

Name:.....**Modal answer**..... Group:.....

**2<sup>nd</sup> Term Exam / English language**

**Part one: Fill in the gaps with the appropriate words: (1.5 points for each)**

- |                 |                         |                         |
|-----------------|-------------------------|-------------------------|
| a.Verbal Media  | e.Persuasive speeches   | s. Informative speeches |
| u.The news      | o The interview         | d. Non-verbal media     |
| f.Outdoor Media | L.Motivational speeches | m.analog media          |
| i.The editorial |                         |                         |

1....**o. The interview**.....It is a conversation between a journalist (who is limited to asking questions) and an interviewee (who is limited to answering).

2....**u.The news**..... It is a short text, written in a neutral tone that aims to inform about some new and relevant fact. The story should answer the questions: What? When? Where? How? Why?.

3. When the information is transmitted through words, it is known as ....

....**a.Verbal Media**..... communication.

4. **.d. Non-verbal media**.....communication takes place without any exchange of words. The message is transmitted through a non-verbal platform.

5.....**f.Outdoor Media**..... Such forms of mass media revolve around signs, placards, billboards, etc that are used inside or outside of vehicles, shops, commercial buildings, stadiums, etc.

6.....**e.Persuasive speeches**..... help convince an audience that the speaker has the right opinion on a particular topic. It can cover any topic from entertainment to something more serious like politics.

7. .... **L.Motivational speeches**..... aim to inspire an audience and give attendees the confidence to do something better or improve themselves. They essentially serve to lift the audience's spirits and improve their self-esteem.

8..... **s. Informative speeches**.....aim to educate an audience on a particular topic or message.

9. Some of the common examples of .....**m.analog media**..... are conventional radios, land-line telephones, VCRs, television transmissions, etc.

10. ....**i.The editorial**.....It is a text in which the journalistic medium expresses its position on a certain issue, which is usually part of the day's agenda. As is the position of the medium and not of a particular journalist, it never bears a signature.

**Part two:Translate into Arabic(: out of 5 )**

1. Casual register .....السجل الإعتيادي.....
2. Slang .....العامية.....
3. Personal appearance .....المظهر الخارجي.....
4. Entertaining speech .....الخطاب الترفيهي.....
5. Motivational speech .....الخطاب التحفيزي.....



**GOOD LUCK**