**天津外国语大学**

**xxxx年攻读硕士学位研究生入学考试试题样卷**

**考试科目：英语语言文学**

**（仅供参考）**

***Section Seven： 国际信息方向部分 (70 points)***

**Questions in this section are set for applicants to the MA program of Business English. Write your answers on the ANSWER SHEET.**

1. Explain web services, their benefits, and list the major technologies or standards behind Web Services? (15 points)

2. Explain how EC can reduce cycle time, improve employees’ empowerment, and facilitate customer support. Compare and contrast viral marketing with affiliate marketing. (20 points)

3. Please explain the differences of print media and electronic media? (20 points)

4. Translate the following phrases into Chinese

wire service

agenda-setting

broad sheet

embargo

broadsheet

voice-over

press release

anchor

prime time

dateline

(15 points)