

3

F

تعريفات اللغة، الإعلام، الصحافة

- 1- a making sense 11- c Choices 18- a interpreting
- 2- d industry language 12- b combinations 19- d influence
- 3- b industry
- 4- a regulation 13- d both
- 5- d meaning 14- a presence
- 6- b conversation 15- c telling the truth
- 7- c communication
- 8- a codes 16- b bias and objectivity
- 9- c circulation 17- d stereotyping
- 10- c genres

التعريفات

التعريفات

تعريفات (أ) الإعلام، الصحافة

sub structure: Covers culture, state, law, religion and the family

media texts are

media effects any of the results of mass media operation whether intended or not

Communication: A process that involves the transmission of message from a sender to a receiver in interpersonal communication communication with others.

نقص (ر. 4) في الإعلام (ع.)

26- a- inform (ع.)

b- educate

c- entertain

d- public watchdog

e- consumer

f- informational

i- ownership

ii- advertising

iii- legitimate

iv- religion

True- False (ص. 4)

ص. 4

نقص (ر. 4) في الإعلام

29- False

30- true

31- False

32- False

33- False

Theory of communication

1- who communicates to whom
(sender → receiver)

2- why communicate
(functions + purposes)

3- How does it take place?
(channel, languages (codes))

4- what about (content, refer
inf)

5- what are the results? —

1- Message is sent out on
some forms of communication
system (internet, ...)

2- The message is delivered
rapidly

3- It reaches a large audience
at the same time

1- writing

2- Mass writing

3- telegraph

4- electronic media devices

5- two fold — computer

— communication
satellite