

Choose the best answer: (20 ms.)

كل اجابة صحيحة درجة واحدة

- 1- d- all of these
- 2- a-interpretations
- 3- d-influences
- 4- Both A & B
- 5- B- classical Marxism
- 6- a- Presence and absence
- 7- c- authentic
- 8- a- moral
- 9- d- social
- 10- b. message
- 11-making sense
- 12- d- language
- 13-b-uses
- 14-a- codes
- 15-d- both a & c
- 16-c- genres
- 17- c- choices
- 18-b- combinations
- 19- b- industry
- 20-a- regulation

Define the following (20)

كل تعريف صحيح اربع درجات

- 21- production: who makes media
- 22- Attaining truth : an argument that falsehoods must be countered
- 23- Media effects: any of the consequences of mass media operation
- 24- The fourth communication revolution : electronic media devices
- 25- Theological :

Fill in the Spaces with the Appropriate Answer (20)

كل اجابة صحيحة درجة

- 26 attaining
- 27truth
- 28.individual
- 29...rights
- 30.culture
- 31.religion
- 32.family.....
- 33.German
34. behaviour
- 35values
- 36 beliefs
- 37moving
- 38 still
- 39sound
- 40 speech
- 41- written
- 42 printing
- 43newspaper
- 44communication
- 45channals

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

(10 M)

- 46- T
- 47- T
- 48- T
- 49- F
- 50- T
- 51- F
- 52- F
- 53- T
- 54- T
- 55- T

Answer the following questions (30 M.)

- 56- Explain briefly the significance of mass media?

a power resource

the location (or arena)

a major source of definitions and images of social reality

the primary key to fame and celebrity

کل تعداد صحیح ثلاث درجات و نصف

57- Theory of communication

Who communicates to whom? (Sources and receivers)

Why communicate? (Functions and purposes)

How does communication take place? (Channel, languages, codes)

What about? (Content, references, types of information)

What are the consequences of communication? (Intended or unintended)

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