**THE PROGRAM OF THE FINAL EXAM**

TFPM

**“Technologies of foreign print media”**

**Exam form**: online

**Form of conduct**– online form of written exam-answers to questions

Autumn semester 2023-2024 academic year

3 course, bachelor degree, English groups, full-time education

The purpose of the discipline is to develop in students the ability to distinguish between print media technologies abroad. When studying the subject, the types of printed media and the peculiarities of the functioning of editorial offices as production and technical structures are considered. The subject will allow you to master the technical means of print journalism, distinguish the specifics of publishing different types of publications, as well as the typology of print media

According to the above aim, the final exam will be an indicator of the quality of learning gained. Examination will be **an independent written paper work**, on the implementation of which is given **2 hours**.

**The final work consists of three questions with the different level of complexity.**

The first question is a task of increased complexity, the fulfillment of which is connected with the skills and acquired knowledge in accordance with the syllabus in module1. This task is estimated in **25 points**.

The second question is an average difficulty-is estimated in **35 points**. The implementation of this task is connected with the theoretical knowledge obtained in module 2.

The third question is practical. It is also estimated in **40 points**. Here students have the opportunity to demonstrate their creative skills in the practical application of their knowledge.

**The maximum number of points for the final exam is 100.**

To successfully complete all the tasks of the final exam, students need to master all the lecture materials of the course.

Students will need to come to the specified audience at the appointed time according to the "Exam Schedule". Examination work is done independently on the day of the exam. Absence or delay in the exam is counted as 0-unsatisfactory.

To prevent cheating, the use of cribs, mobile phones and other electronic devices and carriers is prohibited; jammers will be installed in the classrooms.

To achieve greater objectivity, an outside teacher can check written work. Teachers on duty will monitor order and silence in the classroom during the

exam. The classrooms will also be equipped with video surveillance.

The quality of students performing the following tasks will be evaluated:

a)to identify theoretical question and to find it simplementation on practice; b)to compare the work of kazakhstani and foreign specialists, based on

professional analysis’s skills; comparison of domestic and foreign experience; c)usage of (own) practical examples.

**Recommended literature for self-preparing(in addition to lecture material)**:

1. Kamath, M.V. Professional Journalism, Vikas Publications  
2. Goodwin, Eugene H. Groping for ethics in Journalism, Iowa State Press  
3. Hough, George A. News Writing, Kanishka Publishers, New Delhi (1998)  
4. Hodgson F. W. Modern Newspapers practice, Heinemann London, 1984.  
5. Sarkar, N.N. Principles of Art and Production, Oxford University Press  
6. Stuart Allan, Journalism: Critical Issues, Open University Press  
7. Communication in History: Technology, Culture, Society: David Crowley, Paul Heyer-Pearson

**Additional:**

1. History of Indian Journalism by J. Natarajan
2. A History of Communications: Media and Society from the Evolution of Speech to the Internet by Marshall T. Poe

**Internet resources:**

1.http://elibrary.kaznu.kz/ru2[.https://www.academia.edu/](https://www.academia.edu/)

3.<https://www.scienceopen.com/>4.<https://writingcenter.unc.edu/>

The exam preparation topics correspond to the 15 topics in the syllabus:

1. Trends in Print Journalism.
2. Agenda setting role of newspapers- Ownership, Revenue, Editorial policy.
3. Citizen Journalism, Investigative journalism.
4. Sting operations and Celebrity/ Page 3 journalism.
5. Ethical debates in print journalism - Paid news, Advertorials
6. Production of a Newspaper
7. Planning for print : size, anatomy, grid, design
8. Format, typography, copy, pictures, advertisements
9. Plotting text: headlines, editing pictures, captions
10. Page-making : Front page, Editorial page, Supplements
11. Technology and Print
12. Technology and Page making techniques: layout, use of graphics and  
    photographs)
13. Printing Processes: Traditional vs modern
14. Desk Top Publishing : Quark Express, Coral Draw, Photoshop. etc.
15. The Invention of the Printing Press

**CRITERIA FOR EVALUATION:**

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| --- | --- | --- |
| **№** | **Evaluation criterion** | **Number of points** |
| 1 | Mastering the terminology; identifying differences between scientific method and methodology, plagiarism and paraphrasing; generalizing basic requirements of scientific ethics; outlining a clear structure and hierarchy of scientific article and bachelor's thesis (**theoretical skills**) | 40 |
| 2 | The ability to apply in practice the theoretical knowledge gained; usage the structure IMRaD; applying terms and concepts according to the editing process; solving research classification problems; testing a text for plagiarism; analyzing a scientific article (**practical skills**) | 40 |
| 3 | Using of support information | 5 |
| 4 | Proper volume | 5 |
| 5 | Response design | 5 |
| 6 | Absence of logical, grammatical, theoretical and practical errors | 5 |
| **Total:100** | | |

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| --- | --- | --- | --- |
| **Assessment by letter system** | **Equivalent in numbers** | **Points**  **(%content)** | **Assessment according to the traditional system** |
| А | 4,0 | 95-100 | Excellent |
| А- | 3,67 | 90-94 |
| В+ | 3,33 | 85-89 | Good |
| В | 3,0 | 80-84 |
| В- | 2,67 | 75-79 |
| С+ | 2,33 | 70-74 |
| С | 2,0 | 65-69 | Satisfactorily |
| С- | 1,67 | 60-64 |
| D+ | 1,33 | 55-59 |
| D- | 1,0 | 50-54 |
| FX | 0,5 | 25-49 | Unsatisfactory |
| F | 0 | 0-24 |