**THE PROGRAM OF THE FINAL EXAM ON THE DISCIPLINE**

**«** Modern media text**»**

**Form of conduct** – the traditional form of oral exam - answers to questions

**Platform** – Zoom (https://zoom.us)

**Exam form**: online (in synchronous format)

**Specialty**: «7М03202»

Spring semester 2020-2021 academic year

The course content covers governance approaches in different media sectors, key values and principles underlying communication law and policy, and the basics of media law, including but not limited to an analysis of various legal frameworks on freedom of expression, privacy and confidential information, libel and defamation, racial hatred and blasphemy, copyright, and right of reply.

**Exam description**: the exam will be conducted in a traditional manner. The student chooses a ticket, prepares for 10 minutes and then orally answers the ticket's questions.

**Students take the oral exam in alphabetical order.**

**The oral examination is taken by an examination committee, which includes: a lecturer and an alternative teacher.**

**Instructions for implementation:**

1. On the day and the specified time of the exam (according to the schedule), enter the “Zoom” videoconference using the invitation sent to you by the examiner.

2. Prepare your ID in advance. You will need to show it to the examiner before starting the exam. After this procedure, one student remains in the conference, the rest can mute the camera and microphone, but not leave the conference, they must be in standby mode.

3. You will also need to demonstrate the room in which you will be during the exam, so that the teacher makes sure that there are no strangers and prepared cribs near you. You will also need to demonstrate a desktop. You can use sheets of paper to prepare for the answer, but the examiner can ask you to show them before starting and after finishing your work.

4. Next, you will need to select a ticket. To do this, you need to turn on the demonstration of your screen, log into the "Univer" system with your username and password, find the name of the subject in the "Exam Schedule" tab and press the "Open ticket" button **with the permission of the examination committee**. Each ticket contains two questions: purely theoretical and more practical. You will have 10 minutes to prepare and formulate your answers. After the expiration of the time, you will need orally answer the questions posed. **The examiner** **and member of the examination committee have the right to ask additional clarifying questions.**

5. Try to build your answer in a logical sequence, avoiding mistakes.

6. Provide your answers with practical examples from foreign and domestic experience. Additionally, you can cite cases as examples.

7. Before you start building your answer, remember the evaluation criteria.

8. Within 48 hours, the examiner must put the mark on the exam sheet. You will see your final score in the "Univer" system.

9. During the exam, a video recording will be made, which will be stored for 3 months after the end of the exam. If you disagree with your score, you have the right to ask the appeal committee to review the video of the exam. If the appeal commission gives a lower score, then it will be considered the final one.

10. Sample questions and a list of necessary literature to prepare for the exam are uploaded to the «Univer» system.

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

1. Bell A. Approaches to Media Discourse. Blackwell, London, 1998.
2. Bell A. The Language of News Media. Blackwell, London, 1991.
3. The Media in Britain. Ed. By Stokes J., Reading A. Macmillan, London, 1999.

Media text

1. Extra linguistic aspects of media text
2. Symbolic function of the language presented by V.Evence
3. Interactive function of the language presented by cognitive linguists
4. Media text as a specific type of intercultural communication
5. Ambiguity of equivalence in media text
6. Polysemantic nature of the language signs and its influence on media text creation
7. The range of application of the lexical meaning in media text
8. The role of linguistic situation, background knowledge and context in media text
9. Interrelated components of media text
10. The stages of media text creation. The stage of verification against semantic and grammatical contexts.
11. Describe the theories in media linguistics
12. Give examples of the frames for news
13. Give examples of the frames for blogs
14. Present Venn diagram showing differences and similarities between cognitive mechanisms involved in written and oral media text
15. Demonstrate peculiarities of Media interpreting
16. Reveal a new bulk of competences for media journalist
17. Show the importance of cultural perspective of language evolution fort he process of mediat ext creation
18. Illustrate the peculiarities of communicational theory suggested by O’Kade
19. Interpret the transaformational theory of media text creation
20. Reframe the denotative theory of tcommunication
21. Defend the situational model of communication
22. Categorize the transformational model of communication
23. Articulate the connection of media linguistics with cognitive linguistics
24. Prioritize the connection of media linguistics with cybernetics
25. Determine the role of pragmatic aspects of media texts
26. Examine the connection between Media linguistics and Social linguistics
27. Assess the role of transdisciplinary approach for media linguistics
28. Comment the issues of cognitive theory of media text
29. Estimate the difficulties of stylistic devises in media text
30. Reflect the benefits of content analysis of media text

**CRITERIA FOR EVALUATION:**

|  |  |  |
| --- | --- | --- |
| **№** | **Evaluation criterion** | **Number of points** |
| 1 | Understanding job responsibilities, work environment and work schedule of a press secretary (**theoretical skills**) | 40 |
| 2 | The ability to apply in practice the theoretical knowledge gained, taking into account the Kazakhstani specifics and mentality. Acquisition skills, abilities and knowledge, which are necessary in order to work as a press secretary (**practical skills**) | 40 |
| 3 | Using of supporting/additional information | 5 |
| 4 | Proper volume | 5 |
| 5 | Constructing a response | 5 |
| 6 | Lack of logical, grammatical, theoretical and practical errors | 5 |
| **Total: 100** | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |