

学院: \_\_\_\_\_

姓名: \_\_\_\_\_

学号: \_\_\_\_\_

年级、专业、班级: \_\_\_\_\_

线 封 密

泰山学院文学与传媒学院2022级广播电视编导 (本科)  
 2023级广播电视编导 (专升本)  
 2024~2025学年第一学期 期末考试  
 传播学概论 试卷A 答题纸  
 (答题纸共6页 答题时间120分钟)

注意事项	1. 请严格按照题号在相应答题区域作答, 超出答题区域的答案无效; 在草稿纸、试卷上答题无效。禁止填涂答题纸四角的识别区。	学号(*必填项*)									
	2. 答题前请先将姓名、学号填涂清楚。	[0] [0] [0] [0] [0] [0] [0] [0] [0] [0] [0]									
填涂	3. 客观题使用2B铅笔填涂; 修改时用橡皮擦干净。	[1] [1] [1] [1] [1] [1] [1] [1] [1] [1] [1]									
	4. 保持卷面清洁, 不要装订、折叠、破损。	[2] [2] [2] [2] [2] [2] [2] [2] [2] [2] [2]									
考生禁填	正确填涂: <input checked="" type="checkbox"/> 错误填涂: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	[3] [3] [3] [3] [3] [3] [3] [3] [3] [3] [3]									
	缺考 <input type="checkbox"/> 作弊 <input type="checkbox"/> 违纪 <input type="checkbox"/>	[4] [4] [4] [4] [4] [4] [4] [4] [4] [4] [4]									
		[5] [5] [5] [5] [5] [5] [5] [5] [5] [5] [5]									
		[6] [6] [6] [6] [6] [6] [6] [6] [6] [6] [6]									
		[7] [7] [7] [7] [7] [7] [7] [7] [7] [7] [7]									
		[8] [8] [8] [8] [8] [8] [8] [8] [8] [8] [8]									
		[9] [9] [9] [9] [9] [9] [9] [9] [9] [9] [9]									

一、单选题 (每题1分, 共20分)

- |                    |                     |                     |                     |
|--------------------|---------------------|---------------------|---------------------|
| 1. [A] [B] [C] [D] | 6. [A] [B] [C] [D]  | 11. [A] [B] [C] [D] | 16. [A] [B] [C] [D] |
| 2. [A] [B] [C] [D] | 7. [A] [B] [C] [D]  | 12. [A] [B] [C] [D] | 17. [A] [B] [C] [D] |
| 3. [A] [B] [C] [D] | 8. [A] [B] [C] [D]  | 13. [A] [B] [C] [D] | 18. [A] [B] [C] [D] |
| 4. [A] [B] [C] [D] | 9. [A] [B] [C] [D]  | 14. [A] [B] [C] [D] | 19. [A] [B] [C] [D] |
| 5. [A] [B] [C] [D] | 10. [A] [B] [C] [D] | 15. [A] [B] [C] [D] | 20. [A] [B] [C] [D] |

二、简答题 (共24分)

1. (8分)

2. (8分)

3. (8分)

三、论述题 (共20分)

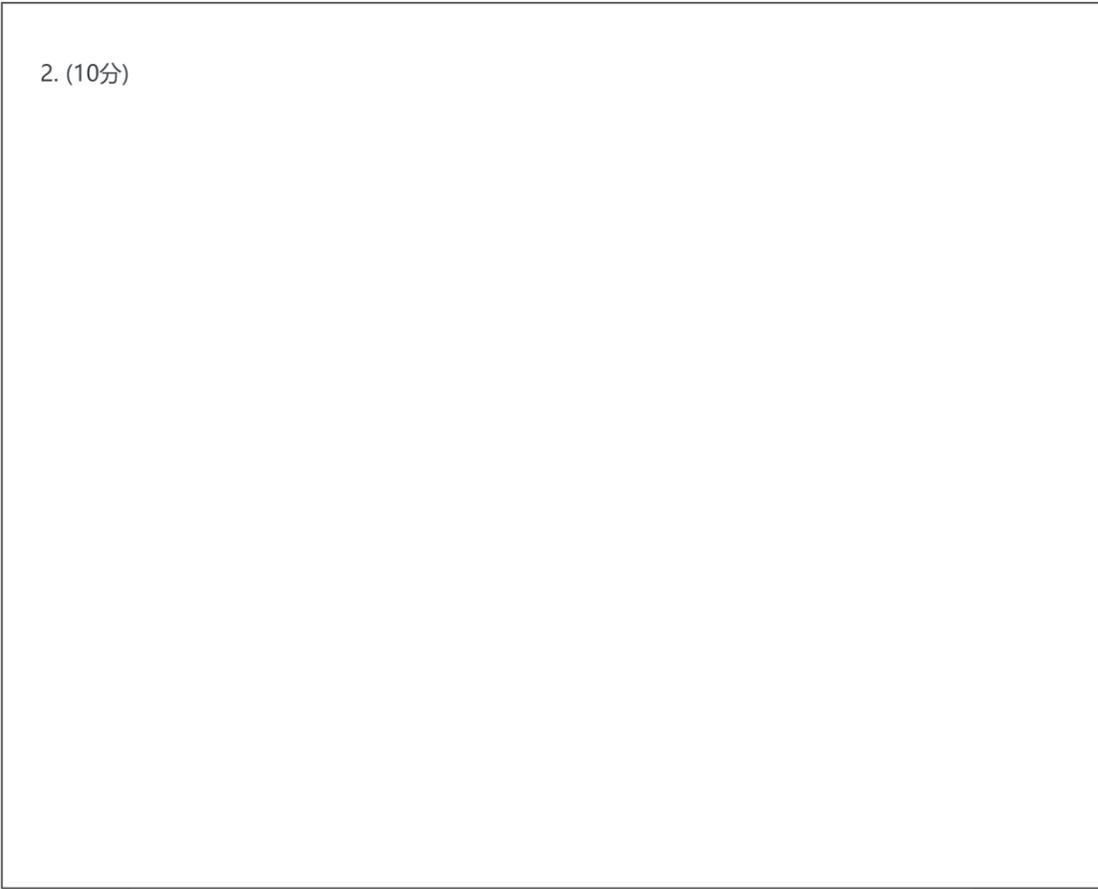
1. (10分)

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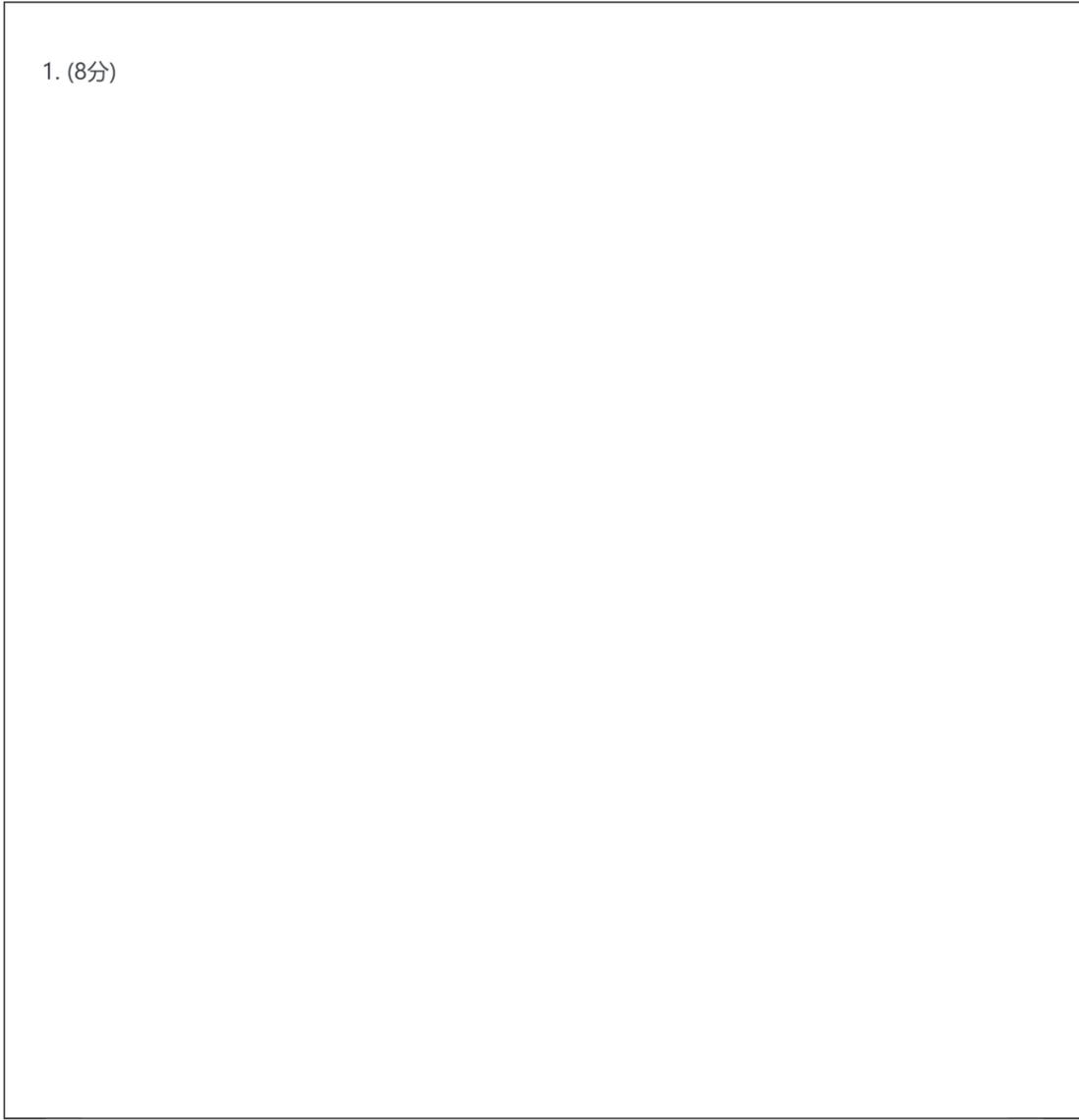


2. (10分)



四、拓展应用题 (共36分)

1. (8分)



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2. (8分)

3. (8分)

4. (12分)