverage

* اعلان في اكثر من وسيلة - cross

media advertising

* المصداقيه credibility

* دورة البرامج .cycle

الاعلان اليومي daily inch rate

* قاعدة البيانات database

* مصدر الخبر dateline

* المهلة النهائية deadline

* فك الشفرة decoding

* تقسيم سكاني demographic

segmentation

* دراسة احصائية السكان

demography

* البث المباشر عبر الأقمار الصناعيه

Direct broadcasting by satellite

(dbs)

* إصدار خاص edition

* محرر رئيسي editor

* الافتتاحية editorial

* بريد إلكتروني electronic mail

* اخلاقيات العمل ethics

* حصري exclusive

• تجربه experiment

• صندوق Fact box

* قصه خبريه مميزة feature

* مقال قصير Filler

* غير متفرغ او مستقل freelance.

مهمه

* وكالة خدمات شاملة full service

agency

* حارس البوابه gatekeeper

* اعلان عالمي global advertising

* تصريح صحافي موزع handout

* عنوان رئيسي headline

* الصورة الذهنية للإعلانات image

advertising

* التلفزيون التفاعلي interactive

television

* اتصال شخصي interpersonal

communication

* الصحافة الاستقصائية investigative

journalism

* عدد من صحيفة issue

* اعلان محلي local advertising

* مجلة magazine مهمه

* قائمة العناوين البريدية mailing list

* تسويق marketing مهمه

* الاتصال الجماهيري mass

communication

* وسائل اعلام جماهيرية mass media

مهمه

* رسالة message

* مساحه اعلاميه National spot

* شبكة اعلاميه network

* تشويش noise

* وكالة أنباء news agency

* اخبار news

• ملصق خارجي outside posters

* دليل الصفحات page broof

* الصحافة المصورة photojournalism

مهمه

*ملف شخصي profile

*تصريح صحفي press Release

● Program

تقييم البرنامج Rating

*ترويج promotion

*حقيبة اعمال protfolio

*العينه او النموذج sampling

*مصدر source

*تصوير لقطه shoot

*القصة المصوره storyboard

*علامه تجاريه trademark

*الصحيفة التصفيه المصوره tabloid

*التغطية المفقودة waste coverage

*موقع إلكتروني web

*صفحه على الانترنت web page

*شبكة لاسلكيه wireless network

*الصحافه الصفراء Yellow pages

advertising

Section (1)

الإعلان

Advertising: Any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

وكالات الإعلان
Advertising Agency: A firm that specializes in the creation, production, and placement of advertising messages and may provide other services that facilitate the marketing communications process.

Advertising Appeal: The basis or approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause.

حملة الاعلان
Advertising Campaign: A comprehensive advertising plan that consists of a series of messages in a variety of media that center on a single theme or idea.

Advertising Creativity: The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communication problems.

Advertising Manager: The individual in an organization who is responsible for the planning, coordinating, budgeting, and implementing of the advertising program.

Advertising Specialties: Items used as giveaways to serve as a reminder or stimulate remembrance of a company or brand such as calendars, T-shirts, pens, key tags, and the like. Specialties are usually imprinted with a company or brand name and other identifying marks such as an address and phone number.

وسائط الاعلام البديلة
Alternative Media: A term commonly used in advertising to describe support media.

X Angle: an aspect of a story about which the journalist writes.

X Art desk: Where page layouts are drawn in detail and the pictures edited.

X Art editor: The person responsible for the art desk and for design of the newspaper.

Art work: Prepared material for use in newspaper display.

Assignment: A story which a journalist has been assigned to cover: a briefing.

Average Frequency: The number of times the average household reached by a media schedule is exposed to a media vehicle over a specified period.

توقفه (توقفه)

Audience Flow: Scheduling TV programs so that the audience attracted to one show naturally carries over to the following show.

ردود الافعال او رجع (ردود الافعال او رجع)

Audience-Generated Feedback: Feedback that occurs when one or more audience members attempt to communicate their opinions or points of view to a mass medium.

مقياس (مقياس)

Audiometer: An electric measurement device that is hooked to a television set to record when the set is turned on and the channel to which it is tuned.

كتب مراجع لتوزيع (كتب مراجع لتوزيع)

Audit Bureau of Circulations (ABC): An organization formed by advertisers and publishers in 1914 to established ground rules for counting circulation data.

Section (2)

Barter Deal: In TV syndication, the program syndicator keeps most of the available commercial minutes to sell in the syndicated program.

Banner: A headline that crosses the top of a page & also streamer.

Benefit Segmentation: A method of segmenting markets on the basis of the major benefits consumers seek in a product or service.

Big Idea: A unique or creative idea for an advertisement or campaign that attracts consumer's attention, gets a reaction, and sets the advertisers product or service apart from the competition.

Bi-medial: the ability of a journalist to be able to work in two media, ie radio and television, or radio and newspapers.

Bleed Pages: Magazine advertisements where the printed area extends to the edge of the page, eliminating any white margin or border around the ad.

Bold: Name given to type of a thicker than average body.

Brief: A short news story, usually one paragraph.

Breakout quote: an eye-catching quote from the copy that appears in a separate box on the newspaper page.

Bluetooth: A wireless protocol utilizing short-range communications technology facilitating data transmission over short distances from fixed and/or mobile devices, creating wireless personal area networks .

Brown lines: Sample copies of the final edition of a magazine.

قائمہ بریل

Business-to-Business Advertising: Advertising directed not at the general public but at other businesses.

بیمہ سازی

By-line: The writers name at the beginning, or near the top, of a story.

Section (3)

Cable Television: A form of television where signals are carried to households by wire rather than through the airways.

Caption: a description of a picture.

City Zone: A category used for newspaper circulation figures that refers to a market area composed of the city where paper is published and contiguous areas similar in character to the city.

Commission: a request from a features editor or commissioning editor to write a story for payment.

Contacts: people a reporter speaks with in order to find about stories.

Cross reference: a small heading at the end of a story to point the reader to a connected or relevant story on another page. It can also say on which page the story continues.

Classified Advertising: Advertising that runs in newspapers that generally contains text only and is arranged under subheadings according to the product, service, or offering.

Clients: The organizations with the products, services, or causes to be marketed and for which advertising agencies and other promotional firms provide services.

Clipping Service: A service which clips competitors advertising from local print media allowing the company to monitor the types of advertising they are running or to estimate their advertising expenditures.

تواصل ووسائل

Communication: The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver.

× **Communication Objectives:** Goals that an organization seeks to achieve through its promotional program in terms of communication effects such as creating awareness, knowledge, image, attitudes, preferences, or purchase intentions.

× **Comparative Advertising:** The practice of either directly or indirectly naming one or more competitors in an advertising message or usually making a comparison on one or more specific attributes or characteristics.

سلوك المستهلك

Consumer behavior: the process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

مخاطبة النص للإعلان

Copywriter: Individuals who help conceive the ideas for ads and commercials and write the words or copy for them.

× **Cost per Customer Purchasing:** A cost effectiveness measure used in direct marketing based on the cost per sale generated.

× **Cost per Order (CPO):** A measure used in direct marketing to determine the number of orders generated relative to the cost of running the advertisement.

× **Cost per Thousand:** A computation used in evaluating the relative cost of various media vehicles that represents the cost of exposing 1,000 members of a target audience to an advertising message.

× **Cost plus System:** A method of compensating advertising agencies whereby the agency receives a fee based on the cost of the work it performs plus an agreed on amount for profit.

الاعلام
حملة الاعلانية

Campaign: In advertising, a large number of ads that stress the same theme and appear over a specified length of time.

مركزية
مركزية

CD-Rom: Compact disk read-only memory used to hold computer-accessible data.

Centre spread: Material extending across the two centre-facing pages in a newspaper. **Spread:** any material occupying two opposite pages.

محدد مسطرا

Column: Standard vertical divisions of a newspaper page; hence column measure.

المحتوى

Content: Material in a newspaper.

قناة

Channel: The pathway by which a message travels from sender to receiver.

توزيع

Circulation: The total number of copies of a publication delivered to newsstands, vending machines, or subscribers.

نظام التلفزيون التجاري

Commercial Television System: Local stations whose income is derived from selling time on their facilities to advertisers.

مركزية

Compact Disc (CD): A sound system using laser technology that reproduces audio quality very precisely.

Comprehensive Layout: The finished model of a print ads

Concept Testing: A type of media-originated feedback in which a one- or two-paragraph description for a new series is presented to a sample of viewers for their reactions.

الاعلان العام

Consumer Advertising: Advertising directed at the general public.

محدوده لیدر اول

Copy-taster: Person who sorts and classifies incoming copy in a newspaper.

Controlled Circulation: A type of circulation in which publications are sent free or distributed to a select readership, such as airline passengers or motel guests.

Copyright: Ownership of written or printed material.

Corr.: Short for correspondent.

Coverage: A measure of the potential audience that might receive an advertising message through a media vehicle.

Credit: Usually the photographers or artists name printed with an illustration; hence credit line.

Creative Strategy: A determination of what an advertising message will say or communicate to a target audience.

Creative Tactics: A determination of how an advertising message will be implemented so as to execute the creative strategy.

Cross-Media Advertising: An arrangement where opportunities to advertise in several different types of media are offered by a various media providers.

Credibility: The trust that the audience holds for media that perform surveillance functions.

Crystallization: The sharpening and elaboration of a vaguely held attitude or pre-disposition.

Cycle: In all-news radio, the amount of time that elapses before the program order is repeated.

(TEST # 2)

Section (4)

Daily inch Rate: A cost figure used in periodicals based on an advertisement placed one inch deep and one column wide (whatever the column inch).

Database: A listing of current and/or potential customers for a company's product or service that can be used for direct-marketing purposes.

Dateline: Place and date of a story given at the top:

Deadline: Latest time a story can be filed, accepted or set.

Decoding: The activity in the communication process by which physical messages are translated into a form that has eventual meaning for the receiver.

Demographic Segmentation: A method of segmenting a market based on the demographic characteristics of consumers.

Direct-response Advertising: A method of direct marketing whereby a product or service is promoted through an advertisement that offers the customer the opportunity to purchase directly from the manufacturer.

Demography: The study of audience characteristics such as age, sex, and socioeconomic status.

Developmental Journalism: Type of journalism practiced by many Third World countries that stresses national goals and economic development.

Digital Audio Tape (DAT): High-quality audiotape that uses digital audio technology to achieve fidelity comparable to that of a compact disc.

Direct Broadcasting by Satellite (DBS): A system in which a home TV receives a signal directly from a satellite.

Digital paper: Also known as interactive paper, is patterned paper used in conjunction with a digital pen to create handwritten digital documents. [citation needed] The printed dot pattern uniquely identifies the position coordinates on the paper. The digital pen uses this pattern to store the handwriting and upload it to a computer.

Domain: The distinguished part of an abstract or physical space where something exists, is performed, or is valid. For example, we may talk about: domain of interest, domain of activity. This concept is used in every branch/sector/field of human activity.

Dummy: A plan or blueprint for upcoming magazine issues that shows the contents in their proper order.

Section (5)

Edition: An issue of the paper prepared for a specific area.

Editor: Chief editorial executive who is responsible for the editing and contents of a newspaper.

Editorial: The leading article or opinion of the paper; also leader.

Electronic paper: A display technology designed to mimic the appearance of ordinary ink on paper. Unlike a conventional flat panel display, which uses a backlight to illuminate its pixels, electronic paper reflects light like ordinary paper and is capable of holding text and images indefinitely without drawing electricity, while allowing the image to be changed later.

بجود الإلكترونيات

Electronic mail (e-mail): A store-and-forward method of writing, sending, receiving and saving messages over electronic communication systems. The term "e-mail" (as a noun or verb) applies to the Internet e-mail system based on the Simple Mail Transfer Protocol, to network systems based on other protocols and to various mainframe, minicomputer, or internet by a particular systems vendor, or on the same protocols used on public networks.

وسائط الإعلام الإلكترونية

Electronic media: Media that utilize electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and Online Content. Most new media are in the form of digital media.

أخلاقيات العمل

Ethics: Moral principles and values that govern the actions and decisions of an individual or group.

Event Sponsorship: A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity.

حصري

Exclusive: A public relations tactic whereby one particular medium is offered exclusive rights to a story.
Editorial Policies: Guidelines followed by a media organization with regard to certain public issues or political positions.

تجريب

Experiment: A research technique that stresses controlled conditions and manipulates variables.

Section (6)

Fact box: a box detailing some relevant pieces of information to the main story on the page.

Feature: a story that brings to light a distinctive part or aspect of an issue, person or event.

Flat Rates: A standard newspaper advertising rate where no discounts are offered for large quantity or repeated space buys.

Frequency: The number of times a target audience is exposed to a media vehicle(s) in a specified period.

Feedback: The responses of the receiver that shape and alter subsequent messages from the source.

Field Experiment: An experiment that is conducted in a natural setting as opposed to a laboratory

Filler: A short news item of one or two paragraphs.

Focus Groups: A qualitative marketing research method whereby a group of 10-12 consumers from the target market are led through a discussion regarding a particular topic such as a product, service, or advertising campaign

Format: Consistent programming designed to appeal to a certain segment of the audience

Follow-up: A story that follows up information in a previous story in order to uncover new facts.

Font: All the characters in a given size of any type. (sometimes font).

Freelance: Self-employed person, i.e. journalist.

Front office: Usually the advertising and editorial part of a newspaper office to which the public are admitted.

Full-Service Agency: An ad agency that handles all phases of advertising for its clients

Section (7)

Section (8)

Handout: press releases sent to journalists.

Hard news: News based on solid fact.

Headline: Words in the leading position of the advertisement; the words that will be read first or are positioned to draw the most attention.

High-Definition Television (HDTV): High-resolution television system that uses over a thousand scanning lines as compared with traditional 525-line system.

Head, heading: Words for headline.

Hertz (Hz): The basic unit of frequency. Named after German physicist Heinrich Hertz.

House style: Nominated spellings and usages used to produce consistency in a given newspaper of printing house.

Section (9)

Image Advertising: Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like.

Industrial Advertising: Advertising targeted at individuals who buy or influence the purchase of industrial goods or other services.

Independents: Radio or TV stations unaffiliated with any network.

Interactive Television: An arrangement whereby signals can be sent from the cable company to the home and also from the home to the cable company.

Internet : A global system of interconnected computer networks that interchange data by packet switching using the standardized Internet Protocol Suite (TCP/IP). It is a "network of networks" that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.

Interpersonal Communication: A method of communication in which one person (or group) interacts with another person (or group) without the aid of a mechanical device.

Intro: the first sentence of a story which, in news, outlines the most important facts. Also known as the Lead or Nose.

Investigative journalism: A form of reporting in which a news situation is examined in depth by a team of reporters under a project leader, i.e. as an investigation of all aspects.

Issue: All copies of a day's paper and its editions.

(Mid-term Test)

front of a light source
utilized in battery-powered electronic devices because it
uses very small amounts of electric power.

اعلان محلي
Local Advertising: Advertising done by companies within
the limited geographic area where they do business.

Low-Power Television (LPTV): A TV station that broadcasts
with lower power than the normal broadcast station and
that has a coverage area of twelve to fifteen miles in
radius.

Lead: The main story on a page; the page lead.

Section (11)

مجلة
Magazine: In colonial times, literally storehouses of
material gathered from books, pamphlets, and newspapers
and bound together under one cover.

قائمة بريد
Mailing List: A type of database containing names and
addresses of present and or potential customers who can
be reached through a direct-mail campaign.

سوق
Marketing: The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Marketing Mix: The controllable elements of a marketing program including product, price, promotion, and place.

Marketing Plan: A written document that describes the overall marketing strategy and programs developed for an organization, a particular product line, or a brand.

Mass Audience Stage: A stage of audience evolution in which the potential audience consists of the entire population, with all segments of society likely to be represented.

Mass Communication: The process by which a complex organization, with the aid of one or more machines, produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences.

Mass Media: The channels of mass communication.

Media (communication) : In communication, media (Singular: Medium) are the storage and transmission tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

Media Buying Service: Organization that specializes in buying media time for advertisers.

Media Vehicle: A single component of a mass medium, i.e., a newspaper or TV network.

رسالة
Message: The actual physical product in the communication process that the source encodes.

Section (12)

National Spot: All non-network advertising done by a national advertiser in local markets.

National Advertiser: Advertiser who sells a product all across the country.

Network: An organization composed of interconnecting broadcasting stations that cuts costs by airing the same programs.

News Diffusion: The spread of information through a society over time.

Noise: In communication, anything that interferes with the delivery of a message.

News agency: An organization that collects, edits and distributes news to subscribing newspapers.

News desk: The newsroom, where the collection of news is organized, and where reporters are based (in US, city is desk).

News: a story about someone or something that is new, interesting and may affect our lives.

News facts: who, what, where, when, why and how. The six facts that should be included in a news story.

Night editor: The senior production executive of a daily paper.

Section (13)

Off the record: information gathered by the journalist which can not be directly quoted in a story. Opposite of On the record.

Outside Posters: Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars.

Section (14)

Page Proof: A page-size piece of paper with all the elements - type, photos, and illustrations positioned in their proper places.

Paid Circulation: A type of circulation in which the reader must purchase a magazine through a subscription or at a newsstand.

Panel Study: A research method in which data are collected from the same individuals at different points.

Pay-per-View (PPV): A system that allows cable TV subscribers to pay a one-time fee to view one specific program or movie.

Photojournalism: the use of pictures to tell a news or feature story.

Pilot: The first episode of a projected television series.

Pilot Testing: A process that involves showing a sample audience an entire episode of a show and recording their reactions.

Pixel : The smallest piece of information in an image. Pixels are normally arranged in a regular 2-dimensional grid, and are often represented using dots, squares, or rectangles. Each pixel is a sample of an original image, where more samples typically provide a more accurate representation of the original.

Policy Book: At radio and TV stations, a book that spells out philosophy and standards of operation and identifies what practices are encouraged or discouraged.

Portfolio: A collection of one's personal work.

Press: a term that describes newspapers as a whole, or physically what newspapers are printed with.

Profile: a feature story about someone's life, based on an interview or cuttings.

channels watched, number of minutes of viewing, and members of the household who are watching.

Supreme
Press Release: Factual and interesting information released to the press.

Section (16)

← **Rating:** The ratio of listeners to a particular station to all people in the market.

Section (17)

تجزئة المنتجات
كع

Sampling: A variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial.

Source: The originator of a thought or idea subsequently transmitted to others in the communication process.

Split Runs: Two or more versions of a print ad are printed in alternate copies of a particular issue of a magazine.

Split 30s: 30-second TV spots in which the advertiser promotes two different products with two different messages during a 30-second commercial.

Spot Advertising: Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations.

Storyboard: A series of drawings used to present the visual plan or layout of a proposed commercial.

Scheme: the sketch or design of a page that shows where each story will appear when it is printed.

Shoot: an organized session at which a photographer takes pictures.

Section (18)

Handwritten signature or scribble in Arabic script.

Trademark: An identifying name, symbol, or other device that gives a company the legal and exclusive rights to use.

Section (19)

Uses-and-Gratifications Model: A model proposing that audience members have certain needs or drives that are satisfied by using both no media and media sources.

Section (20)

Video advertising: Advertisements appearing in movie theaters and on videotapes.

Section (21)

Waste coverage: A situation where the coverage of the media exceeds the target audience.

Website: A website (alternatively, web site or Web site, a back-construction from the proper noun World Wide Web) is a collection of Web pages, images, videos or other digital assets that is hosted on one or more web servers, usually accessible via the Internet.

Web page: A document, typically written in (X)HTML, that is almost always accessible via HTTP, a protocol that transfers information from the Web server to display in the user's Web browser.

Wireless communication: The transfer of information over a distance without the use of electrical conductors or "wires". The distances involved may be short (a few meters as in television remote control) or very long (thousands or even millions of kilometers for radio communications).

Wireless network: Refers to any type of computer network that is wireless, and is commonly associated with a telecommunications network whose interconnections between nodes is implemented without the use of wires.

Section (22)

الصفحة 22
Yellow Pages Advertising: Advertisements that appear in
the various Yellow Pages-type phone directories.