

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ПО ДИСЦИПЛИНЕ

Общие сведения

1.	Кафедра	Филологии и медиакоммуникаций
2.	Код и направление подготовки, направленность (профиль), год набора	42.03.02 Журналистика, направленность (профиль) Медиа-рилейшнз, 2023
3.	Дисциплина (модуль)	Иностранный язык
4.	Количество этапов формирования компетенций (разделы, темы дисциплины)	8

Перечень компетенций

Код компетенции	Наименование	Номер задания, проверяющего сформированность компетенции	
		1 вариант	2 вариант
УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	1-30	1-30

Критерии и показатели оценивания компетенций на различных этапах их формирования

Этап формирования компетенции (разделы, темы дисциплины)	Формируемая компетенция	Индикаторы компетенции	Критерии и показатели оценивания компетенций			Формы контроля сформированности компетенции
			Знать:	Уметь:	Владеть:	
1. Фонетический строй английского языка	УК-4	УК-4.1. Выбирает на государственном и иностранном (-ых) языках коммуникативно приемлемые стиль делового общения, вербальные и невербальные средства взаимодействия с партнерами.	1) терминологию данного раздела; 2) содержание теоретического материала изученного раздела	правильно артикулировать английские звуки (изолированно и в потоке речи)	Навыками фонетической транскрипции	Доклад, презентация Работа на практических занятиях
2. Вводный грамматический курс			1) терминологию данного раздела; 2) содержание грамматического материала изученного раздела	выполнять грамматические упражнения по теме данного раздела	навыками использования полученных знаний в практике перевода научных текстов	Тест I, раздел 1 Работа на практических занятиях

3. Основной грамматический курс		УК-4.2. Ведет деловую переписку, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках. УК-4.3. Умеет коммуникативно и культурно приемлемо вести устные деловые разговоры на государственном и иностранном (-ых) языках. УК-4.4. Выполняет перевод профессиональных (в т.ч. деловых) текстов с иностранного языка на государственный язык Российской Федерации и с государственного языка Российской Федерации	1) терминологию данного раздела; 2) содержание грамматического материала изученного раздела	выполнять грамматические упражнения по теме данного раздела.	навыками использования полученных знаний в практике перевода научных текстов	Тест I, раздел 2 Работа на практических занятиях
4. Страноведение			терминологию данного раздела на английском языке	употреблять изученные термины в процессе коммуникации	навыками перевода устных и письменных англоязычных текстов	Презентация Работа на практических занятиях
5. Расширенный грамматический курс (часть 1)			1) терминологию данного раздела; 2) содержание грамматического материала изученного раздела	выполнять грамматические упражнения по теме данного раздела.	навыками использования полученных знаний в практике перевода научных текстов	Тест II Работа на практических занятиях
6. Specialist language. Philology			профессионально ориентированную лексику раздела	использовать лексику раздела и полученные знания в процессе профессиональной коммуникации	1) навыками чтения и перевода текстов по специальности; 2) навыками общения на профессиональные темы	Доклад, презентация, глоссарий Работа на практических занятиях
7. Расширенный грамматический курс (часть 2)			1) терминологию данного раздела; 2) содержание грамматического материала изученного раздела	выполнять грамматические упражнения по теме данного раздела.	навыками использования полученных знаний в практике перевода научных	Тест II Работа на практических занятиях

		на иностранный			текстов	
8. Journalism		.	1) профессиональн о ориентированну ю лексику раздела; 2) правила написания журнальных и газетных статей	использоват ь лексику раздела и полученные знания в процессе профессион альной коммуникац ии	1) навыками чтения и перевода журнальн ых и газетных статей; 2) навыками написани я статей	Презентация , реферат Работа на практически х занятиях

Шкала оценивания в рамках балльно-рейтинговой системы «2» – 60 баллов
и менее «3» – 61-80 баллов «4» – 81-90 баллов «5» – 91-100 баллов

Контрольные задания

Вариант 1.

Грамматика

Заполните пропуск

Задание 1. (4 минуты).

My best friend is three years _____ than me. I am 21 years old, he is only 18.

Задание 2. (4 минуты).

The oldest living tree in the world grows in _____ California.

Задание 3. (4 минуты).

She is going to study music _____ next year.

Задание 4. (4 минуты).

Begin with a minute _____ two of small talk.

Задание 5. (4 минуты).

My course _____ on Monday at 9.30.

Задание 6. (4 минуты).

You are supposed to learn this poem _____ heart.

Задание 7. (4 минуты).

The forecast says it'll rain. You _____ take your umbrella.

Задание 8. (4 минуты).

This is Mary Simpson. She is the girl _____ works with me.

Задание 9. (4 минуты).

Most of Shakespeare's plays _____ in London.

Задание 10. (4 минуты).

Her secret was given _____ by her friend by mistake.

Профессиональная Лексика

Заполните пропуск

Задание 11. (4 минуты).

The statistical study of human populations is _____.

Задание 12. (4 минуты).

A declarative sentence that is either true or false is ...

Задание 13. (4 минуты).

A branch of philosophy that addresses questions about morality – that is, concepts such as good and evil, right and wrong, justice, etc. is ...

Задание 14. (4 минуты).

The company made a public _____ that the prices would decrease.

Задание 15. (4 минуты).

Cultural _____ are general practices found in every culture.

- a) programmes
- b) institutions
- c) events
- d) universals

Задание 16. (4 минуты).

Social _____ is the ways people act towards one another when they meet.

- a) role
- b) behaviour
- c) interaction
- d) value

Речевой этикет

Выберите реплику, наиболее соответствующую ситуации общения

Задание 17. (4 минуты).

Shop assistant: Can I help you?

Customer: _____

- a) Fine.
- b) No, that's not necessary.
- c) Oh, good. I'm so glad to have met you.
- d) No, it's all right, I'm just looking.

Задание 18. (4 минуты).

Teacher: Well, good bye and the best of luck for the future.

Student: _____

- a) Good luck.
- b) Good bye for ever.
- c) Thank you for teaching me, I really enjoyed your lessons.
- d) Let's hope for the best.

Страноведение. Культура и традиции стран изучаемого языка

Заполните пропуск

Задание 19. (2 минуты).

British Museum is situated in _____.

Задание 20. (2 минуты).

There are _____ stars on the US flag.

Задание 21. (2 минуты).

The largest city of Canada is _____.

Задание 22. (2 минуты).

There are _____ main political parties in the USA.

Задание 23. (2 минуты).

One of the most popular, very slow and long English summer games played on a green field by two teams of eleven players is called _____.

Задание 24. (2 минуты).

The first woman to hold the office of prime minister of Great Britain is _____.

Задание 25. (2 минуты).

The part of the UK which had been an independent state and was joined to Britain in 1707, after a long struggle for its independence is _____.

Задание 26. (2 минуты).

The highest peak of the USA, Mount Mc Kinley, is located in _____.

Прочитайте текст

Auguste Comte

- The French philosopher who is known as the Father of Sociology is Auguste Comte. Comte advocated a science of society, which he named sociology. It was Comte's intention that there be one science of society to take its place alongside the various physical sciences, he stated the need for a "science of man". He urged the use of natural science techniques in the study of social life. Comte also originated positivism, a philosophic doctrine that incorporated his views on sociology.
- Auguste Comte was born in Montpellier, France, on Jan. 19, 1798. His father, Louis, was a tax official. Auguste studied at the Ycole Polytechnique, in Paris, from 1814 to 1816. In 1818 he became secretary to the Comte de St-Simon, a pioneer socialist. Beginning in 1826, Comte delivered private lectures to some of the leading French scholars and scientists of the day. These lectures became the basis of his most famous work, the six-volume "Course of Positive Philosophy" which was published between 1830 and 1842. In 1827, two years after his marriage to Caroline Massin, Comte suffered a mental breakdown. After his recovery he was on the staff of the Ycole Polytechnique from 1832 to 1842. In his four-volume "System of Positive Polity" published between 1851 and 1854 Comte formulated a concept called "religion of humanity".
- Comte is best known for his "law of the three stages". According to this "law" man's explanations of natural and social processes pass through three stages – the theological, the metaphysical and the positive. In the first stage, man sees these processes at the work of supernatural powers. In the second, he explains them by means of such abstract ideas as "causes" and "forces".

- In the third stage, he accumulates factual data and determines relationships among the observed facts. Comte believed that astronomy, physics, chemistry, and biology had evolved through these stages. He sought to organize sociology along “positive” lines. Comte died in Paris in Sept. 5, 1857.

Ответьте на вопрос:

Задание 27. (10 минут).

What does the law of three stages suggested by Comte imply?

- a) A man sees and explains natural world and social events through theological, metaphysical and positive stages.
- b) According to this law there are three stages in developing a person.
- c) The society is evolved through three stages.
- d) This law can be applied only for people.

Задание 28. (10 минут).

Определите основную идею текста

- a) August Comte gave sociology its name and developed it as a science.
- b) Positivism is a philosophic doctrine connected with sociology.
- c) Sociology is considered to be a science of society.
- d) Auguste Comte is well-known for his book “Course of Positive Philosophy”.

Письмо. Деловая корреспонденция

Задание 29. (6 минут).

Расположите части резюме в правильном порядке

- A. education
- B. skills
- C. personal details
- D. references
- E. activities
- F. professional experience

Задание 30. (6 минут).

Определите к какому виду делового документа относится представленный ниже отрывок

... We are a large record store in the center of Manchester and would like to know more about CDs and DVDs you advertised in last month’s edition of *Hi Fi*. Could you tell us if the products are leading brand names, or made by small independent companies, and if they would be suitable for recording classical music, games and video?

We would appreciate it if you send us some samples.

- a) Contract
- b) Memo
- c) Letter of enquiry/request
- d) CV

Вариант 2.

Грамматика

Заполните пропуск

Задание 1. (4 минуты).

When you _____ older, you'll change your mind about this.

Задание 2. (4 минуты).

That was great! It was _____ meal you have ever cooked.

Задание 3. (4 минуты).

Everybody agrees that _____ happiness is very important in the life of people.

Задание 4. (4 минуты).

When they arrived _____ the station, they rushed to the platform not to miss the train.

Задание 5. (4 минуты).

Whose house is it? - It's _____.

Задание 6. (4 минуты).

The result of his investigation _____ in the newspaper soon.

Задание 7. (4 минуты).

We had five phone calls, but there were _____ for you.

Задание 8. (4 минуты).

We wished the bride and groom happiness in _____ new life together.

Задание 9. (4 минуты).

Have you ever visited other countries? - Yes, I _____ to Italy and France.

Задание 10. (4 минуты).

It has been raining for two hours. I hope it _____ raining soon.

Профессиональная Лексика

Заполните пропуск

Задание 11. (4 минуты).

The _____ line was shut down for two hours as a result of damaged machinery.

- a) production
- b) delivery
- c) control

Задание 12. (4 минуты).

Information on _____ prices is available to brokers throughout the world.

- a) market
- b) share
- c) trading

Задание 13. (4 минуты).

I am going to _____ my trip to New-York. The situation changed completely.

- a) deny
- b) refuse
- c) cancel

Задание 14. (4 минуты).

A movement of money into or out of an account is called _____ .

Задание 15. (4 минуты).

Monthly salaries of our staff go directly into their _____ .

Задание 16. (4 минуты).

Wealth used to produce more wealth is called _____ .

Речевой этикет

Вам представлено несколько неpolitкорректных выражений в левой колонке. Сопоставьте их с политкорректными эквивалентами.

Задание 17. (4 минуты).

- | | |
|--------------|------------------------------|
| 1. Disabled | a. Visually-challenged |
| 2. Hispanics | b. Member of Africa Diaspora |
| 3. Blind | c. Physically-challenged |
| 4. Indian | d. Chicano |
| 5. Nigger | e. Indigenous person |

Страноведение. Культура и традиции стран изучаемого языка

Заполните пропуск

Задание 19. (2 минуты).

The flag of the United Kingdom is known as_____.

Задание 20. (2 минуты).

Who is the Head of the State in the United Kingdom?

Задание 21. (2 минуты).

When do Americans celebrate Independence Day?

Задание 22. (2 минуты).

The oldest University in Great Britain is_____.

Задание 23. (2 минуты).

Who is Robert Burns?

Задание 24. (2 минуты).

Which is the longest river in the USA?

Задание 25. (2 минуты).

Which part of London can be called its centre?

Задание 26. (2 минуты).

Who arrived at Plymouth Rock in 1620?

Задание 26. (2 минуты).

What's the capital city of Scotland?

Задание 26. (2 минуты).

The largest city of Canada is _____.

Прочитайте текст

Bill Gates

Everyone has heard of Bill Gates, one of the richest and most successful people in the world. Microsoft, the business he started with a friend in 1975, has become the world's largest computer software company, and Gates was the world's youngest billionaire, at the age of 31.

His full name is William Henry Gates III, and he was born on 28th October, 1955, in Seattle, USA. At school, he soon showed that he was very intelligent, and especially good at Maths and Science. His parents decided to send him to Lakeside, the private school where he first began to use computers. 13-year-old Bill Gates and his schoolfriend Paul Allen were soon spending all their time writing programs and learning about computers instead of doing their schoolwork! After finishing school in 1973, Bill went to Harvard, America's most famous university. The next year, he and Paul Allen wrote an operating program for the Altair, one of the world's first microcomputers. The two friends started Microsoft in 1975, and Gates left Harvard. Before long, Microsoft was a major business success. Since then, the company has continued to grow, producing most of the world's leading PC software. One reason for his success is that Gates has always been very ambitious and hardworking. This has not left him much time for a normal personal life, but in 1994 he married Melinda French, a Microsoft employee, and in 1995 he wrote a best-selling book, *The Road Ahead*.

Bill has mixed feelings about spending so much time running Microsoft. "There are a lot of experiences I haven't had, but I do like my job," he says. When he does find time to relax, he likes puzzles, golf and reading about science. For such a rich person, his life is simple, and he spends little on himself and his family. When it comes to helping others, though, Gates is very generous. He has already given huge amounts of money to charity, and says that he plans to give away almost all of his wealth when he retires.

Ответьте на вопрос:

Задание 27. (10 минут).

- 1 Who is Bill Gates?
- 2 What have he and Paul Allen done together?
- 3 Why has Gates been so successful?
- 4 What does he do in his free time?
- 5 What does he plan to do with all his money?

Задание 28. (10 минут).

Определите основную идею текста:

- a) Gates has had an enormous influence on the computer market.
- b) Microsoft invented DOS and has based its fortunes on it.
- c) Windows was created from DOS.
- d) DOS is the most successful operating system ever used by the majority of people all over the world.
- e) Gates is not good at technology, but is a successful business man.
- f) Bill Gates helps the needy.

Письмо. Деловая корреспонденция

Задание 29. (6 минут).

Расположите части делового письма в правильном порядке:

- A. Please rest assured that we shall make every effort not to repeat such mistakes in the future
Faithfully yours
B. Manufacturers Trust Company, 55 Broad Street, New York 27 N.Y. October 15 2005
C. In order to correct this error, we are sending enclosed the cheque for the...
D. Messrs. A. Smith&Co., Ltd., 28 Moorgate St., London, E.C.2, England
E. Dear Sirs
We must apologise for sending you the cheque for the wrong amount of money

Задание 30. (6 минут).

Определите к какому виду делового документа относится представленный ниже отрывок:

I was very pleased to receive your inquiry of 5 June and enclose our illustrated catalogue and price list giving the details requested. A full range of samples has also been sent by separate post. On regular purchases of quantities of not less than 500 individual items, we would allow a trade discount of 44%.

- a) Inquiry Replies
- b) Cover Letter
- c) Offer Letter
- d) Advertising Letter

Методические материалы, определяющие процедуры оценивания знаний (ключи)

Вариант 1:

1	1	2	3	4	5	6	7	8	9	10
	younger	---	---	or	starts/begins	by	should	who	were written	away
2	1	2	3	4	5	6				
	demography	a statement	ethics	announcement	c	b				
3	1	2								
	d	c								
4	1	2	3	4	5	6	7	8		
	London	50	Toronto	Two/2	Cricket	Margaret Thatcher.	Scotland	Alaska		
5	1	2								
	CAFBED	c								

Вариант 2:

1	1	2	3	4	5	6	7	8	9	10
	grow	the best	---	at	mine	is published	none	their	have been	stops
2	1	2	3	4	5	6				
	production	market	cancel	transaction	accounts	capital				
3	1	2	3	4	5					
	c	d	a	e	b					
4	1	2	3	4	5	6	7	8	9	10
	the Union Jack	the Queen	July 4	Oxford	a poet	Mississippi	the City	the pilgrims	Edinburgh	Toronto
5	1	2								

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