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ПРОГРАММА ВСТУПИТЕЛЬНОГО ЭКЗАМЕНА ПО АНГЛИЙСКОМУ ЯЗЫКУ

**(для осуществления приема на обучение по
образовательным программам высшего образования -
программам подготовки научных и научно-педагогических
кадров в аспирантуре)**

5.9.9. «Медиакоммуникации и журналистика»

Программа утверждена
Ученым советом факультета
(протокол № 03 от 01 марта 2024 г.)

I. ОПИСАНИЕ ПРОГРАММЫ

Настоящая программа предназначена для осуществления приема на обучение по образовательным программам высшего образования - программам подготовки научных и научно-педагогических кадров в аспирантуре вступительного экзамена по английскому языку в аспирантуру по научной специальности *5.9.9 Медиакоммуникациям и журналистике* и содержит основные темы и вопросы к экзамену, список основной и дополнительной литературы и критерии оценивания.

Целью вступительного экзамена в аспирантуру по английскому языку является проверка степени владения знаниями и умениями, позволяющими понимать научную литературу и прессу на английском языке, вести беседу на профессиональные темы, а также владеть навыками бытового общения в пределах изученного языкового материала и в соответствии с выбранной специальностью.

От абитуриента ожидается: Знание орфоэпических норм английского языка, основных грамматических форм и конструкций английского языка. Понимание на слух диалогической речи по специальности, поддержание беседы как по общим вопросам развития журналистики, так и в связи с профилем научной деятельности поступающего. Владение навыками чтения текстов на профессиональные темы; навыками адекватного перевода текста с английского языка на русский; страноведческими знаниями, необходимыми для адекватного понимания текста.

II. ОСНОВНЫЕ РАЗДЕЛЫ И ВОПРОСЫ К ЭКЗАМЕНУ

Вступительное испытание включает в себя три этапа.

Первый этап - письменный перевод со словарем текста по общим вопросам развития журналистики с английского языка на русский. Объем текста 2500 печ. знаков. Время на подготовку - 60 мин.

Второй этап - чтение без словаря и реферирование текста газетной статьи объемом до 4000 печ. знаков. Время на подготовку - 20 мин.

Третий этап - беседа на английском языке по вопросам, связанным с научной работой и специальностью поступающего в аспирантуру.

Результат каждого этапа вступительного испытания оценивается по пятибалльной шкале тремя разными экзаменаторами. Максимальное количество начисляемых баллов за каждый этап – пять.

III. ПРИМЕР ЭКЗАМЕНАЦИОННОГО БИЛЕТА

Вопрос 1. Письменный перевод текста по специальности с английского языка на русский.

Вопрос 2. Устное реферирование текста по специальности.

Вопрос 3. Беседа на английском языке по теме диссертации.

Образцы текстов экзамена по английскому языку

1. Письменный перевод со словарем текста общим вопросам развития журналистики:

There is a ground shift happening in the media industry, not just in news, because of the widening reach of social media networks. Mass media is passé. Today, it is all about personal media.

In the old days, a reporter was given a lead or went out to find a story. Today, many stories are received third hand (sometimes even fourth or fifth hand) through Facebook posts or Tweets or Digg so that by the time a story is assigned to the reporter, the story in some form or another is already out there in the social media universe. The reporter now has to take that into consideration and find some angle to the story that is not yet being talked about.

As to the notion of scoops and breaking news, a lot of tips or leads these days are from the web or what's "trending" in social networks like Twitter, Facebook or its popularity rating on Digg or based on search volume patterns in search engines like Google or Bing. This is radically changing the industry's concept of what a scoop or breaking news is. Journalists are forced to accelerate the traditional journalistic process because people now want real time information. People want the information as soon as the journalist or the media outlet receives it. So to sit on a story until it is complete is to risk being out-scooped by competitors or even worse to be dubbed slow by the public. It is now a necessity to give the audience bits of information at a time, as soon as the information is available. No media outlet can afford to wait. Why? Traditionally, media outlets compete to out-scoop each other but today if they hold on to a story too long, they run the risk of being out-scooped by amateurs such as bloggers, citizen journalists and twitterers.

While the current technological landscape shows tremendous promise and present numerous opportunities for news and its practitioners, there are also potential pitfalls. While social media networks churn out viable leads, there are also a lot of hearsays going on and even hoaxes. In October 2008, a citizen journalist, a CNN iReport poster reported that Apple CEO Steve Jobs had been rushed to the hospital after a severe heart attack citing an anonymous source. The story turned out to be false. CNN removed the story from the site and referred to it as fraudulent. That false story impacted the financial markets. Apple's stock in US trade took a major hit and dived to its lowest that year before bouncing back. Newspapers report, "the stock recovered around the time the post was removed."

From JOURNALISM IN THE AGE OF SOCIAL MEDIA By JENNIFER ALEJANDRO

2. Чтение без словаря и реферирование текста газетной статьи

Many countries suffer from shrinking working-age populations

There are things they can do to mitigate the dangers

Many developed countries have anti-immigration political parties, which terrify the incumbents and sometimes break into government. Lithuania is unusual in having an anti-emigration party. The small Baltic country, with a population of 2.8m (and falling), voted heavily in 2016 for the Lithuanian Farmer and Greens' Union, which pledged to do something to stem the outward tide. As with some promises made elsewhere to cut immigration, not much has happened as a result.

"Lithuanians are gypsies, like the Dutch," says Andrius Francas of the Alliance for Recruitment, a jobs agency in Vilnius, the capital. Workers began to drift away almost as soon as Lithuania declared independence from the Soviet Union in 1990. The exodus picked up in the new century, when Lithuanians became eligible to work normally in the EU. For many, Britain is the promised land.

Mostly because of emigration, the number of Lithuanians aged between 15 and 64 fell from 2.5m in 1990 to 2m in 2015. The country is now being pinched in another way. Because its birth rate crashed in the early 1990s, few are entering the workforce. The number of 18-year-olds has dropped by 33% since 2011. In 2030, if United Nations projections are correct, Lithuania will have just 1.6m people of working age—back to where it was in 1950.

Lithuania was an early member of a growing club. Forty countries now have shrinking working-age populations, defined as 15- to 64-year-olds, up from nine in the late 1980s. China, Russia and Spain joined recently; Thailand and Sri Lanka soon will. It need not always be disastrous for a country to lose people in their most productive years. But it is a problem. A place with fewer workers must raise productivity even more to keep growing economically. It will struggle to sustain spending on public goods such as defence. The national debt will be borne on fewer shoulders. Fewer people will be around to come up with the sort of brilliant ideas that can enrich a nation. Businesses might be loth to invest. In fast-shrinking Japan, even domestic firms focus on foreign markets.

Some countries face gentle downward slopes; others are on cliff-edges. Both China and France are gradually losing working-age people. But, whereas numbers in France are expected to fall slowly over the next few decades, China's will soon plunge—a consequence, in part, of its one-child policy. The number of Chinese 15- to 64-year-olds, which peaked at just over 1bn in 2014, is expected to fall by 19m between 2015 and 2025, by another 68m in the following decade, and by 76m in the one after that.

Jörg Peschner, an economist at the European Commission, says that many countries face demographic constraints that they either cannot or will not see. He hears much debate about how to divide the economic cake—should pensions be made more or less generous?—and little about how to prevent the cake from shrinking. Yet countries are hardly powerless. Even ignoring the mysterious business of raising existing workers' productivity, three policies can greatly alleviate the effects of a shrinking working-age population.

The first is to encourage more women to do paid work. University-educated women of working age outnumber men in all but three EU countries, as well as America and (among the young) South Korea. Yet female participation in the labour market lags behind men's in all but three countries worldwide. Among rich countries, the gap is especially wide in Greece, Italy, Japan—and South Korea, where 59% of working-age women work compared with 79% of men.

Governments can help by mandating generous parental leave—with a portion fenced off for fathers—to ensure that women do not drop out after the birth of a child. And state elderly care helps keep women working in their 50s, when parents often become more needy. But a recent IMF report argues the greatest boost to recruiting and keeping women in paid jobs comes from public spending on early-years education and child care.

Employers can do more too, most obviously by providing flexible working conditions, such as the ability to work remotely or at unconventional hours, and to take career breaks. Fathers need to be able to enjoy the same flexible working options as mothers. Some women are kept out of the workforce by discrimination. This can be overt.

The levers for governments to pull are well known: they can remove financial incentives (tax or benefits) to retire early and increase those to keep working.

Employers, too, will have to change their attitudes to older workers. Extending working lives will require investment in continued training, flexible working arrangements, such as phased retirement, and improved working conditions, particularly for physically tough jobs.

A final option is to lure more migrants in their prime years. Working-age populations are expected to keep growing for decades in countries such as Australia, Canada and New Zealand, which openly

court qualified migrants. Others can try to entice foreign students and hope they stick around. The trouble is that the countries with the biggest demographic shortfalls are often the most opposed to immigration. For example, the inhabitants of the Czech Republic and Hungary view immigrants more negatively than any other Europeans do, according to the European Social Survey.

“China has never been a country of immigrants,” explains Fei Wang of Renmin University in Beijing. It is unlikely to become one, but is trying to lure back emigrants and to attract members of the ethnic-Chinese diaspora. In February the government relaxed visa laws for “foreigners of Chinese origin”. In Shanghai, and perhaps soon in other cities, foreign-passport holders are allowed to import maids from countries such as the Philippines. That is a small step in the right direction.

Just as countries’ demographic challenges vary in scale, so the remedies will help more in some countries than in others. Take Italy and Germany. Both have shrinking working-age populations that are likely to go on shrinking roughly in parallel. But Italy could do far more to help itself. Because the women’s employment rate in Italy lags so far behind the men’s rate, its active population would jump if that gap closed quickly—and if everybody worked longer and became more educated (see chart 2). Germany could do less to help itself, and Lithuania less still.

In theory, every rich country can prise open the demographic trap. Governments could begin by lowering barriers to immigrants and raising the retirement age. They could entice more women into the workforce. They could raise the birth rate by providing subsidised child care, which would create a wave of new workers in a couple of decades, just when the other reforms are petering out. But, when a country is shrinking, many things come to seem more difficult. Earlier this year, Poland built up a large backlog of immigration applications, many of them from Ukrainians. It turned out that the employment offices were badly understaffed, and could not process the paperwork in time. They had tried to take on workers, but failed.

IV. РЕКОМЕНДУЕМАЯ ЛИТЕРАТУРА

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V. КРИТЕРИИ ОЦЕНИВАНИЯ

«зачет» ставится за:

1. Сформированные систематические представления об основных грамматических формах и конструкциях английского языка;
2. Успешное и систематическое применение навыков чтения текстов на профессиональные темы, навыков адекватного перевода текста с английского языка на русский;
3. Сформированное умение понимать на слух диалогическую речь по специальности, вести беседу как по общим вопросам развития журналистики, так и в связи с профилем научной деятельности поступающего.
4. Сформированные, но содержащие отдельные пробелы представления об основных грамматических формах и конструкциях английского языка;
5. В целом успешное, но содержащее отдельные пробелы применение навыков чтения текстов на профессиональные темы, навыков адекватного перевода текста с английского языка на русский;
6. В целом успешное, но содержащее отдельные пробелы умение понимать на слух диалогическую речь по специальности, вести беседу как по общим вопросам развития журналистики, так и в связи с профилем научной деятельности поступающего.
7. В целом успешное, но не систематическое применение навыков чтения текстов на профессиональные темы, навыков адекватного перевода текста с английского языка на русский;
8. В целом успешное, но не систематическое умение понимать на слух диалогическую речь по специальности, вести беседу как по общим вопросам развития журналистики, так и в связи с профилем научной деятельности поступающего.

«незачет» ставится за:

1. Фрагментарные представления об основных грамматических формах и конструкциях английского языка;
2. Фрагментарное владение навыками чтения текстов на профессиональные темы, навыками адекватного перевода текста с английского языка на русский;
3. Фрагментарное умение понимать на слух диалогическую речь по специальности, вести беседу как по общим вопросам развития журналистики, так и в связи с профилем научной деятельности поступающего.

V. АВТОРЫ

1. Костанян З. В. – доцент кафедры медиалингвистики.