**программа итоговый экзаменационный контроль**

**Методические рекомендации**

Задание 1: лексический тест (15 вопросов Х 2 балла = 30 б.)

Задание 2: грамматический тест (30 баллов).

Задание 3: выберите правильный ответ (текст по программе) (максимум 40 баллов).

**Перечень тем для подготовки к экзамену**

**СОЦИАЛЬНО- экономическая тематика в СМИ на иностранном языке**

**5B051300 «Мировая экономика »**

**3 курс**, р/о, осенний семестр, 2018 -2019 уч. год, 3 кредита, 1 вариант

1. **Grammartest:грамматический тест множественного набора (20 вопросов, 2 балла за правильный ответ, максимум 40 баллов):**
2. **The term "media" is defined as ...**
   1. Picture or image
   2. Means of communication
   3. current style
   4. study of signs
3. **The term "signs" is defined as ...**
   1. Something that comes with an accepted meaning
   2. current style
   3. Visual movement that explores themes and techniques drawn from popular mass culture
   4. means of communication
4. **All forms of media will reflect the values of its creators and \_\_\_\_\_\_\_**
   1. Audience
   2. Sponsors
   3. Politicians
5. \_\_\_\_\_\_\_\_\_ **values are most often presented in media and advertising**.
   1. Lower class
   2. Middle class
   3. Society
6. **Like many art forms, music suggests much about the \_\_\_\_\_\_ in which it is created.**
   1. Lower class
   2. Middle class
   3. Society
7. **According to Pink, what epidemic exists among teenagers today?**
   1. Hypocritical culture
   2. Overtly sexual culture
   3. Mindless culture
8. **\_\_\_\_\_\_\_\_\_\_ is the paid use of the media to bring a product or service to an audience**
   1. Marketing
   2. Propaganda
   3. Advertising
9. **\_\_\_\_\_\_\_\_the suggestion that using this product puts the reader ahead of the times.**
   1. Avant garde
   2. Double speak
   3. Facts and figures
   4. Bandwagon
10. **\_\_\_\_\_\_\_\_\_\_ refers to the technique that appeals to an audience to follow the crowd**
    1. Avant garde
    2. Double speak
    3. Facts and figures
    4. Bandwagon
11. **Vague, imprecise language that means the opposite of what it seems is known as which propaganda technique?**
    1. Glittering generalities
    2. Double speak
    3. Weasel words
    4. Magic ingredients
12. **Statistics and factual information that is used to prove the superiority of a product is known as \_\_\_\_\_\_\_\_\_**
    1. Glittering generalities
    2. Weasel words
    3. Double speak
    4. Facts and figures
13. **\_\_\_\_\_\_\_\_\_\_\_\_\_ is the exploitation of fears and insecurities to sell a product**
    1. Hidden fears
    2. Avant garde
    3. Magic ingredients
    4. Testimonial
14. **Magic Ingredients is the propaganda technique which \_\_\_\_\_\_\_\_\_\_**
    1. Uses vague, imprecise language
    2. Uses words to suggest a positive meaning without actually guaranteeing it
    3. Suggestion that some miraculous discovery makes the product exceptional
15. **The suggestion that purchasing the product shows your love of your country is known as \_\_\_\_**
    1. Avant garde
    2. Repetition
    3. Patriotism
    4. Spin
16. **Talking down to the audience to appear just like them is known as** \_\_\_\_\_\_\_
    1. Plain folks
    2. Repetition
    3. Double speak
    4. Testimonial
17. **Constant statement of an idea to fix the image of a product is \_\_\_\_\_\_\_**
    1. Overstatement
    2. Repetition
    3. Snob appeal
    4. Spin
18. **Rihanna promoting Revlon's latest lipstick is an example of which propaganda technqiue?**
    1. Plain folks
    2. Testimonial
    3. Avant garde
    4. Weasel words
19. **An attempt to turn negative evidence into something positive is an example of \_\_\_\_\_\_\_**
    1. Testimonial
    2. Spin
    3. Snob appeal
    4. Weasel words
20. **Diverting the attention of the audience by making them laugh or using clever visuals is known as** \_\_\_\_\_\_\_
    1. Glittering generalities
    2. Weasel words
    3. Magic ingredients
    4. Spin
21. **An analysis of people's attitudes, beliefs, desires and needs used by advertisers to create strong emotional appeal is known as \_**\_\_\_\_\_\_\_
    1. Promotion
    2. Values and Lifestyles
    3. Psychographics
    4. Semiotics
22. **Vocabulary test:** Give equivalents for the following words and expressions:**лексико- грамматический тест множественного набора (20 вопросов, 2 балла за правильный ответ, максимум 40 баллов):**

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Words** | **Answer** | **Equivalents** |
|  | Article |  | 1. a story based on the facts |
|  | Bias |  | 1. a line at the beginning of a news article giving the writer’s name |
|  | Byline |  | 1. when an editor or reporter expresses a personal point of view in a news article or in a series of articles |
|  | Column |  | 1. a person who writes a regular (daily or weekly) article for a newspaper or magazine, such as a political columnist or a sports columnist |
|  | A tabloid |  | 1. the head of a news organization; person who chooses the articles that will be printed each day |
|  | Columnist |  | 1. a regular article or feature in a newspaper or magazine |
|  | Correspondent |  | 1. a news article or report |
|  | Editor |  | 1. title of any newspaper article |
|  | Editorial |  | 1. article written by the editor giving his opinion on a problem or event |
|  | Headline |  | 1. a person who gathers and reports news for a news organization |
|  | Journalist |  | 1. a person who writes articles for a news organization |
|  | The media |  | 1. a report of a recent event; what is reported about a recent event or events |
|  | News |  | 1. newspaper of small format giving the news in condensed form, usually with illustrated, often sensational material |
|  | The PRESS |  | 1. all the means of mass communication (newspapers, TV, radio, websites, magazines) |
|  | Reporter |  | 1. an event staged primarily for the purpose of being covered |
|  | Source |  | 1. all the media and agencies that print, broadcast, or gather and transmit news |
|  | Story |  | 1. someone who gives a reporter information; a supplier of information |
|  | Media event |  | 1. a person employed by a news organization to gather, report, or contribute news, articles, etc., regularly from a distant place |
|  | Broadcasting |  | 1. The term used to describe sensational news reporting |
|  | Yellow journalism |  | 1. the distribution of audio and/or video signals which transmit programs to an audience. |

**Read in and answer the question Задание 3: чтение текста и выбор правильного ответа (максимум 20 баллов): (10 вопросов, 2 балла за правильный ответ, максимум 20 баллов):**

**The History of English Law**

In the Western world to-day there are countless systems of law, but broadly speaking, they arise from either of two roots – the Roman Law or the English Law. The English Common Law is native to Britain, but has sprung forth in the United States, in Australia, New Zealand and most of Canada, whereas Scotland, the Continent and South Africa have all taken strong doses of Roman Law.

It is very curious that the Romans should have left their trace on the English language and landscape, but failed to affect their law.

The next influence on English Law was the formidable William the Conqueror (XI century). The English king Henry II (XII century) influenced the English law greatly. To him England owes the Assizes and the jury system as a regular mode of trial. In its early form the jury was a selected body of men who were obliged on oath “to present” for trial all the people in their district who committed crimes. The jury system became more firmly established and trial by jury became compulsory.

The Court of Chancery was established under the Statute of Westminster II (XIII-th century). The Chancellor was at first the King’s secretary. The Court of Chancery dealt with civil matters in Equity.

Relations between Common Law and Chancery Courts grew worse. After the Napoleonic Wars a new Common Court of Appeal was established. Various acts tended to one thing, the fusion of the courts. This was finally achieved by the Judicature Acts of 1873 and 1875. There was to be one Supreme Court consisting of the Court of Appeal and the High Court. For convenience it was divided into three Divisions – Chancery, Queen’s Bench and Probate, Divorce and Admiralty. The age old struggle between Law and Equity was put to rest.

The highest court in the land to-day is the House of Lords. In theory, any peer sitting in the House may take part in an appeal. It is a custom that only those in the Lords holding high judicial office may do so.

Common Law crimes were divided into two classes: felony (the more serious) and misdemeanor (less grave). All felonies were punishable with death. As public opinion cried out against such cruelty capital punishment was abolished for hundreds of offences, and in 1965 it was abolished altogether.

**Task 3. Read the text and mark the sentence T (true), F (false), DS (doesn’t say) (10 вопросов, 2 баллазаправильныйответ, максимум 40 баллов):**

1. In the Western world to-day there are countless types of law, but broadly speaking, they arise from either of two roots – the Roman Law or the English Law.
2. The English Common rule is native to Britain, but has sprung forth in the United States, in Australia, New Zealand and most of Canada, whereas Scotland, the Continent and South Africa have all taken strong doses of Roman Law.
3. The influence on English Law was the formidable George the Conqueror (XI century).
4. The English king Henry III (XII century) influenced the English law greatly.
5. To him England owes the Assizes and the jury system as a regular mode of trial.
6. In its early form the jury was a selected body of men who were obliged on oath “to present” for trial all the people in their district who committed crimes.
7. The jury system became more firmly established and trial by jury became compulsory.
8. Relations between Common Law and Diplomatic Courts grew worse.
9. After the Napoleonic Wars a new Common Court of Appeal was established.
10. Common Law crimes were divided into two classes: felony (the more serious) and misdemeanor (less grave). All felonies were punishable with death. As public opinion cried out against such cruelty capital punishment was abolished for hundreds of offences, and in 1965 it was abolished altogether