**Al-Farabi Kazakh National University**

**Faculty of philology and world languages**

**Educational program on specialty**

**«5B011900 - Foreign language: two foreign languages»**

**Syllabus**

**YaP 3504 Language of the press**

**Autumn term 2018-2019 study year**

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| **Discipline Code of** | **Discipline name** | **Type** |  | | **Number of hours per week** | | | **Credit number** | | **ECTS** | |
|  | | **Lec** | **Prac** | **Lab** |
| YaP 3504 | Language of the press | EC |  | | 0 | 3 | 0 | 3 | | 5 | |
| **Lecturer** |  | | | Konyrbekova Tolkyn Ordabekovna  Senior teacher | | | | | **Office hour** | | By schedule |
| **e-mail** |  | | | e-mail: tolkyn.79@mail.ru | | | | |
| **Tel.number** |  | | | 8 7017836506 | | | | | **Room** 308 | |  |

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| **Academic presentation of the course** | **The purpose of the discipline** is familiarization of students of the third year with language features of journalistic texts of various subjects, as well as development of skills of abstracting articles from English-language newspapers and magazines. One of the tasks of the subject "Language of the press" is to develop translation skills, as well as to improve the level of language proficiency in the process of reading, translating and reviewing unadapted English-language newspaper and magazine texts.  As a result of studying the discipline, the student will be able to:  1. use the conceptual apparatus of source study in its integrity;  2. apply the basic methodological principles of the analysis of the authentic texts;  3. describe the main complexes of reading English texts;  4. determine the criteria for classifying and analyzing authentic texts;  5. identify specific techniques for processing and analyzing information in different types of written sources;  6. apply the methodology of information theory in the analysis of authentic educational materials;  7. synthesize information from different sources on the basis of theoretical and methodological principles and techniques for evaluating and describing charts and tables;  8. assess the importance of source analysis for dealing with authentic materials;  9. to determine the completeness, authenticity of information from various educational sources: |

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| **Prerequisites and co-requisites** | PIYaSC 9B37 – First foreign language for special purposes. |
| **Bibliography and extra resources** | 1. E.F.Теlen. Mass media. Moscow «High school», 2014.  2. Tony Cornish, Bill Horncastle. Central News. Activity Book. Oxford University Press, 2014.  3. Тerekhova, Е. V. Bilateral translation of socio-political texts (with cursive elements in English) [Electronic resource]: educational manual / Е. V. Теrekhova. – 2nd edition. - М.: Phlinta, 2012. - 320 p.  4.Global Upper Intermediate Coursebook. Macmillan Education, 2017  5. McCarthy M., O’Dell F.English Vocabulary in Use. New edition. Upper-Intermediate. – Cambridge: Cambridge University Press, 2013.  6. Sarah Philpot&Lesley Curnick. Headway. Level 3. Student’s Book. Academic Skills. Reading, Writing, and Study skills. – Oxford University Press, 2013.  **Internet resources:**  the guardian - http://www.theguardian.com/uk http://www.discourses.org/OldArticles/today.pdf  Britannica Online Encyclopedia . - <http://www.britannica.com/>  ABBYY Lingvo.Pro . - http://lingvopro.abbyyonline.com/ru  Dictionary Multitran - http://www.multitran.ru/ |

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| **Academic policy of the course in the context of university moral and ethical values** | **Academic Behaviour Rules:**  1. You should prepare for each classroom (seminar) in advance according to the schedule. The home assignment should be done before the classes start.  2. The SIW submitted a week later will be accepted, but the grades is reduced by 50%.  3. Midterm Exam is conducted according to the program  **Academic values:**  1. Seminar classes, the SIW bear independent and creative character.  2. No plagiarism, cheating at all stages of knowledge control.  3. Students with disabilities could be consulted by e-mail [tolkyn.79@mail.ru](mailto:tolkyn.79@mail.ru) |
| **Evaluation and attestation policy** | **Criterial evaluation:** evaluation of learning outcomes in relation to descriptors (checking the formation of competences on the boundary control and examinations).  **Summative assessment:** assessment of the presence and activity of work in the classroom; evaluation of the completed task. |

**Calendar (schedule) of the content of the training course**

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| --- | --- | --- | --- |
| **Week/date** | **Title of the theme** | **Hour** | **Max point** |
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| 1 | Practical lesson 1. Work on the authentic newspaper article: Safer driving show in bid to cut accidents. | 3 | 7 |
| 2 | Practical lesson 2. Unit 1. On newspapers. Ex1, 2, 3, 4, 5, 6. | 3 | 7 |
| 3 | Practical lesson 3. The Press. Ex.8, 9, 10. | 3 | 7 |
| 3 | SIWT. Tutorial. Vocabulary on the media  SIW 1. An article from the authentic newspaper “The Guardian” | 1 | 15 |
| 4 | Practical lesson 4. The National Press. Ex. 10, 11. Vocabulary: Press and the media. | 3 | 7 |
| 5 | Practical lesson 5. Sensation and a hoax. Ex. 13, 14, 15, 16, 17, 18. Topic-specific vocabulary: The Media. | 3 | 7 |
| 5 | SIWT. Tutorial. Speaking: Mass communication: pros and cons  SIW 2. An article from a national large-format newspaper | 1 | 15 |
| 6 | Practical lesson 6. Text 1. P. 120. What criteria are used for choosing news stories. | 3 | 7 |
| 7 | Practical lesson 7. Unit II. What communication means. Form of control: Oral and written forms.  **Control work №1** | 3 | 13 |
| 7 | SIWT. Tutorial. Reading and discussing the text “The media and society”  SIW 3. An article from a small-format domestic newspaper | 1 | 15 |
| MT 1 | Cumulative (seminars, SIW) |  | **100** |
| 8 | Practical lesson 8. Unit III. | 3 | 8 |
| 8 | **MIDTERM** | 3 | **100** |
|  | | | |
| 9 | Practical lesson 9. Radio. Radio BBC: You can hear them all over the world. Ex1, 2, 3, 4, 5. | 3 | 7 |
| 9 | SIWT. Tutorial. Speaking: The role of local radio in contemporary society  SIW 4. Writing: My favorite radio | 1 | 10 |
| 10 | Practical lesson 10. Independent Local Radio. Ex.6, 7,8. The media and Society. Ex.14, 15, 16. 17, 18. | 3 | 7 |
| 11 | Practical lesson 11. Television and the Public. Ex.1, 2,3, 4, 5, 6,7. | 3 | 7 |
| 11 | SIWT. Tutorial. Listening: BBC news  SIW 5. Speaking: My favorite TV program | 1 | 10 |
| 12 | Practical lesson 12. Meeting the public. Ex8, 9, 10. Comment on quotations: Ex. 23 | 3 | 7 |
| 13 | Practical lesson 13. Unit IV. Press Conferences: Manipulation or heart-to-talk. Form of control: Oral and written forms. | 3 | 7 |
| 13 | SIWT. Tutorial. Listening: BBC news  SIW 6. Interpreting an article from a newspaper | 1 | 10 |
| 14 | Practical lesson 14. Mass Media and Public relations. Public Relations in Great Britain. Ex.1, 2, 3, 4, 5, 6. | 3 | 7 |
| 15 | Practical lesson 15. Mass media and advertising. Ex.1, 2,3,4,5.  **Control work №2** | 3 | 10 |
| 15 | SIWT. Tutorial. Speaking: the role of mass media in our lives nowadays  SIW 7. Analyzing an authentic article from a newspaper | 1 | 10 |
| MT 2 | Cumulative (seminars, SIW) |  | **100** |
|  | **Examination** |  | **100** |
|  | **TOTAL** |  | **400** |

Dean of the faculty O.Abdimanuly

Head of the methodological council L. Alymtayeva

Head of the department G.B.Madieva

Lecturer T.O.Konyrbeva