



Kattaqo'rg'on davlat pedagogika instituti Filologiya va ijtimoiy fanlar fakulteti
4-bosqich Xorijiy til va adabiyoti: ingliz tili yo'nalishi talabalariga 8 -semestr uchun
« OAV tili »fanidan yakuniy nazorat savollari
Imtihon shakli: yozma

Mavzu raqami	1-QISM “OSON SAVOLLAR” deb nomalanadi va semestrda o'qitilishi rejalashtirilgan mavzularning kirish qismidan asosan nazariy savollardan iborat bo'ladi (tayanch iborasi bo'ladi).	2-QISM “ODDIY SAVOLLAR” deb nomalanadi va semestrda o'qitilishi rejalashtirilgan mavzularning 1-rejasidan asosan mulohazaviy savollardan iborat bo'ladi (tayanch iborasi bo'ladi).	3-QISM “MURAKKAB SAVOLLAR” deb nomalanadi va semestrda o'qitilishi rejalashtirilgan mavzularning 2-rejasidan asosan qoidalar, teoremlar, kabi savollardan iborat bo'ladi (tayanch iborasi bo'lmaydi).	4-QISM“MURAKKAB SAVOLLAR 2” deb nomalanadi va semestrda o'qitilishi rejalashtirilgan mavzularning 3-rejasidan asosan tendensiyalar, paradigmalar, konsepsiyalar kabi savollardan iborat bo'ladi (tayanch iborasi bo'lmaydi).	5-QISM “QIYIN SAVOLLAR” deb nomalanadi va semestrda o'qitilishi rejalashtirilgan mavzularning xulosa yani yakuniy qismidan asosan talabani mustaqil fikrlashga, mavzuni to'liq anglashga yo'naltiradigan savollardan iborat bo'ladi (tayanch iborasi bo'lmaydi).
1	What is communication, and what does it mean?	Define "linguistic communication"	List four examples of non-linguistic communication	What are the characteristics that distinguish linguistic from non-linguistic communication?	When is a message considered "successfully communicated"?
2	Evaluate the definition of communication as "One mind affecting another." What does this imply about the power of the sender	How does the concept of non-linguistic communication (e.g., shrieking or clenched fists) function differently than linguistic communication in resolving conflict	Analyze the punctuation example ("Woman, without her, man is nothing"). How does this illustrate the fragility of written fidelity	Contrast environmental noise (physical) with semantic noise (meaning-based). Which is harder for a media writer to overcome	Give examples of written communication and explain
3	What are the functions of Mass Media	How do disabilities like impaired sight or dyslexia affect communication?	In what way does noise or surroundings pose a barrier to oral communication?	What is the difference between communicating with a known versus an unknown receiver?	How can "status/role" act as a barrier to communication?
4	Give three reasons why studying media language is important.	Distinguish between "hard news" and "soft news"	Name the "Big Four" international news agencies.	Define "media language."	Give information about types of media?
5	What is the primary difference between oral and written communication?	Name the three stages of the writing process.	What occurs during the "planning" stage of writing?	Explain the "socialization" role of the media.	6.Differentiate if the statements hard news or soft news and explain a)"The City Council passed a \$10 million budget increase last night to repair the aging bridge on Main Street." b) "A 90-year-old grandmother has become the city's most popular gardener by sharing her family's secret for growing prize-winning roses." c) "New research published in the Journal of Medicine suggests that drinking three cups of coffee a day can improve heart health in seniors."
6	Compare Marshall McLuhan's concepts of "hot media" and "cool media".	What are "elitist media"?	What are "populist media"?	Differentiate elitist and populist media	Identify if the statements belong to hot media or cool media: a) "A high-resolution photograph of a crowded city street at night." b) "A minimalist comic strip that uses simple stick figures and short dialogue bubbles." c). "A live radio broadcast of a political debate." d) "A fast-paced, back-and-forth group discussion in a seminar classroom." e). "A printed textbook chapter filled with dense technical data and diagrams."
7	Analyze the impact of the power press and telegraph on the development of daily newspapers.	Analyze the socialization role of media in transmitting values and modeling behavior.	Analyze the three stages of the writing process: planning, writing, and editing.	Explain why written communication is essential for documentation and research purposes.	Why is a journalist described as both a compiler and a creator of language?
8	Why are newspapers often considered more credible than television or radio?	Contrast Broadsheet, Tabloid formats in terms of size and content style.	Discuss the inverted pyramid style and its utility in hard news reporting	Why is the intro (lead) considered the most important part of a news story?	Evaluate the rule of using active voice in news writing.
9	Why does Feature Writing allow for a "conclusion" or "moral," unlike straight news reporting	Analyze the purpose of a Satirical Feature. What is the risk of "getting personal"	Explain the function of "how to" feature	Why is a Headline called the "soul" of a news item	Contrast Magazines (periodical storehouses) with Newspapers (daily event reporting)
10	Why do magazines focus more on in-depth analysis than daily reporting?	How do general interest magazines differ from trade (business) magazines?	Why are books considered the most authentic and permanent form of print media?	Explain the importance of University-Press books in the academic world.	Give information about reference books
11	What is a "news hole"	Give information about trade books	Compare hardbound and paperback	What is "pay hole"	Compare "news hole" and "pay hole"
12	Distinguish between Trade Books and Professional Books in terms of target audience	Define the "News Hole" and the typical 60:40 ad-editorial ratio	What are University-Press Books, and why are they typically non-commercial	Evaluate the rule of Active Voice in news. Why is "Lover kills girl" better than "Girl killed by her lover"	Explain tail part of "inverted pyramid
13	List four advantages of newspapers as a print medium.	How does the "literacy" requirement distinguish newspapers from electronic media?	Outline the three stages of the book production process.	Explain the "interpretation" function of the media.	Why is a book considered "hot media"?
14	Define broadcasting and its original literary meaning.	Why is radio described as a "background medium"?	Explain why radio is a cost-effective and mobile medium for developing nations	How should a radio script differ from a text written for print?	Explain the rule: "Write the way you talk" for radio.
15	Why should sentences in radio scripts be "no longer than the number of words easily carried on a breath"	Give information about key characteristics of the radio	Give information about qualities of radio producer	Give information about types of career in Television journalism	Give information about types of career in film industry
16	Why should sentences in radio scripts be kept short and rhythmic?	Why is television considered a "domestic" and "transitory" medium?	Analyze the structure of a television station, specifically the role of the Sales Department.	Why is radio considered a particularly vital medium for developing countries and illiterate populations?	What characteristics make radio environmentally friendly compared to other electronic media?

17	Explain the concept of radio as a "living publication" in contrast to print media.	What is the main difference between commercial and non-commercial radio stations regarding funding?	How are "Series Dramas" distinguished from "Serial Dramas" in radio formatting?	what are the four classifications of music used in media?	.According to UNESCO guidelines, what is the rule regarding sentence length and the use of technical terms in radio scripts?
18	Why is film considered a powerful tool for political propaganda?	Distinguish between a documentary and a feature film	Explain the importance of "Talkies" in the evolution of cinema language.	Evaluate the environmental impact of radio versus other electronic media.	Compare " silent " era and "Talkies era"
19	Contrast the Internet and the World Wide Web.	Define "New Media" and its interactive nature	Analyze the advantages of multimediality on a single platform.	Contrast blogs, vlogs, and podcasts as tools for personal journalism.	Why do web users "scan" rather than "read" online content?
20	What was the role of ARPANET in the development of the global Internet	Contrast a Blog (weblog) with a Vlog (video weblog)	What is a Podcast, and how does its name relate to the "iPod"	Define Scannable Text elements: headings, bolding, and bulleted lists	Why do users "scan" web pages rather than "read" them
21	How does "inverted pyramid" style apply specifically to web writing?	Explain Search Engine Optimization (SEO) and its impact on writing flexibility.	Why is eye strain a factor that limits the length of web articles?	Explain the impact of the internet on the Mass Media	Compare electronic media and print media
22	Define Advertising according to the AMA and identify the "identified sponsor" requirement.	How does advertising differ from publicity and propaganda?	Discuss the persuasive versus informational objectives of advertising.	Evaluate the ethics of using "subjective words" like "affordable" or "gentle" in ads.	Why is television advertising considered the most effective but also the most expensive?
23	Contrast mass media advertising with niche media (like direct mail).	Analyze the advantages and limitations of mobile (SMS) advertising	Analyze the advantages and limitations of mobile (SMS) advertising	Distinguish between "Burst" and "Drip" advertising campaigns.	Define Public Relations as a "distinctive management function."
24	Critique common misconceptions about PR, such as it being about "lying" or "bribery."	Explain the RACE model (Research, Action, Communication, Evaluation).	How does Crisis Management differ from Issues Management?	How do you form the past simple tense in English for regular and irregular verbs? Provide examples of both.	Write about possessive adjectives.
25	Why is Research called the "discovery stage" of problem-solving in PR	Define "podcast" and its etymological origin.	What is a "web portal" and how does it function?	How does the "interactivity" of online media change the user experience?	How does online media combine features of both print and broadcast?
26	Why are drip campaigns often used for "reminders"?	What are the four steps in the advertising process?	Explain "Attention/Awareness" as the first step in advertising.	What is "mobile advertising" and what are its advantages?	What is the function of an advertising agency structure?
27	Define "Public Relations"	Identify five areas of work for PR practitioners.	How does PR differ from advertising?	Explain the relationship between PR and Journalism.	What are "specific jobs" one might hold in the PR field?
28	Describe the "Public Relations Process" models	How does media language reflect the culture of a wider society?	Compare the roles of the "animator," "author," and "principal" in news production.	Give information about early purpose of the internet	Define key characteristics of the internet
29	give information about importance of research public relations	According to Marston, give information about four steps that any public relations process must follow	Give information about Models and Public Relations Process	Difine five major areas where public relations experts usually work	Give information about The Main Activities of PR