



قسم : الإعلام  
الفرقة : رابعة- إذاعة  
مادة: إذاعية بلغة أجنبية  
الزمن: ثلاث ساعات امتحان الفصل الدراسي الأول للعام الجامعي 2013 –  
2014م

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**Please answer the four questions only :**

**The first question :** ( 5 degrees )

Explain the two forms of communication ?

**The second question :** ( 5 degrees )

What is elements of the communication process?

**The third question :** ( 5 degrees )

What are the advantages and disadvantages of modern media?

**The fourth question :** ( 5 degrees )

What is The role of media in today's world ?

**The fifth question :** ( 5 degrees )

What is the difference between new media and traditional media ?

**Good luck  
Dr. Mohamed Abdel Badie**



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الإجابة النموذجية

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## The model answer

### The first question :

Explain the two forms of communication ?

### The answer :

#### **1 - Intrapersonal communication:**

Intrapersonal communication is a communication transaction that takes place within the individual.

This is the silent talking all of use do to ourselves, which we sometimes dignify by calling it thinking, remembering, dreaming, deciding.

Intrapersonal communication is made possible man can become object to himself through the use of the symbols used in this communication.

#### **2 - Interpersonal communication:**

Interpersonal communication is defined as a process in which the communicator and the communicate engage in a face- to- face interaction.

Some examples of this are : group meetings, post-meeting consultations, interviews, classroom sessions, conferences, and the day-to-day conversations among individuals.

## **The second question :**

What is elements of the communication process?

**The answer :**

### **1 . Stimulus:**

This is the impulse that triggers off the communication exchange. It takes place at the ideaion stage of communication.

### **2. Source:**

This is the person who begins the communication process. He is the one triggered by the stimulus and from him begins the communication activity.

### **3. Message:**

This could be the idea, feelings, information, thought, opinion,knowledge or experience etc. that the source/sender wants to share.

### **4. Medium/Channel :**

Medium and channel are generally used interchangeably.

But here, a distinction is made between the two.

Medium could be regarded as the form adopted by the sender of the message to get it to the receiver.

### **5. Receiver:**

This is the person to whom the message is sent. He is the target audience or the recipient of the message.

### **6. Feedback :**

This is the response or reaction of the receiver to the message sent. Communication is incomplete without feedback.

**The third question :**

What are the advantages and disadvantages of modern media?

**The answer :**

1 - The biggest advantage is that modern media, especially the internet, cable TV, and even radio, can receive and disseminate information very quickly.

This makes the world a more connected place, and helps the public to be better informed. It also gives people more access to ideas, opinions, and news from many different sources.

2 - Modern media also are very user-friendly: people can be entertained or informed in the comfort of their home, without going anywhere, and without the need for any advanced technical knowledge.

The bad news is that the speed of modern media is a mixed blessing, since it can lead to the spread of rumors, lies, and incorrect information.

A fake news story or a piece of political propaganda can easily "go viral" and millions of people will believe it because they see it in so many places.

People who do not know how to evaluate or fact-check media messages can not only be misinformed-- they can

be scammed (on the internet, fraud is a genuine problem, and because of phishing or hacking, some people have their identity stolen). Modern media have also changed what privacy means: people today often put personal information about themselves on their Facebook page, and talk about their life to strangers they have never met.

**The fourth question :**

What is The role of media in today's world ?

**The answer :**

The role of media has become one way of trading and marketing of products and prejudices.

The media claimed to be governed by righteousness and equity, but greed and self-aggrandizement has poisoned its virtues.

Media is in charge of :

- 1 information
- 2 education
- 3 entertainment
- 4 advertising
- 5 correlation of parts of society

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information

about a lot of things and also to form opinions and make judgments regarding various issues! It is the media which keeps the people updated and informed about what is happening around them and the world.

**The fifth question :**

What is the difference between new media and traditional media ?

**The answer :**

Television and Radio have been influential on people's daily lives and routines, affecting the content and times that audiences watch and listen. The mass media has at least three important roles to play: to inform, to educate and to influence opinion.

These distinctive features of traditional media have been challenged by new media, which is changing the participation habits of the audiences.

TV, radio and newspapers bring the outside world into our homes. The broadcast times of programmes set the routine of life within homes. Their content provides viewers and listeners with something to talk about for days.

Traditional media has served as a companion as well as an important source of information for the audience.

**NEW MEDIA**

We have the professionals to deliver high quality services.

We have a great hunger among people for reliable, timely and useful information. Welcome to the digital and internet revolution!

As confidence in the media grows, a crisis is creeping up on one side ..... In the push for more channels and choices, market models have been depressingly uniform. As a result, local content suffers, and cultural values are weakened in the process.

The new media, digital broadcasting and the internet are sweeping away the limitations of the analogue world and weakening the grip of government-owned platforms.

The nature of the relationship between the broadcaster and its audience is changing. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate.