



The Islamic University of Najaf

College of Media

Journalism department

Fourth stage

Subject: English Language

By

Assistant Professor Tawfeeq Alghazali

Email: gazali.tawfeeq@gmail.com

gazali_alkufi@iunajaf.edu.iq

THE FOCUS OF DISCUSSION

- Grammatical Subject
- Media Terms

Grammar

Sentences

- A sentence is traditionally described as a group of words expressing a complete thought. It has a subject, the person or thing being discussed, and a verb, expressing action or a state of being (and it may have other elements such as an object):

Basic English sentence structure

- . All the parts of speech in English are used to make sentences. All sentences include two parts: the subject and the verb (this is also known as the predicate).
- The subject is the person or thing that does something or that is described in the sentence.
- The verb is the action the person or thing takes or the description of the person or thing. If a sentence doesn't have a subject and a verb, it is not a complete sentence
- Ex: In the sentence "Went to bed," we don't know who went to bed.

Types of sentences

There are three types of sentences: simple, compound, and complex. The type of sentence is determined by how many clauses, or subject–verb groups, are included in the sentence.

A simple sentence structure has one independent clause:

“I rode my bike.”

A compound sentence has at least two independent clauses:

“I got in my car, and I drove into town.” In that sentence, both clauses can stand on their own as complete sentences.

A complex sentence includes an independent clause and one or more dependent clauses:

“I got in my car and then went to town.” In that sentence, “I got in my car” works as a complete sentence but “then went to town” does not.

Patterns of English sentences

Most sentences in English are constructed using one of the following five patterns:

Subject–Verb : He travelled

Subject–Verb–Object: Ali bought a car

Subject–Verb–Adjective: Nada is beautiful

Subject–Verb–Adverb: she is at home

Subject–Verb–Noun : Ahmed is a teacher

Media Terms

Network

Two or more stations joined by a line to broadcast the same program from a few original studios simultaneously.

Network Affiliate

A television or radio station that designates a portion of its air time for network programs.

O & O Station

A station owned and operated by a network

Media Terms

O.T.O.

One time only, usually referring to a TV or radio special program.

Overnights

Audience data provided by Nielsen or Arbitron to metered market clients the day after the broadcast.

Pay Per View

A type of Pay TV where viewers are charged each time they watch the special event or movie being broadcast.

Pay TV

A TV system providing programs which are available only to the households who subscribe, usually transmitted via coaxial cable or telephone lines. Also called "premium channels" on cable, such is HBO, Cinemax, Showtime, Disney Channel, etc.

Media Terms

Persons Using Radio (PUR)

The percent of the area's population listening to radio at a specific time.

Piggyback

Back-to-back scheduling of two or more brand commercials of one advertiser in network or spot positions.

Pilot

A sample of a proposed television series



THANK YOU