

Choose the best answer كل اجابة صحيحة درجة واحدة فقط (٢٠) درجة

١- *This encompasses billboards, transit advertising, and posters*

a- **outdoor media** b- cinema c- print d- broadcast

٢- *.....To attract viewers or readers, media outlets might focus on sensational news rather than important but less exciting information.*

a- production b- time c- **Sensationalism** d- Realism

٣- *.....The arrangement of elements within a frame, including the rule of thirds, balance, and focal points.*

a- Presence b- Content c- **Composition** d- News

٤- *What are the effects of choosing certain forms of language – such as a particular type of camera shot?*

a- pressure b- conventions c- **choices** d- audience

٥- *How is meaning conveyed through the combination or sequencing of images, sounds or words?*

a- report b- **combinations** c- realism d- text

٦- *How do audiences interpret media? What meanings do they make?*

a- **making sense** b- time c- presentation d- language

٧- *How do media communicate meaning?*

a- production b- time c- presentation d- **language**

٨- *Who owns the companies that buy and sell media? How do they make a profit?*

a- production b- **industry** c- presentation d- language

٩- *Who controls the production and distribution of media? Are there laws about this, and how effective are they?*

a- **regulation** b- industry c- presentation d- language

١٠- *How do media use different forms of language to convey ideas?*

a- codes b- time c- presentation d- **meanings**

١١- *How do these uses of language become familiar and generally accepted?*

a- choices b- **conventions** c- presentation d- texts

١٢- *The process of is the way in which communication takes place*

a. meeting b. activity c. **communication** d. television

١٣- *How do audiences use media in their daily lives? What are their habits and patterns of use?*

a. using b. **uses** c. users d. effects

١٤- *..... Spoken words that convey information, character, and plot.*

a- **Dialogue** b- conventions c- choices d- audience

١٥- *Mass communication is designed to reach a large audience simultaneously. The goal is to communicate with as many people as possible.*

a- **Wide Reach** b- Bias and objectivity c- Telling the truth d- Stereotyping

١٦- *How do media claim to tell the truth about the world? How do they try to seem authentic?*

a- time b- bias and objectivity c- **telling the truth** d- stereotyping

١٧- *.....refers to the information, messages, and entertainment provided by the media.*

Time b- **Content** c- Audience d- Production

١٨- *How do media represent particular social groups? Are those representations accurate?*

a- meanings b- texts c- audience d- **Stereotyping**

١٩- *.....: Non-verbal sounds that enhance realism and create an immersive experience.*

a- Interpretations b- **Sound Effects** c- presentation d- language

٢٠- *Do media representations affect our views of particular social groups or issues?*

a- production b- time c- media d- **influences**

II) Define the following (20) كل تعريف صحيح ٤ درجات

- ٢١- **The message of communication** :The content being communicated, which can include news, information, ideas, entertainment, or advertisements.
- ٢٢- **Feedback**: The response or reaction from the audience, which can influence future communication
- ٢٣- **Production**: Who makes media
- ٢٤- **Noise**: Any interference or distortion that affects the clarity or accuracy of the message.
- ٢٥-**Medium**: is something we use when we want to communicate *indirectly* with other people.

Fill in the Spaces with the Appropriate Answer (20)

كل اجابة صحيحة درجتان

The main keys of mass media

- ٢٦-**content/production**
- ٢٧-**audience/ language**
- ٢٨-**Technology/representation**
- ٢٩-**Regulation/audience**
- ٣٠-**The Key aspects of mass communication**
- ٣١- **Process**
- Why communicate**
- ٣٢-**Function**
- ٣٣-**Purpose**

Read the following and write (true) for the right statements and (wrong) for the false ones (10)

M)

كل اجابة صحيحة درجتان

- ٣٤-Print media includes newspapers, magazines, journals, and other printed materials . **True**
- ٣٥-Educational programs and content, especially on television and the internet, contribute to learning and education for a wide audience. **True**
- ٣٦-A given media text will mean the same thing to everybody. **False**
- ٣٧-The fifth communication revolution was twofold, It involves the invention of both the computer and the electronic media devices. **False**
- ٣٨-The function of media the advertisements is to convince and persuade. **True**

Answer the following questions (30 M.)

كل سؤال ١٥ درجة

٣٦- How the Communication Process Works?

Communication is the process of exchanging information, ideas, thoughts, and feelings between individuals or groups through various channels

intrapersonal communication— communication within one person.

This direct sharing of experience between two people is called **interpersonal communication**.

mass communication is “**public communication transmitted electronically or mechanically.**”

٣٧- Explain "The significance of mass media"

a power resource - a potential means of influence, control and innovation in society;

the location (or arena) where many affairs of public life are played out, both nationally and internationally;

a major source of definitions and images of social reality

the primary key to fame and celebrity