



جامعة بغداد  
كلية الاعلام  
الدراسات الاولى



الامتحان النهائي للعام الدراسي 2022 – 2023

قسم الصحافة / المادة: English Language

المرحلة: 3<sup>rd</sup> Grade

**Note: Answer FOUR questions only. Questions ONE and FOUR are included.**

**Q1: Read the following passage and answer the questions below: (15 mark)**

There are two basic parts to the business of media: production and distribution. Each requires different skills and technologies, but over time most media owners have tried to own both so that they could control the whole process. The structure of any one media industry has often been driven by a desire to obtain a vertical monopoly. The early printers were also publishers who created books to keep their presses busy. Publishers were frequently booksellers as well. They opened shops to provide a market for their output where they could control prices. In the days before copyright it was the printer rather than the author who effectively owned the value of the book. For much of the history of media it was ownership of the distribution channel (theatres, presses, broadcast towers, and so on) that gave media owners their monopoly power.

Digital technology and the web have changed all that, fundamentally upsetting conventional media economics. The buzzword for managers of media companies for some years has been “convergence”. Everything becomes everything else. Telephones become television. Televisions become retail outlets. Music players become web browsers. Websites become radio and television stations. “Content is king” said Bill Gates in 1966, implying that ownership of the transmission medium is not as important

as owning that goes out on it. And it is increasingly true that it is content that marks out success or failure rather than ownership of the distribution channel.

- 1- What are the two basic parts of the business of media?
- 2- What did publishers open? Why?
- 3- What gave media owners their monopoly power?
- 4- What does 'convergence' mean?
- 5- What does "Content is King" mean?

**Q2: A) Put the words in the correct order to make questions. (10 mark)**

- 1- Parents/ where/ were/ your/ born/?
- 2- Switched/ computer/ he/ has/ his/ off/?
- 3- Moment/ what/ you/ at/ are/ the/ wedding/?
- 4- Pill/ why/ remember/ message/ the/ can't/?
- 5- Play/ any/ the/ at/ sports/ weekend/ you/ do/?
- 6- Doing/ when/ computer/ he/ his/ was/ what/ stopped/?
- 7- Person/ famous/ ever/ a/ have/ met/ you/?
- 8- Go/ you/ where/ holiday/ were/ did/ child/ when/ you/ on/ a/?
- 9- Up/ time/ morning/ what/did/ get/ this/ you/?
- 10- John/ the/ is/ why/ Computer Helping/ ringing/?

**B) Write down whether the verb in bold is an auxiliary verb or full verb.(5mark)**

- 1- **Have** you ever been to Dubai?
- 2- **Did** anyone phone last night?
- 3- She **has** coffee for breakfast every morning?
- 4- We **weren't** using your CD player?
- 5- Philippa never **does** her homework.

**Q3: A) Rewrite the following sentences in the passive.**

**(10 mark)**

- 1- They speak English here.
- 2- We deliver our newspapers before breakfast.
- 3- The workers are building down that block of flats because it is unsafe.
- 4- Most of the restaurant include service in the bill.
- 5- They make perfume in France.
- 6- The Georges are redecorating their kitchen at the moment.
- 7- Another factory is taking over our factory.
- 8- The company employs about 1000 people.
- 9- They produce Nokia phones in Finland.
- 10- We often have tests in class.

**B) Write the opposite adjective for the followings.**

**(5 mark)**

- 1- happy      2- polite      3- modest      4- kind      5- correct

**Q4: Complete the sentences with the correct form of the verb, the infinitive or – ing. Sometimes both are possible.**

**(15 mark)**

- 1- She continued \_\_\_\_\_ (talk) during the whole meal.
- 2- I love \_\_\_\_\_ (listen) to live music.
- 3- I'd like \_\_\_\_\_ (go) to the theatre.
- 4- What do you want \_\_\_\_\_ (do) this evening?
- 5- When she saw how I was dressed, she started \_\_\_\_\_ (laugh).
- 6- We've decided \_\_\_\_\_ (get) married in the spring.
- 7- Don't forget \_\_\_\_\_ (post) my letter.
- 8- Some people like \_\_\_\_\_ (have) breakfast in bed, but I don't.
- 9- I began \_\_\_\_\_ (learn) English when I was seven.



10- When did you finish \_\_\_\_\_ (paint) the kitchen?

11- I hope \_\_\_\_\_ (earn) some money soon.

12- I want \_\_\_\_\_ (see) a film on TV this evening.

13- Would you like \_\_\_\_\_ (have) something to eat?

14- I enjoy \_\_\_\_\_ (walk) on the beach?

15- She started \_\_\_\_\_ (work) hard.

**Q5: A) Match the questions and answers.**

**(10 mark)**

A	B
<ul style="list-style-type: none"><li>- Would you like to watch TV?</li><li>- Do you like wedding?</li><li>- Would you like something to eat?</li><li>- Do you like chips?</li><li>- Would you like to come for a meal tomorrow?</li></ul>	<ul style="list-style-type: none"><li>- Yes, especially films and cartoon.</li><li>- Yes, I'd love to. What time?</li><li>- No. there's nothing good on tonight.</li><li>- I'm afraid I don't. I think they're noisy, and there are usually too many people.</li><li>- No. I think they're very bad for you.</li><li>- No, thanks. I'm not hungry.</li></ul>

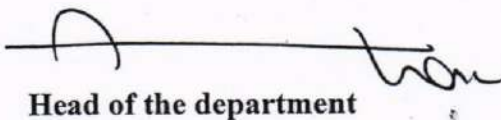
**B) Write another adjective with a similar meaning.**

**(5 mark 0)**

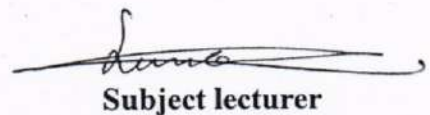
1- a pretty girl      2- a handsome man      3- a rich woman

4- an untidy room      5- a clever person

**Good luck**

  
Head of the department

**Prof. Azhar Sabeeh, (Ph.D)**

  
Subject lecturer

**Junior Luma Hasan**



جامعة بغداد  
كلية الاعلام  
الدراسات الاولى



الامتحان النهائي للعام الدراسي 2022 – 2023  
قسم الصحافة / المادة: English Language  
المرحلة: 3<sup>rd</sup> Grade

**Note: Answer FOUR questions only. Questions ONE and FOUR are included.**

**Q1: Read the following passage and answer the questions below: (15 mark)**

- 1- production and distribution
- 2- They opened shops to provide a market for their output where they could control prices.
- 3- It was ownership of the distribution channel (theatres, presses, broadcast towers, and so on) that gave media owners their monopoly power.
- 4- Everything becomes everything else
- 5- “Content is King” means that ownership of the transmission medium is not as important as owning that goes out on it.

**Q2: A) Put the words in the correct order to make questions. (10 mark)**

- 1- Where were your parents born?
- 2- Has he switched his computer off?
- 3- What are you doing at the moment?
- 4- Why can't Pill remember the message?
- 5- Do you play any sports at the weekend?
- 6- What was he doing when his computer stopped?
- 7- Have you ever met a famous person?
- 8- Where did you go on holiday when you were a child?

**Q5: A) Match the questions and answers.**

**(10 mark)**

- Would you like to watch TV? Yes, especially films and cartoon. / No. there's nothing good on tonight.
- Do you like wedding? I'm afraid I don't. I think they're noisy and there are usually too many people.
- Would you like something to eat? No, thanks. I'm not hungry.
- Do you like chips? No. I think they're very bad for you.
- Would you like to come for a meal tomorrow? Yes, I'd love to. What time?

**B) Write another adjective with a similar meaning.**

**(5 mark)**

- 1- a pretty girl      2- a handsome man      3- a rich woman
- 4- an untidy room      5- a clever person

**Good luck**

**Head of the department**

**Prof. Azhar Sabeeh, (Ph.D)**

**Subject lecturer**

**Asst. Lec. Luma Hasan**