

أهم المصطلحات

في

(النصوص الإعلامية باللغة الانجليزية)

313 COM

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نصوص إعلامية باللغة الانجليزية

ملاحظات

- ١- الكلمات الموضوعية في مربع احمر عادة تكرر في اغلب الاختبارات .
- ٢- الملخص لا يغني أبدا عن المنهج الكامل الموضوع من قبل دكتور المادة .
- ٣- يجب الاطلاع على أسئلة الأعوام الماضية لمعرفة طريقة الأسئلة .
- ٤- الملخص تم وضعه على شكل جدول لكي يسهل على الطالب مراجعته واستذكاره

إهداء خاص إلى إخواني الإعلاميين في قروب الإعلام

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ملاحظات والاراء

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الكلمة	معناها بالعربي	شرحها بالانجليزي
Advertising	إعلان	Any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.
Alternative Media	وسائل إعلانية بديلة	A term commonly used in advertising to describe support media .
Advertising Agency	وكالة إعلانية	A firm that specializes in the creation, production, and placement of advertising messages and may provide other services that facilitate the marketing communications process.
Advertising Campaign	حملة إعلانية	A comprehensive advertising plan that consists of a series of messages in a variety of media that center on a single theme or idea.
Art desk	قسم التحرير	Where page layouts are drawn in detail and the pictures edited .
Art editor	المحرر الفني	The person responsible for the art desk and for design of the newspaper.
Art work	العمل الفني	Prepared material for use in newspaper display.
Assignment	المهمة الصحفية	A story which a journalist has assigned to cover: a briefing.
Audience Flow	تدفق الجمهور	Scheduling TV programs so that the audience attracted to one show naturally carries over to the following show.
Audience – Generated Feedback	رجع الصدى	Feedback that occurs when one or more audience members attempt to communicate their opinions or points of view to a mass medium.
Audiometer	مقياس الجمهور	An electric measurement device that is hooked to a television set to record when the set is turned on and the channel to which it is tuned.
Audit Bureau of Circulations (ABC)	مكتب مراجعة التوزيع	An organization formed by advertisers and publishers in 1914 to established ground rules for counting circulation data.
Banner	عنوان رئيسي	A headline that crosses the top of a page D also streamer
Barter Deal	اتفاق تبادل	In TV syndication, the program syndicator keeps most of the available commercial minutes to sell in the syndicated program .
Benefit Segmentation	التجزئة وفق المنافع	A method of segmenting markets on the basis of the major benefits consumers seek in a product or service.
Big Idea	فكرة رائعة	A unique or creative idea for an advertisement or campaign that attracts consumer's attention, gets a reaction, and sets the advertisers product or service apart from the competition.
Breakout quote	اقتباس مباشر	
Brief	موجز	A short news story, usually one paragraph.
Brown lines	نسخة ختامية	Sample copies of the final edition of a magazine.

الكلمة	معناها بالعربي	شرحها بالانجليزي
Bluetooth	اتصال لا سلكي	A wireless protocol utilizing short-range communications technology facilitating data transmission over short distances from fixed and/ or mobile devices, creating wireless personal area networks.
Business-to-Business Advertising	إعلانات الاعمال التجارية	Advertising directed not at the general public but at other businesses.
By-line	اسم المؤلف / كاتب الموضوع	The writers name at the beginning, or near the top, of a story
Cable Television	التلفزيون السلكي	A form of television where signals are carried to households by wire rather than through the airways.
Caption	تعليق على صورة	A description of a picture.
Centre spread	صفحات الوسط	Material extending across the two centre-facing pages in a newspaper. Spread: any material occupying two opposite pages.
Commission	العمولة	A request from a features editor or commissioning editor to write a story for payment
Contacts	معارف او مصادر	People a reporter speaks with in order to find about stories.
Cost plus System	نظام التكلفة بالاضافة	A method of compensating advertising agencies whereby the agency receives a fee based on the cost of the work it performs plus an agreed on amount for profit.
Classifieds	اعلانات صغيرة مصنفة	Small adverts gathered into sections.
Classified Advertising	الاعلانات المبوبة	Advertising that runs in newspapers that generally contains text only and is arranged under subheadings according to the product, service, or offering.
Clients	عملاء	The organizations with the products, services, or causes to be marketed and for which advertising agencies and other promotional firms provide services.
Communication	اتصال - تواصل	The passing of information, exchange of ideas, or process of establishing shared meaning between a sender and a receiver.
Comprehensive Layout	التصميم الشامل	The finished model of a print ads.
Consumer behavior	سلوك المستهلك	The process and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.
Cost per Thousand	تكلفة الألف	A computation used in evaluating the relative that represents the cost of exposing 1,000 members of a target audience to an advertising message.
Campaign	حملة	In advertising, a large number of ads that stress the same theme and appear over a specified length of time.
CD - Rom	اسطوانة مدمجة	Compact disk read – only memory used to hold computer – accessible data.
Column	عمود صحفي	Standard vertical divisions of a newspaper page; hence column measure.
Concept Testing	اختبار التجربة - المفهوم	A type of media-originated feedback in which a one- or two-paragraph description for a new series is presented to a sample of viewers for their reactions

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Content	المحتوى	Material in a newspaper.
Channel	القناة	The pathway by which a message travels from sender to receiver.
Circulation	التوزيع او الانتشار	The total number of copies of a publication delivered to newsstands, vending machines, or subscribers.
City Zone	محيط المدينة	A category used for newspaper circulation figures that refers to a market area composed of the city where paper is published and contiguous areas similar in character to the city.
Commercial Television System	نظام التلفزيون التجاري	Local stations whose income is derived from selling time on their facilities to advertisers.
Compact Disc (CD)	القرص المضغوط	A sound system using laser technology that reproduces audio quality very precisely.
Comparative Advertising	الاعلان المقارن	The practice of either directly or indirectly naming one or more competitors in an advertising message or usually making a comparison on one or more specific attributes or characteristics.
Consumer Advertising	الاعلان للمستهلك	Advertising directed at the general public
Controlled Circulation	التوزيع محدود	A type of circulation in which publications are sent free or distributed to a select readership, such as airline passengers or motel guests.
Copyright	حق الملكية الفكرية	Ownership of written or printed material.
Copywriter	مؤلف	Individuals who help conceive the ideas for ads and commercials and write the words or copy for them.
Corr	مراسل	Short for correspondent.
Coverage	تغطية	A measure of the potential audience that might receive an advertising message through a media vehicle.
Creative Tactics	التخطيط الابداعي	A determination of how an advertising message will be implemented so as to execute the creative strategy .
Credit	حق ادي ومادي	Usually the photographers or artists name printed with an illustration; hence credit line.
Cross – Media Advertising	اعلان في اكثر من وسيلة	An arrangement where opportunities to advertise in several different types of media are offered by a various media providers.
Credibility	المصداقية	The trust that the audience holds for media that perform surveillance functions.
Cycle	دورة البرامج	In all –news radio, the amount of time that elapses before the program order is repeated.
Daily inch Rate	الإعلان اليومي	A cost figure used in periodicals based on an advertisement placed one inch deep and one column wide (whatever the column inch).
Database	قاعدة بيانات	A listing of current and/or potential customers for a company's product or service that can be used for direct – marketing purposes
Dateline	مصدر الخبر	Place and date of a story given at the top.

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Deadline	المهلة النهائية	Latest time a story can be filed, accepted or set.
Decoding	فك الشفرة	The activity in the communication process by which physical messages are translated into a form that has eventual meaning for the receiver.
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Demographic Segmentation	تقسيم سكاني (ديموغرافي)	A method of segmenting a market based on the demographic characteristics of consumers.
Demography	الصفات الديموغرافية	The study of audience characteristics such as age, sex, and socioeconomic status.
Developmental Journalism	الصحافة التنموية	Type of journalism practiced by many Third World countries that stresses national goals and economic development.
Digital Audio Tape	الشريط الصوتي الرقمي	(DAT) : High –quality audiotape that uses digital audio technology to achieve fidelity comparable to that of a compact disc.
Direct Broadcasting by Satellite (DBS)	البث المباشر عبر الأقمار الصناعية	A system in which a home TV receives a signal directly from a satellite.
Domain	النطاق	The distinguished part of an abstract or physical space where something exists, is performed, or is valid. For example, we may talk about: domain of interest, domain of activity. This concept is used in every branch/sector/field of human activity.
Dummy	مخطط العرض للمجلة	A plan or blueprint for upcoming magazine issues that shows the contents in their proper order.
Edition	الطبعة	An issue of the paper prepared for a specific area.
Editor	محرر رئيسي	Chief editorial executive who is responsible for the editing and contents of a newspaper
Editorial	الافتتاحية	The leading article or opinion of the paper also leader.
Electronic Paper	صحيفة إلكترونية	A display technology designed to mimic the appearance of ordinary ink on paper. Unlike a conventional flat panel display, which uses a backlight to illuminate its pixels, electronic paper reflects light like ordinary paper and is capable of holding text and images indefinitely without drawing electricity, while allowing the image to be changed later
Electronic mail	بريد إلكتروني	(e –mail) : A store - and - forward method of writing, sending, receiving and saving messages over electronic communication systems. The term “e-mail” (as a noun or verb) applies to the Internet e-mail system based on the Simple Mail Transfer Protocol, to network systems based on other protocols and to various mainframe, minicomputer, or internet by a particular systems vendor, or on the same protocols used public networks.

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Electronic media	وسائل الإعلام الالكترونية	Media that utilize electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media), which are most often created electronically, but don't require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are better known as video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media.
Ethics	أخلاقيات العمل	Moral principles and values that govern the actions and decisions of an individual or group.
Event Sponsorship	رعاية الفعالية	A type of promotion whereby a company develops sponsorship relations with a particular event such as a concert, sporting event, or other activity.
Exclusive	حصري	A public relations tactic whereby one particular medium is offered exclusive rights to a story. Editorial Policies: Guidelines followed by a media organization with regard to certain public issues or political positions.
Experiment	تجربة	A research technique that stresses controlled conditions and manipulates variables.
fact box		a box detailing some relevant pieces of information on the main story on the page.
Feature	قصة خبرية مميزة	A story that brings to light a distinctive part or aspect of an issue, person or event.
Field Experiment	تجربة حقلية	An experiment that is conducted in a natural setting as opposed to a laboratory
Format	نمط (شكل/نوع) برامج	Consistent programming designed to appeal to a certain segment of the audience.
Follow-up	متابعة	A story that follows up information in a previous story in order to uncover new facts
Fount	خط الكتابة	All the characters in a given size of any type (sometimes font).
Freelance	غير متفرغ (مستقل)- صحفي متعاون	Self-employed person, i.e journalist.
Full-Service Agency	وكالة الاعلانات الشاملة	An ad agency that handles all phases of advertising for its clients.
Gatekeeper	حارس البوابة	Any person (or group) who controls what media material eventually reaches the public.
Global Advertising	إعلان عالمي	The use of the same basic advertising message in all international markets.
Graphics	رسوم (جرافيك)	Usually any drawn illustrative material used in page design

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GSM	شبكة الاتصالات المتنقلة الدولية	(Global system for Mobile communications): is the most popular standard for mobile phones in the world. Its promoter, the GSM Association, estimates that 82% of the global mobile market uses the standard. GSM is used by over 3 billion people across more than 212 countries and territories. Its ubiquity makes international roaming very common between mobile phone operators, enabling subscribers to use their phones in many parts of the world.
Handout	تصريح أو بيان صحفي	Press releases sent to journalists.
Hard news	أخبار صلبة (واسعة الانتشار ، مهمة)	News based on solid fact.
Headline	عنوان رئيسي	Words in the leading position of the advertisement; the words that will be read first or are positioned to draw the most attention.
High-Definition Television	تلفزيون عالي الوضوح (الدقة)	(HDTV) : High-resolution television system that uses over a thousand scanning lines as compared with traditional 525-line system.
Hertz (Hz)	وحدة قياس الذبذبات	The basic unit of frequency. Named after German physicist Heinrich Hertz.
laser lighting display	عرض باشعة الليزر	Involves the use of laser light to entertain an audience. A laser light show may consist only of projected laser beams set to music, or may accompany another form of entertainment, typically a rock concert or other musical performance. Laser light is useful in entertainment because the coherent nature of laser light causes a narrow beam to be produced, which allows the use of optical scanning to draw patterns or images on walls, ceilings or other surfaces.
Image Advertising	الصورة الذهنية للإعلان	Advertising that creates an identity for a product or service by emphasizing psychological meaning or symbolic association with certain values, lifestyles, and the like.
Industrial Advertising	الاعلان الصناعي	Advertising targeted at individuals who buy or influence the purchase of industrial goods or other services.
Independents	الاستقلالية	Radio or TV stations unaffiliated with any network.
Interactive Television	تلفزيون تفاعلي	An arrangement whereby signals can be sent from the cable company to the home and also from the home to the cable company.
Internet	الانترنت	A global system of interconnected computer networks that interchange data by packet switching using the standardized Internet Protocol Suite (TCP/IP). It is a "network of networks" that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.
Interpersonal communication	اتصال شخصي بدون وسائط	A method of communication in which one person (or group) interacts with another person (or group) without the aid of a mechanical device.

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Investigative journalism	الصحافة الاستقصائية	A form of reporting in which a news situation is examined in depth by a team of reporters under a project leader, i.e. as an investigation of all aspects.
Issue	إصدار عدد من منشور (صحيفة ، مجلة)	All copies of a day's paper and its editions.
Local Advertising	إعلان محلي	Advertising done by companies within the limited geographic area where they do business.
Low-Power Television	تلفزيون بارسال محدود	A TV station that broadcasts with lower power than the normal broadcast station and that has a coverage area of twelve to fifteen miles in radius.
Lead	القصة الرئيسية في الصحيفة	The main story on a page; the page lead .
Magazine	مجلة	In colonial times, literally storehouses of material gathered from books, pamphlets, and newspapers and bound together under one cover.
Mailing List	قائمة بريدية	A type of database containing names and addresses of present and or potential customers who can be reached through a direct – mail campaign.
Marketing	تسويق	The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
Marketing Plan	خطة التسويق	A written document that describes the overall marketing strategy and programs developed for an organization, a particular product line, or a brand.
Mass Communication	الاتصال الجماهيري	The process by which a complex organization, with the aid of one or more machines, produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences.
Mass Media	رسائل اعلام جماهيرية	The channels of mass communication.
Media (communication)	وسائل الاعلام (الاتصال)	In communication, media (Singular: Medium) are the storage and transmission tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.
Message	رسالة	The actual physical product in the communication process that the source encodes.
Mobile phone	جوال	Is a short-range, portable electronic device used for mobile voice or data communication over a network of specialized base stations known as cell sites. In addition to the standard voice function of a telephone, current mobile phones may support many additional services, and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, Infrared, camera with video recorder and MMS for sending and receiving photos and video.
Motive	محفز	Something that compels or drives a consumer to take a particular action.

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Multimedia Messaging Service, MMS	خدمة رسائل الوسائط المتعددة	For short: is a cellular telephone standard for sending messages that include multimedia objects (images, audio, video, rich text). MMS is an extension of the SMS standard, allowing longer message lengths and using WAP to display the content. Its most popular use is sending photographs from camera-equipped handsets.
National Advertiser	المعلن المحلي	Advertiser who sells a product all across the country.
Network	شبكة	An organization composed of interconnecting broadcasting stations that cuts costs by airing the same programs.
News Diffusion	توزيع (نشر) الأخبار	The spread of information through a society over time.
Noise	تشويش-ضوضاء	In communication, anything that interferes with the delivery of a message.
News agency	وكالة أنباء	An organization that collects, edits and distributes news to subscribing newspapers.
News desk	مكتب تحرير الاخبار	The newsroom , where the collection of news is organized, and where reporters are based (in US, city Desk).
News	أخبار	A Story about someone or something that is new, interesting and may affect our lives.
Night editor	رئيس المحررين	The senior production executive of a daily paper.
Off the record	ليست للنشر	Information gathered by the journalist which cannot be directly quoted in a story. Opposite of On the record.
Outside Posters	ملصقات خارجية	Outdoor transit posters appearing on buses, taxis, trains, subways, and trolley cars.
Page Proof	دليل الصفحات	A page -size piece of paper with all the elements - type, photos, and illustrations positioned in their proper places.
Paid Circulation	تداول مدفوع	A type of circulation in which the reader must purchase a magazine through a subscription or at a newsstand .
Panel Study	مجموعة دراسات	A research method in which data are collected from the same individuals at different points .
Pay-per-View (PPV)	المشاهدة المدفوعة	A system that allows cable TV subscribers to pay a one-time fee to view one specific program or movie.
People Meter	جهاز قياس المشاهدين	An electronic device that automatically records a household's television viewing.
Photojournalism	الصحافة المصورة	The use of pictures to tell a news or feature story.
Pilot	الحلقة الاولى من العرض	The first episode of a projected television series.
pilot Testing	الحلقة التجريبية	A process that involves showing a sample audience an entire episode of a show and recording their reactions.
Pixel	نقاط - جزئيات (بكسل)	The smallest piece of information in an image. Pixels are normally arranged in a regular 2-dimensional grid, and are often represented using dots, squares, or rectangles. Each pixel is a sample of an original image, where more samples typically provide a more accurate representation of the original.
policy book		At ratio an TV stations , a book that spells out philosophy and standards of operation and identifies what practices are encouraged or discouraged.
Portfolio	حقيبة اعمال	A collection of one's personal work.

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Press	صحافة	A term that describes newspapers as a whole, or physically what newspapers are printed with.
print	طباعة	Total number of newspapers printed of one issue , also a picture or bromide printed from a photographic negative
Proof reader	مصحح لغوي (قارئ لغوي)	Person who reads and corrects proofs to ensure that copy has been accurately followed: hence proof marks, corrections marked on a proof.
Press Release	تصريح صحفي	Factual and interesting information released to the press.
Program Rating	تقييم البرنامج (من حيث عدد المشاهدين)	The percentage of TV households in an area that are tuned to a program during a specific period.
Promotion	الترويج	The coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea.
Promotional Plan	خطة ترويجية	The framework for developing, implementing, and controlling the organizations communications program.
Public domain	الملكية العامة	A range of abstract materials – commonly referred to as intellectual property – which are not owned or controlled by anyone. The term indicates that these materials are therefore “public property”, and available for anyone to use for any purpose. The laws of various countries define the scope of the public domain differently, making it necessary to specify which jurisdiction’s public domain is being discussed.
Public Relations	العلاقات العامة	The management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program to earn public understanding and acceptance.
Public Relations Firm	شركة علاقات عامة	An organization that develops and implements programs to manage a company’s publicity, image, and affairs with consumers.
Publicity	الشهرة	Communications regarding an organization, product, service, or idea that is not directly paid for or run under identified sponsorship.
Quote	اقتباس (كلام مباشر)	Direct speech.
Reach	اتساع	The number of different audience members exposed at least once to a media vehicle (or vehicles) in a given period.
Readers per Copy	عدد من يقرأ العدد الواحد	A cost comparison figure used for magazines that estimates audience size based on pass- along readership.
Response	استجابة	The set of reactions the receiver has after seeing, hearing, or reading a message.
Receiver	المستقبل (المتلقى)	The target of the message in the communication process.
Reporter	مراسل	Person who gathers and writes up news.
Readership	عدد القراء	The number of people reading the newspaper which is always more than the actual circulation because households generally have more than person.
Sampling	العينة / النموذج	A variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial.

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Satellite printing	الطباعة عبر الأقمار الصناعية	Printing at subsidiary production centers by the use of page facsimile transmission.
Short Message Service (SMS)	خدمة الرسائل القصيرة	A communications protocol allowing the interchange of short text messages between mobile telephone devices. SMS text messaging is the most widely used application on the planet, with 2.4 billion active users, or 74% of all mobile phone subscribers sending and receiving text messages on their phones. The SMS technology has facilitated the development and growth of text messaging.
Script	نص مكتوب (سيناريو)	A written version of the commercial that provides a detailed description of its video and audio content.
Social Class	الطبقة الاجتماعية المكانة الاجتماعية	Relatively homogeneous divisions of society into which people are grouped based on similar lifestyles, values, norms, interests, and behaviors.
Source	مصدر	The originator of a thought or idea subsequently transmitted to others in the communication process.
Shoot	تصوير لقطة	An organized session at which a photographer takes pictures.
Snapper	المصور	Photographer, also known as a monkey.
Split Runs		Two or more versions of a print ad are printed in alternate copies of a particular issue of a magazine.
Spot Advertising	فواصل إعلانية	Commercials shown on local television stations, with the negotiation and purchase of time being made directly from the individual stations.
Subheads	العناوين الفرعية	Secondary headlines in a print ad .
Storyboard	القصة المصورة	A series of drawings used to present the visual plan or layout of a proposed commercial.
Trademark	علامة تجارية	An identifying name, symbol, or other device that gives a company the legal and exclusive rights to use.
Tabloid	الصحيفة النصفية المصورة	Heavily illustrated publication usually half the size of a normal newspaper page.
Target Audience	الجمهور المستهدف	The advertising, the segment of the population for whom the product of service has an appeal.
Telecommuting	اتصال ارضي	Using computers, modems, and phone lines to transmit information and data from the home to the office instead of commuting.
Teleconference	مؤتمر اتصالي	System in which individuals in different cities interact via TV.
Waste coverage	التغطية المفقودة	A situation where the coverage of the media exceeds the target audience.

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Website	موقع الكتروني	A website (alternatively, web site or Web site, a back-construction from the proper noun World Wide Web) is a collection of Web pages, images, videos or other digital assets that is hosted on one or more web servers, usually accessible via the Internet.
Web page	صفحة على الإنترنت	A document, typically written in (X) HTML, that is almost always accessible via HTTP, a protocol that transfers information from the Web server to display in the user's Web browser.
Wireless communication	اتصالات لا سلكية	Refers to any type of computer network that is wireless, and is commonly associated with a telecommunications network whose interconnections between nodes is implemented without the use of wires.
Wireless network	شبكة لاسلكية	Refers to any type of computer network that is wireless, and is commonly associated with a telecommunications network whose interconnections between nodes is implemented without the use of wires.
Yellow Pages Advertising	إعلانات الصحف الصفراء (إعلانات دليل الهاتف)	Advertisements that appear in the various Yellow Pages-type phone directories.
Yellow Journalism	الصحافة الصفراء	Period of sensationalized journalism during the 1890s noted for its emphasis on sex, murder, popularized medicine, pseudoscience, self-promotion, and human-interest stories.
Zapping	تغيير القنوات بالريموت	The use of a remote control device to change channels and switch away from commercials