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МИНОБРНАУКИ РОССИИ

Юго-Западный государственный университет

УТВЕРЖДАЮ:

Заведующий кафедрой

теоретической и прикладной

лингвистики



Н.И. Степыкин

«11» февраля 2022 г.

ОЦЕНОЧНЫЕ СРЕДСТВА

для текущего контроля успеваемости

и промежуточной аттестации обучающихся

по дисциплине

«Иностранный язык»

42.04.02 Журналистика

1 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ

Раздел (тема) дисциплины «Training for Journalism»

A. Translate the text

One reason why journalism used to appeal so much to young people as a career was that it did not seem to need long and boring periods of study. After all, what more does a reporter need than a nose for news, a notebook and pencil, and ambition? Many famous journalists of today did start in exactly that way. They talked themselves on to some small town newspaper, and then learnt how to do the job as they went along. Many senior journalists look back on those days with nostalgia. They sympathise with youngsters who want to get away from their books and make a reputation in the outside world.

But today it is not so simple. Would-be journalists need a higher standard of school qualifications before they can get a job in the first place. And then they must agree to follow a course of training laid down by the National Council for the Training of Journalists, and they must pass their examinations before they can be sure of holding onto their jobs.

The NCTJ operates in Britain, but there are similar bodies being established in most countries. In those countries, such as the United States, where a high proportion of youngsters go on from school to college, there are university courses in journalism and the best jobs go to graduates. Though there is only one embryo course in journalism in a British university (at Cardiff), more graduates are entering the profession and as training schemes become more formalised, the chances in journalism for a boy or girl who dislikes school and cannot study or pass exams are very slight.

Training for journalism in Britain is organized by the National Council for the Training of Journalists which was set up in 1952 as a result of the recommendations of the Royal Commission on the Press (1949). The Council has representatives from newspaper and journalist organizations and four educational representatives, one nominated by the Department of Education and Science.

The aims and purposes of the Council include the establishment of standards of qualification for entry into journalism, and the formulation and administration of schemes for the training and education of journalists, including press photographers.

B. Give Russian equivalents for the following:

long and boring periods of study; journalism appeals to young people; after all; a nose for news; a small-town newspaper; to look back on the days; to make a reputation in the outside world; would-be journalists; a higher standard of school qualifications; to get a job in the first place; to follow a course of training; to lay down a course of training; to hold onto one's job; the chances are very slight; an educational representative; five-member international executive committee; the training and education of journalists; under the auspices; to keep in touch with; to arrange courses; vocational training; experienced journalists; conduct proficiency tests; to enter the training scheme; part-time study; a one-year full-time course

C. Answer the following questions about the text:

1. Why did journalism appeal to young people as a career some time ago?
2. Why did they think that it was enough to have a nose for news, a notebook and pencil, and ambition?
3. How did many famous journalists of today start?

4. Why do senior journalists look back on those days with nostalgia?
5. Why do they sympathise with youngsters?
6. Is the situation in the field of journalism the same today?
7. What do would-be journalists need before they can get a job?
8. What must they do to hold onto their jobs?
9. What organization supervises the training of journalists in Great Britain?
10. How is the training for journalism organized in the USA and in other countries?

Раздел (тема) дисциплины «The Media Man - a Jack of All Trades?»

A. Find the right definition for the following phrases:

1. an experienced journalist one who holds a university degree
2. a local editor a person who represents some local
3. a foreign correspondent organization
4. a senior journalist a person who is higher in rank or
5. a local authority authority
6. an educational representative a person who takes pictures for a
7. a press photographer newspaper (a magazine, etc.)

B. Ask questions which could be answered with the following remarks. Work in pairs.

1. Young people entered journalism because it did not seem to need long and boring periods of study.
2. A reporter needed a nose for news, a notebook and a pencil, and ambition.
3. Many journalists began by working on a small-town newspaper.
4. Journalists learnt how to do the job while working on a newspaper.
5. Today would-be journalists need a higher standard of qualification.
6. Nowadays future journalists have to follow a course of training.
7. The course of training is laid down by the NCTJ.

C. Use the words from the box below to complete the passage.

sense	contact	charisma	listener	vocabulary
rambler	pace	body	appearance	

There are many ways to communicate and not all of them need you to master the words, the ⁰vocabulary of a language. Often it is your ¹ _____, the way you look, that is the first form of communication. The second could be your ² _____ language. For example, are you sitting up straight or sitting with your feet up? Remember, even unspoken communication sends messages to the ³ _____. If you are a friendly person or someone with ⁴ _____ then communication will always be easier for you. However, even the most comfortable speaker needs to be careful when speaking. A friend of mine loves speaking but he is a ⁵ _____ and can never stay on the topic for very long. Another friend of mine does not maintain eye ⁶ _____ when speaking and so the person listening quickly loses interest. If you speak too fast, it can be very annoying, so also think about the ⁷ _____ of your speech. Finally, even in the most serious conversation, try to show a good ⁸ _____ laugh.

Раздел (тема) дисциплины «The Media in the Modern World News»

A. Answer the following questions:

1. What is the National Council for the Training of Journalists?
2. What is the Royal Commission on the Press?
3. What is the Department of Education and Science?
4. What is the International Centre for Advanced Training?
5. What is a Regional Committee?
6. What is UNESCO?

B. Read the following phrases and translate them into Russian. Use them in sentences of your own.

to establish a new state; a government; a business; the facts; the truth; a motive; a claim; a colony; a university; a television service; a newspaper; a hypothesis; one's reputation; friendly relations between countries

established reading habits; established tastes; established custom; established authority; established reputation; established author

to hold the audience's attention; an opinion; a high position; a degree; office; a job; a meeting; a conference; a debate; an examination; an inquiry; elections to hold «полагать, считать, находить»: to hold smb responsible; to hold smb innocent; to hold smb wrong

C. Match the definitions with the words.

1) to undertake	a) a person who is being trained
2) trainee	b) fast writing in a system using signs or shorter forms for letters, words, phrases
3) to recruit	c) the way in which printed matter is set out on paper
4) page layout	d) providing one with skills that prepare for a job
5) freelance	e) to find in order to employ
6) vocational	f) one who earns money without being in the regular employment of any particular organization
7) shorthand	g) to take up or accept (a duty or a piece of work)

Раздел (тема) дисциплины «News»

A. Complete the chart with the appropriate verbs.

Noun	verb
1) trainee	To train
2) quote (quotation)	
3) adjustment	
4) employee	
5) assessment	
6) refreshment	
7) delivery	
8) dedication	
9) information	
10) foundation	
11) maintenance	

B. Answer the following questions:

1. What do you think the editor answered when a school graduate applied to him for a job for the first time?
2. What organization does a would-be journalist apply to for the permission to enter a course of training?
3. Will you apply pressure on him to make him change his mind and cut down his material?
4. Are there any rules applied to writing news for radio broadcast?
5. Do you think that an economist, a lawyer, etc. will be able to apply their knowledge to the job of a newspaperman?

C. Writing

A research paper follows standard compositional (essay) format. It has a title, introduction, body and conclusion. Some people like to start their research papers with a title and introduction, while others wait until they've already started the body of the paper before developing a title and introduction.

Some techniques that may help you with writing your paper are:

- start by writing your thesis statement
- use a free writing technique (What I really mean is...)
- follow your outline or map
- follow your topic note-cards

If you are having difficulties thinking of what to write about next, you can look back at your notes that you have from when you were brainstorming for your topic.

Раздел (тема) дисциплины «Audiences»

A. Translate in writing the following extract.

School: Journalism Education & Training is a vocational journalism college (a j-school) in Brisbane, the capital city of Queensland, Australia

School was founded in 2001 by veteran journalism educator Professor John Henningham to provide an alternative approach to preparing students for careers as journalists. The college emphasizes continuous professional practice (students file stories for assessment every day), news media internships, and excursions to news hotspots such as city hall, parliament and law courts.

Students are prepared for a nationally accredited Diploma of Journalism qualification through one year's full-time study, with both postgraduate and undergraduate students into the program. As well as teaching basic reporting and news writing, the course includes ethics and law in journalism, research methods, feature writing, editing, and introductory photojournalism, broadcast journalism and multimedia journalism.

The Diploma of Journalism also includes compulsory study of history, literature, politics and philosophy as part of school's attempt to develop well-rounded journalists with a broad education.

School founder John Henningham was the first Australian to be appointed a full professor of journalism at an Australian university and the first to achieve a PhD in the field of journalism. He says he aims to make school one of Australia's leading journalism schools, and points to the high placement rate of his graduates into jobs as journalists as evidence of industry satisfaction with the school hands-on approach. In 2005 a school graduate was named "Most Outstanding Journalism Student" in the Quunsland Media Awards.

B. Match the words on the left with true meaning on the right.

1) a worthwhile journalist	a) the process of training or being trained for a job
2) an old timer	b) a man who has worked in a place for a long time
3) to appeal to	c) ask for
4) to apply for	d) to attract, make an earnest request
5) an applicant	e) a person who gives hopes of success or good results in journalism
6) vocational training	f) a person who enters a profession competitively or in a competitive fashion

C. Choose one suitable word.

- Training for journalism in Great Britain is organized by the
 - NCTJ
 - Royal Commission on the Press
 - 15 Regional Committees
- The NCTJ was set up in
 - 1949
 - 1956
 - 1951
- The "in-service" period lasts
 - 3 years
 - 6 months
 - 2 years
- The training..... run by the Council became compulsory.
 - schedule
 - scheme
 - programme
- A period when practical journalism is combined with part-time study is.... .
 - the "in-service" period
 - the apprenticeship period
 - the internship period
- When a young man or a woman joins a newspaper he/she undergoes a six month
 - trial
 - proportional
 - internship

Раздел (тема) дисциплины «Interviews»

A. Give English equivalents for the following phrases.

- Национальный Совет по подготовке журналистов
- Обучение без отрыва от производства

- 3.Одногодичные курсы с отрывом от производства
- 4.Начальный курс
- 5.Проводить тесты на профессиональную пригодность
- 6.Одногодичные подготовительные курсы
- 7.Профессиональная подготовка для журналистов
- 8.Иметь возможность расширить и улучшить навыки
- 9.Договор о курсе практического обучения

B. Note: English is a very productive language. Derivation is the formation of new words by adding affixes (prefixes and suffixes) to a root: e.g. *unwise* is derived from the root *wise*, *irrational* from the root *rational* etc. The suffix –less; the prefixes dis-, il-, in-, im-, mis-, un- make words opposite in meaning: *to obey* - *to disobey*, *legal* - *illegal*, *patient* - *impatient* etc.

Make up all possible derivatives from the following words, check your variants with the dictionary and translate the words into Russian.

Employed, to place, regular, fear, corruptible, to quote, to chief, pleasant, friendly, biased, to regard

C. Replace the following word-combinations with the expressions from the texts similar in meanings.

- A precise picture –
- The journalists' main aim –
- To be an educated person –
- To be reliable, devoted, hard-working –
- Demands for a journalist –
- To agree to work extra hours –
- To gain skills –
- To win more readers –

Раздел (тема) дисциплины «Diary News Events: Press Conferences, Meetings, Speeches»

A. Fill in the gaps with the appropriate preposition.

- 1.To be a good journalist you must like people and be interested ... what they do, you must be able to get easy and friendly terms men and women all sorts, however they may differ each other or you.
- 2.You will need to be able to demonstrate an ability to work pressure to meet deadlines.
- 3.One of the editors sums ... what he considers the minimum requirements a journalist: a thorough education, sound training and discipline; familiarity basic skills of the journalist; a deep respect one's personal and professional integrity.
- 4.No reporter is going to get far in his career if he is bad spelling.
- 5.Many people consider a journalist interchangeable ... a reporter, a person who gathers information and creates a story.
- 6.Why does the work of a correspondent appeal ... young men and women ... journalism?
- 7.Newspaper journalism draws.... all the knowledge and skills you have acquired and can give you a tremendous sense ... achievement.

B. You are offered here to match the expressions with the corresponding definitions.

- | | |
|--------------------------------------|---|
| 1) to look scruffy | a) inborn interest |
| 2) to be deliberately negated | b) a true/ genuine description/reflection of smth |
| 3) a good scholastic record | c) to have good school results |
| 4) a dedicated professional | d) to look dirty and untidy |
| 5) an unbiased picture | e) a specialist devoted to his profession |
| 6) to have a great deal of curiosity | f) to have much interest in something |
| 7) an innate interest | g) to cause to have no carefully prepared effect |

1	2	3	4	5	6	7

C. Complete the sentences by filling in the gaps with the words from the box.

Dependable, virtues, dedicated, primary, accurate, unbiased, rewarding, a great deal of, current, dissemination, edge, interchangeable, pleasant
--

- 1.A ... professional prepared to work long hours for little money.
- 2.Journalists try to pass on an, ... picture to their readers.
- 3.The journalists' ... objective is to educate, entertain and inform.
- 4.It is difficult to imagine more way of life than journalism.
- 5.A journalist should have a personality, be sincere, enthusiastic, be ..., dedicated, responsible.
- 6.Ask anyone what it takes to make a journalist and you are likely to get the whole catalogue of human in answer.
- 7.A journalist is a person who practices journalism, the gathering and of information about ... events and people.
- 8.To be a good journalist you must have curiosity.
- 9.Many people consider a journalist with a reporter.
- 10.University graduates entering journalism should consider they have perhaps a competitive ... on those who have not been to university.

Раздел (тема) дисциплины «Media Writing and Journalistic Genres»

A. Change the direct speech to reported speech.

- 1 'I'm going to work at 7.00.'
She said _____ .
- 2 'I think I know the answer.'
He said _____ .
- 3 'I've eaten snake meat in China.'
She told _____ .
- 4 'We didn't watch TV on holiday.'
They said _____ .
- 5 'I don't live in a house.'
He said _____ .
- 6 'We can speak Italian.'
They told _____ .
- 7 'I haven't seen my family for three years.'
He said _____ .
- 8 'I'll help you to paint the house.'

She said _____ .
9 'They can't play any instruments.'
He said _____ .
10 'We saw her in January.'
They told _____ .

B. Read the text for more information about the work of journalists. Pay attention to the meanings of the words in italics and be ready to do the exercises, which follow the text.

The life and work of a foreign correspondent have *a strong appeal* (1) for most young men and women in journalism. *To cover the world's news* (2) from China to Peru, from Moscow to Cape Town; to send back dispatches under date-lines from "faraway places - with strange-sounding names" is the secret dream of many *cub-reporters* (3) with which he/she spends dull hours in the local police court or council chamber. The work of a foreign correspondent is something much wider than the mere reporting of events. He/she must give his readers at home a complete background service explaining and interpreting the news, providing eye-witness descriptions of scenes and happenings, conjuring up the atmosphere in which events are taking place, mailing informative articles periodically which will make newspaper readers familiar with the background to people and affairs. The journalist who wishes to make a success as an "Ambassador of the Press" must be *a first-rate general reporter* (4) - he must have *the nose for the news* (5) and a keenly developed sense of news values, he must be a good listener who can get other people to favour him with their confidences, he must be a good mixer - able to be all things to all men. The beginner to journalism who is determined to make accreditation as a foreign correspondent his/her aim, must begin by tackling the problem of languages. He/she should know at least two, apart from his own. Which two will depend, of course, on the part of the world where he/she is particularly anxious to serve. French and German used to be the minimum equipment of the European correspondent, but it is possible that Russian, rather than German may be increasingly valuable in the future. It must be remembered that to know a language in the sense that a Foreign Correspondent must know it, means a great deal more than *a nodding acquaintance with grammar* (6) and the ability to pick one's way through a selected text or two. It means to be able to write the language fluently, to be able to take down speeches in shorthand, to follow conversations through the distorting medium of the telephone, and the like. The would-be foreign representative must study world geography and get a thorough knowledge of modern history and current affairs, besides making a special study of the history, manners, customs, political system etc., of those countries where he hopes to work. If he is *to write authoritatively* (7) on foreign affairs he must himself be an authority. But first and foremost he is, and must remain, a reporter, seeking and reporting news.

C. Choose the appropriate Russian equivalent for the following words/word-combinations from the text.

- | | |
|------------------------------|--|
| 1. a strong appeal | 5. a first-rate general reporter |
| a) сильная привлекательность | a) первый генеральный репортер |
| b) стимул | b) первоклассный репортер, |
| c) вызов | выполняющий общие задания |
| | c) репортер первой гильдии |
| 2. to cover the news | 6. a nodding acquaintance with grammar |
| a) покрывать новости | a) шапочное знакомство с грамматикой |
| b) освещать | b) поверхностное знакомство с |

с) выдавать новости

грамматикой

с) быстрое знакомство с грамматикой

3. a sub-reporter

7. to write authoritatively

а) начинающий репортер

а) писать авторитетно

б) неопытный

б) писать авторитарно

с) практикант

с) авторство

4. a nose for news

а) нюх на новости

б) нос для новостей

с) засунуть нос в новости

C. Translate the words and word-combinations (if you need, consult the text above) and make up at least 3 independent sentences involving as many of these words and expressions as possible.

Освещать новости; депеша, корреспонденция; начинающий репортер; давать исчерпывающее разъяснение подоплеки событий; описывать событие как очевидец; воссоздать обстановку; содержательная статья; первоклассный репортер широкого профиля; иностранный корреспондент; чувство новости; остро развитое чувство значимости новости.

2 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ

2.1 ВОПРОСЫ И ЗАДАНИЯ В ТЕСТОВОЙ ФОРМЕ

Задание в закрытой форме:

Choose one correct answer:

1. I love driving! _____ drive has changed my whole life.

Being able to

Able to

Will be able to

2. _____ you speak Spanish?

Can

Could

May

3. My grandfather _____ speak four languages when he was alive.

could

was able to

managed to

Задание в открытой форме:

Letters to the editor, fulfill which function of the media?

Задание на установление соответствия:

Choose the right ending for each sentence.

1. Good spelling is	a) a little about a lot and a lot about a little.
2. Punctuation is supposed	b) various types of editors, visual journalists, such as photographers, graphic artists and page designers.
3. No reporter is going to get very far in his career if	c) glamorous and exciting, but success comes only after much work and routine activity.
4. If the reporter writes straightforward, simple sentences	d) a matter of remembering.
5. Newspaper journalism is often seen as	e) to make reading easier.
6. A journalist must know	f) he will have much less trouble with punctuation.
7. The term "journalist" includes	g) he is bad at spelling for if he cannot spell he certainly does not know the meaning of the words he cannot spell.

1	2	3	4	5	6	7

1. How ____ new grammar rules do you know?

many
much
few

2. He has _____ friends in this town and he feels lonely.

few
little
many

3. Does he realize that he ____ at.

is being laughed
is being laugh
has being laughed

4. When the fire brigade came, the building ____ destroyed by the fire already.

had been
was being
had

5. All the business letters ____ answered by noon.

will have been
would have been
will have being

6. The successful performance of the young actress ____ much about.

will be talked
will talk
must talk

7. Where are the magazines _____?

kept

being kept

have been kept

8. Can't you hear, we _____ spoken about now?

are being

are

being

9. She said that the picture _____ with a pen.

had been drawn

was being drawn

has been drawn

10. Do I _____ do this job for her?

have to

need

ought

Вопрос 1-19

A gentleman _____ be honest in his actions.

should

might

need

11. Don't worry. We have _____ time before the train comes in.

much

many

more

12. The documents _____ be sent as quickly as possible.

must

can

have to

13. They often wait for me _____ the entrance.

at

by

in

14. This is my dictionary and that is _____

yours

this

here

15. _____ of you knows his permanent address?

Who

Which

How many

16. He _____ his work yet.

hasn't finished
hadn't finished
has finished

17. _____ the newspaper today?

Have you read
Did you read
Have you been reading

18. Suvorov never _____ a single battle.

lost
has lost
did lose

19. She _____ a member of our organization for more than 10 years.

has been
is
was

20. She _____ only for half a year for an employer (на хозяина) before she was fired.

had worked
worked
was working

21. He's the 10th person who _____ me what is the weather today this morning!

has asked
asked
was asked

22. I'm looking for Kate. Can you tell me where she is at the moment? – I don't know, she _____.

has just left
is leaving
had just left

23. What would you do if a millionaire _____ you a lot of money.

gave
will give
had given

24. Why _____ my breakfast before I came back? Were you so hungry?

had you eaten
were you eating
did you eat

25. If I _____ the car myself I _____ you use it.

didn't need, would let
needed, would let
don't need, would let

26. If you _____ to me yesterday, we _____ this article.

had come, should have translated

would come, should have translated
came, should translate

27. Last summer our kids _____ the competition. Fortunately, they won first place.
took part in
took part about
took part of

28. Once upon a _____ there lived a witch together with her husband and stepdaughter.
time
place
year

29. We went home after it _____ snowing.
had stopped
stopped
had been stopped

30. _____ your bother _____ off the table before I turned up?
Had, fallen
Has, fallen
Had, felt

31. I _____ a friend while I _____ the shopping
met, was doing
met, did
had met, did

32. We _____ to a party next Saturday.
are going
will go
go

33. I phoned the plumber because I _____ smell gas in the kitchen.
could
managed to
couldn't

34. I phoned yesterday, but I _____ get an answer. Where were you?
couldn't
could
can

34. I'd love _____ help you, but I can't. I'm sorry.
to be able to
to manage to
I can

35. I'm learning Spanish because I want _____ speak when I'm in Mexico.
to be able to
to
to manage to

36. I'm sorry, but I _____ come to your party next week.
can't
will be able to
can

Шкала оценивания: 36-балльная.

Критерии оценки:

25-36 баллов выставляется обучающемуся, если доля правильных ответов составляет 80 - 100%

18-24 баллов выставляется обучающемуся, если доля правильных ответов составляет 55-79%.

8-17 баллов выставляется обучающемуся, если доля правильных ответов составляет 25-54%.

1-7 баллов выставляется обучающемуся, если доля правильных ответов составляет 5-24%.