

Answer the Questions in Section A or B

A

- 1- Which is a more promising revenue stream, the online or the offline newspaper? Why? (15 m)
- 2- Economically, what is the main different between online and offline newspapers? (15 m)
- 3- What is the expected impact of the online newspaper on the offline newspaper? Why? (15 m)
- 4- What would the role of the journalist be in the online newspaper be? (15 m)
- 5- What is meant by the Fourth Estate? (10 m)
- 6- Why does the internet represent a valuable new medium for advertisers? (10 m)
- 7- Whom do the news media serve in particular? Provide example. (10 m)
- 8- Journalistically, what is meant by 'facts'? (10 m)

B

1- Translate the following paragraphs. (15 marks each)

- I- It is quite legitimate to ask the question, why has there been this flood of title online? There are numerous possible secondary explanation, including enthusiasm for new technology and the general sense that one wishes to be part of the wave o f the moment- but the fundamental reasons must be surely economic. The people who own newspapers have, by and large , decided that the internet provide opportunities and challenges to which they need to respond .
- II- The online world modifies both the cost bases and the revenue streams of newspaper operations in ways that threaten the link between editorial and advertising material. The development of the online newspapers, therefore, represents a major problem from the point of view of the democratic function of the press.
- III- The new completion affects both their editorial content and advertising. In the editorial field, the newspaper now faces direct competition from four types of rival. The first of these is completion from other newspapers. The second challenge comes from media. The third type of competition is from



the proliferation of news sources on the internet. The final type of competition comes from news sources.

IV- The preferred types of news source tend to be those, like television sites, that are strongest on brief report. The view is often advanced that the internet is a technology that enables the citizen, because it allows the interested individual to research stories in depth, to follow links and to compare contrasting accounts. Lots of people make visit to online news sites, but they go for brief accounts of event. This is misleading known in the industry as 'breaking news'.

2- Translate the underlined words and sentences(15 m each)

- I- None of this means that the newspaper is finished as a form of social communication, but it most certainly means that there are severe pressures on the existing model of the newspaper. The first pressure point is that costs are likely to rise. The second pressure point is that the very fact some advertising, and particularly classified advertising, is migrating online means that one of the main revenue streams for newspapers will be threatened.
- II- The adaptation of advertising to the online world involves a shift of focus away from simply providing a conduit in which some people can announce that they have something for sale and other people can note that fact, into providing a market-place in which the different parties can carry out a transaction; in other words, the newspaper can attempt to enter that, actually rather small, part of the exploding world of e-commerce that is consumer- oriented.

3- Translate the following words and terms. (10 m)

Reorientation/ demonstrate/ discourse/ proclaimed/ advantage/ transaction
offline versions/ synergy/ patterns/ breaking news/ draw/ streams/ online
mass media/news production/newspaper/ sites/enthusiasm/event/revenue.

Good Luck.

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