University of Biskra Department of Human Sciences Class master1 LMD : Media and Communication Faculty of Human and Social Sciences English Language (second semester) Dr• Houfani Asma



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Revision.

<u>Activity one</u>: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 <u>The headline</u>
- is the paragraphs between the introduction and the conclusion <u>The body</u>

 Is a journalistic genre that interprets a news graphically and synthesized, with a critical point of view <u>The Journalistic</u> <u>Caricatures</u> Activity tow: Put the x in the correct answer box

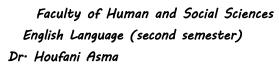
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1. Marketing refers to activities a company undertakes to <u>promote</u> the buying or selling of a

| product or service | × |
|--------------------|---|
| Service only | |
| Product only | |
| Corporation | |

 $2 \cdot$ The 4Ps of marketing it means

| Marketing mix | × |
|-------------------------|---|
| 4 elements of marketing | × |
| 4 Goals of marketing | |
| product, price, place | × |
| and promotion | |



$3\cdot$ The journalistic caricature Show the facts in a

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| Humorous way | × |
|---------------|---|
| sarcastic way | × |
| seriously way | |
| ironic way | × |

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Activity three<mark>: Put the × in the true or false</mark>

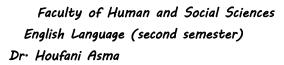
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| | <u>true</u> | false |
|--|----------------|----------------|
| In a journalistic caricature the cartoon is <mark>signed</mark> | × | |
| by its author with <mark>name</mark> or pseudonym [.] The journalistic caricature <mark>addresses</mark> only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

<u>Activity four:</u> Match the item in list A with their correct response from list B

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| list A | list B |
|------------------------|---|
| • Goal of marketing | • The location where the product can be purchased |
| • Product | • neither too low nor too high· |
| Price | Visual metaphor |
| Promotion | informed audience about the product |
| • Place | and its features to understand how |
| • Journalistic | it fills their needs or desires. |
| caricature | • must satisfy a consumer's need or |
| | e <mark>Retaining</mark> customers |
| | • Turning customers into brand |
| | ambassadors |
| | • Gestures and expressions |
| | |
| | |



Activity five: complete the small dictionary

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الروبرتاج The reportage

العنوان Headline

الموضوع The body

المقابلة The interview

الحدثthe event

الأخبار News

الحقائق Facts

التسويق The marketing

المزيج التسويقي The marketing mix

خدمة Service

Consumers Plank

الاشهار Advertising

الكاريكاتور الصحفي The journalistic caricature

السخرية والانتقاد Sarcasm Irony