



REVISION





Revision

Activity one: Complete the following definitions by the correct concepts:

- refers to the act of **reporting** or covering news events or providing information in a journalistic manner **The reportage**
- It should be short and concise. It should capture what's important in the reportage **The headline**
- is the paragraphs between the introduction and the conclusion **The body**
- Is a journalistic genre that interprets a news graphically and synthesized, with a critical point of view **The Journalistic Caricatures**



Activity tow: Put the x in the correct answer box

1. Marketing refers to activities a company undertakes to promote the buying or selling of a

product or service	x
Service only	
Product only	
Corporation	

2. The 4Ps of marketing it means

Marketing mix	x
4 elements of marketing	x
4 Goals of marketing	
product, price, place and promotion	x



3. The journalistic caricature Show the facts in a

<i>Humorous way</i>	<i>x</i>
<i>sarcastic way</i>	<i>x</i>
<i>seriously way</i>	
<i>ironic way</i>	<i>x</i>



Activity three: Put the x in the true or false

	<u>true</u>	<u>false</u>
In a journalistic caricature the cartoon is signed by its author with name or pseudonym.	<u>x</u>	
The journalistic caricature addresses only political, issues that interest the reading community		<u>x</u>
Reportage can be found as news articles only		<u>x</u>
The goal of reportage is to provide accurate and unbiased information to promote transparency,	<u>x</u>	
A reportage consists of a headline, an introduction only		<u>x</u>
Conclusion should bind everything together and often includes a reflection	<u>x</u>	



Activity four: Match the item in list A with their correct response from list B

list A	list B
<ul style="list-style-type: none"> • Goal of marketing • Product • Price • Promotion • Place • Journalistic caricature 	<ul style="list-style-type: none"> • The location where the product can be purchased • neither too low nor too high. • Visual metaphor • informed audience about the product and its features to understand how it fills their needs or desires. • must satisfy a consumer's need or desire. • Retaining customers • Turning customers into brand ambassadors • Gestures and expressions



Activity five: complete the small dictionary

The reportage الروبرتاج

Headline العنوان

The body الموضوع

The interview المقابلة

the event الحدث

News الأخبار

Facts الحقائق

The marketing التسويق

The marketing mix المزيج التسويقي

Service خدمة

Consumers العملاء

Advertising الاشهار

The journalistic caricature الكاريكاتور الصحفي

Sarcasm Irony السخرية والانتقاد