

1) Define the following terms in one or two statements each: 5pts

**Language- mass media- pop culture-message-information .**

2) What are the labels that best describe the following definitions: 5pts

- a) Forms of non-verbal communication that contains social and emotional information between individuals .
- b) an electronic device that performs tasks under the control of instruction called program.
- c) spoken or written communication between people on a serious topic.
- d) Literature created from imagination though it may be based on true story or situation.
- e) information about recently changed situation or event.

3) ‘Advertising is what you pay for ;publicity is what you pray for ‘ in the light of this saying define briefly what is meant by Public relations . (2pts)

4) Are these statements true or false : (5pts)

- a) Public relations seeks to promote products and services to increase sales.
- b) Public relations professionals can execute political campaigns and explain government policy.
- c) Public relations can be unethical if the specialists engage in misinformation.
- d) Unlike marketing , public relations is not concerned with the satisfaction of customers but rather its own reputation.
- e) Public relations is a two –way channel that imposes information to have a positive image.

5) Public relations functions into different departments . Mention three types of Public relations branches. (3pts)

The typical correction of the exam:

- a) language: a system of communication consisting of sounds, words and grammar.
- b) mass media: any form of media used in communication to larger audiences.
- c) pop culture: a form of culture that focuses on trivial and routines.
- d) message: Information or ideas passed by talking or writing.
- e) information: Facts or data that can be stored and retrieved by humans or machines.

2) a) facial expressions

b) a computer

c) discourse

d) fiction

e) news

3) Public Relations: is a set of techniques to build and maintain beneficial relationships between two parties or more. Its goal is maintain a good image of the parties it represents.

4) a) false.

b) true.

c) true.

d) false.

e) false.

5) Government Relations

Customer Relations

Investor relations

1) What do the following statements describe? (5pts)

- a) It is a **device** designed for data processing and information storage.
- b) It is mainly **spoken** in France, Belgium, Switzerland and Canada .It is known for its difficult vocabulary and grammar.
- c) It contains texts, audios, videos or other multimedia formats which are **transmitted** to friends or colleagues.
- d) In the field of architecture, they help architects to **visualise** their designs.
- e) It has the ability to transmit a single message to an entire **population** at once.

2) Fill in the blanks with: **communication, pop culture, folklore, media, news, discourse** (6pts)

- a).....is information about current **events** which may be provided through different .....
- b).....includes **stories** ,myths, songs in small groups whereas.....focuses on interactions between people in their **everyday** activities, styles of **dress** and types of **food**.
- c).....formal talk or writing about a subject for a long time in a **serious** tone whereas .....means exchanging information with someone by speaking or writing in a general sense such as **dialogues** and **phone calls**.

3) Define the following terms briefly: **investor relations, advertising, media relations** 3pts

4) What is the goal of Public Relations? 2pts

5) What is goal of Marketing? 2pts

6) Both public relations and marketing interact with the customer .How do they analyse the information which they collect? 2pts

The typical correction of the make-up exam M1

1)

- a) a computer
- b) a language
- c) a message
- d) computer graphics
- e) Mass media

2)

- a) news/media
- b) folklore/pop culture
- c) discourse/communication

3) Investor Relations is the relationship between the company and the investors.

Advertising: is the act of gaining public attention through the use media to promote a product.

Media Relations: focuses on a strong relationship with media organisations.

4) The goal of Public Relations is to maintain a positive image about a company or an individual.

5) The goal of marketing is to increase sales and make profit.

6) From Public Relations lens, the information is used to understand customer's satisfaction

From marketing lens, the information is used to understand sales trends.

1-What do these abbreviations stand for: the USSR, the NATO? (2pts)

2- Are these statements 'true' or 'false'? (4pts)

a)The **NATO** lead by the **United States** and the Warsaw Pact lead by the Soviet Union are examples of political alliances which escalated tensions of the Cold War.

b)-**Proxy conflicts** are direct military confrontations between the US and the Soviet Union outside their territories.

c )-The **sanctions** which were imposed on Germany by the harsh terms of the treaty of Versailles prevented its allies from engaging in WWII.

d)-**Weapons of Mass Destruction** such as atomic bombs are deterrent weapons used mainly as threats.

3-Name two **policies** that were implemented during WWII by the Alliances.(2pts)

4-Name two **ideologies** that **United States** sought to spread during the Cold War. (2pts)

5-Fill in the blanks with these terms: **escalation- negotiation - tension – détente** (4pts)

A).....is improvement in the relationship between two countries involved in a dispute or conflict.

B).....is a feeling of fear or anger between two counties involved in a dispute or conflict.

C).....is communication between two counties involved in a dispute or conflict.

D).....is an increase of violent exchanges two counties involved in a dispute or conflict.

6-Match between the dates and historical events they signify.(the fall of Berlin Wall, the Invasion of Poland, The Collapse of the Soviet Union, the Cuban Missile Crisis) (2pts)

Dates	Historical events
1939	
1962	
1989	
1991	

7- Define these terms in one or two statements each: **communism- espionage-treaty-genocide**.(4pts)



The typical correction of the Exam: الإجابة النموذجية:

1-The NATO: The North Atlantic Treaty Organisation

The U.S.S.R: The Union of the Soviet Socialist Republics. (The Soviet Union is also accepted)

2-true or false

- a) false they are both political and military alliances .( true is accepted because it is partially correct though is not the desired response )
- b) false indirect confrontations by proxy allies.
- c) False the allies engaged in WWII regardless of the sanctions.
- d) True.

3-The policies:-The policy of containment

The policy of appeasement

4-The ideologies : Capitalism

Democracy

5- a)détente

b)tension

c) negotiation

d)escalation

6-a)the invasion of Poland

b)the Cuban missile crisis

c)the fall of Berlin Wall

d)The collapse of the Soviet Union

7- a)Communism: a political and economic system or ideology which believed in a society without social classes

b)espionage :discover the military and political secrets of other countries.

c) treaty: a formal agreement or contract between two countries or more.

d)genocide: a systematic killing of a group of people based on race or religion.

1) What are the labels used for the following definitions: (4pts)

- a- an **application** or **website** that serves as a base from which service is provided.
- b- a process of **exchanging** ideas and messages through verbal or written discourses.
- c- a way to **display** an increase in sales, mathematical statistics and the like through the manipulation of data.
- d- a form of information that reports **events** in the world.

2) Define the following terms briefly (5pts):

**Artificial intelligence, virtual reality, internet, social media, public opinion,**

3) Are these statements 'true' or 'false'? (3pts)

- a) **Media literacy** means the ability to read texts on computer screens.
- b) **Digital media** empowers individuals by sharing their views in real-time with a large audience.
- c) **Folklore** refers to beliefs and traditions which are transmitted orally or through written forms by common people.

4) The evolution of media has profoundly influenced both the consumer and the message.

- A) List three **advantages** of the advancement in social media.( 3pts)
- B) List three **drawbacks** of the advancement in social media.(3pts)
- C) List two ethical considerations that should be taken into account to ensure that media will continue to serve the community. (2pts)



The typical correction of the exam: الإجابة النموذجية

1)a- a platform

b- Communication

c- Computer graphics

d- News

2) Artificial intelligence: the capability of a computer to imitate intelligent human behaviour.

Virtual reality: an artificial environment which is experienced through sensory stimuli provided by a computer.

Internet: an electronic communications network that connects computer networks around the world.

Social media: forms of electronic communication such as websites through which users create online communities.

Public opinion: the collective attitude of the community regarding a specific issue or event.

3) True or false

a) False it is the ability to use technology effectively

b) True

c) False it is an oral tradition.

4) a) the advantages of social media :

Empowers individuals – democratise information – variety and diversity sources

b) The drawbacks of social media:

Disinformation – misinformation –echo chambers –online harassment

5) The ethical considerations are: accountability – transparency –data privacy.