**Tasks for seminar and practical training**

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| № темы | | Topic of the training | Content of topics | Hours | Week |
| 1 | | **Anthropocentric paradigm of linguistic sciences** | Media Linguistics. Cognitive processes in the language. Methodology and metalanguage of media linguistics. Theoretical and methodological foundations of cognitive and communicative concept of media text. | 2 | 1-2 |
| 2 | | **Conceptual organization of knowledge in media text** | Methods of conceptual organization of knowledge in the process of media text creation. Typology of concepts: frames, schemas, scripts, cognitive (mental) pictures. Frame structure and features of its broadcast.  Categorization and conceptualization of the world. Models of representation of knowledge about the world in the language. Language picture of the world. | 2 | 3-4 |
| 3 | | **Cognitive concept in media linguistics** | The concept of cognition and basic definitions of cognitive linguistics. Object of cognitive and communicative concept of media text. Cognition and informativeness. The main provisions of the information theory. Types of information (background, semantic, situation, information about the structure of the speech products). Search and transfer of information as the content of the media process. | 2 | 5-6 |
| 4 | | **Communicative concept in translation studies** | Communicative concept of translation. Translation as a special kind of communication. Basic definitions and problems of communication of a translator. The concept and essence of the communicative aspects of translation. The activities of the translator as a central component of communication using two languages. The act of speech and translation. Communicants under the influence of different types of information. Cognitive communication scenario in translation. | 2 | **7-8** |
| 5 | **Information modeling in translation** | | The information model of the translation process. Transition from one language to another in terms of the information level. Variability of the structure of information to be transmitted. Disentangling invariable information in translation. Invariant information transmission as the goal of translation. Translation units in the of cognitive and communicative concept.  The theory of informativeness of texts. Source text as a carrier of semantic information, and information about the structure. Translation and types of statements depending on the place of the semantic information. | 2 | 9-10 |
| 6 | **Cognitive equivalence in media text** | | The equivalence as a category of media text. The problem of equivalence in cognitive and communicative concept. Cognitive and communicative factors of creating communication-equivalent text. | 2 | 11-12 |
| 7 | **Structural and activity-based model of the media text**  **in the paradigm of cognitive-communicative concept** | | Method of media text creation as a category of the science: semantic and symbolic methods.  Implementation of semantic method in media text creation. | 2 | 13-14 |
| 8 | **Cognitive and communicative competence of a media journalist** | | Cognitive and communicative competence of a media journalist. Sub competence. Cognitive-communicative training as a method for media journalists training. | 1 | 15 |