

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ

по дисциплине «Английский язык»

для направления подготовки 42.03.02 Журналистика

Содержат:

– презентации по темам;

презентация (от англ. «presentation» — представление) — это набор картинок-слайдов на определенную тему, которые хранятся в файле специального формата. На каждом слайде можно содержать произвольную текстовую, графическую или видеоинформацию, анимацию, звук из подготовленного аудиофайла, а так же и записанный с микрофона. Презентации легко создавать с помощью программы MS PowerPoint.

Правила создания мультимедийных презентаций

Основное правило презентаций: простота, лаконичность (минимализм в подаче визуальной информации). Краткое изложение материала, максимальная информативность текста.

- Читабельность (видимость из самых дальних уголков помещения и с различных устройств);
- отсутствие накопления, четкий порядок во всем;
- тщательно структурированная информация;
- наличие коротких и лаконичных заголовков, маркированных и нумерованных списков;
- важная информация (например, выводы, определения, правила и т. д.) подается большим и выделенным шрифтом и размещается в левом верхнем углу слайда;
- второстепенная информация размещается внизу слайда;
- каждому положению (идее) отводится отдельный абзац;
- главная идея выкладывается в первой строке абзаца;
- используются табличные формы представления информации (диаграммы, схемы) для иллюстрации важнейших фактов. Это дает возможность подать материал компактно и наглядно;
- графика должна органично дополнять текст;
- объяснения размещаются как можно ближе к иллюстрациям, с которыми они должны появляться на экране одновременно;
- инструкции к выполнению задач тщательно продумываются относительно их четкости, лаконичности, однозначности;
- используется эмоциональный фон (художественная проза запоминается лучше, чем специальные тексты, а стихи — лучше, чем проза);
- вся текстовая информация тщательно проверяется на отсутствие орфографических, грамматических и стилистических ошибок;
- производительность подаваемого материала увеличивается, если одновременно задействованы зрительный и слуховой каналы восприятия информации (зарубежные источники это называют принципом модальности). Поэтому рекомендуется там, где это возможно, использовать для текста и графических изображений звуковое сопровождение;

– материалы к подготовке доклада;

доклад — вид самостоятельной научно-исследовательской работы, где автор раскрывает суть исследуемой проблемы; приводит различные точки зрения, а также собственные взгляды на нее. Различают устный и письменный доклад (по содержанию близкий к

реферату).

Можно выделить следующие этапы работы над докладом:

1. Подбор и изучение основных источников по теме (рекомендуется использовать не менее 8–10 источников).
2. Составление библиографии.
3. Обработка и систематизация материала. Подготовка выводов и обобщений.
4. Разработка плана доклада.
5. Написание.
6. Публичное выступление с результатами исследования.

В работе над докладом соединяются три качества исследователя: умение провести исследование, умение преподнести результаты слушателям, умение квалифицированно ответить на вопросы.

Отличительной чертой доклада является научный, академический стиль, т. е. совершенно особый способ подачи текстового материала, наиболее подходящий для написания учебных и научных работ. Данный стиль определяет следующие нормы:

- 1) предложения могут быть длинными и сложными;
- 2) часто употребляются слова иностранного происхождения, различные термины;
- 3) употребляются вводные конструкции типа «по всей видимости», «на наш взгляд»;
- 4) авторская позиция должна быть как можно менее выражена, то есть должны отсутствовать местоимения «я», «моя (точка зрения)».

Общая структура доклада может быть следующей.

Формулировка темы исследования (должна быть не только актуальной, но и оригинальной, интересной по содержанию).

Актуальность исследования (чем интересно направление исследований, в чем заключается его важность, какие ученые работали в этой области, каким вопросам в данной теме уделялось недостаточное внимание, почему учащимся выбрана именно эта тема).

Цель работы (в общих чертах соответствует формулировке темы исследования и может уточнять ее).

Задачи исследования (конкретизируют цель работы, раскладывая ее на составляющие).

Гипотеза (научно обоснованное предположение о возможных результатах исследовательской работы, формулируется в том случае, если работа носит экспериментальный характер).

Методика проведения исследования (подробное описание всех действий, связанных с получением результатов).

Результаты исследования (краткое изложение новой информации, которую получил исследователь в процессе наблюдения или эксперимента, при изложении результатов желательно давать четкое и немногословное истолкование новым фактам, полезно привести основные количественные показатели и продемонстрировать их на используемых в процессе доклада графиках и диаграммах).

Выводы исследования (умозаключения, сформулированные в обобщенной, конспективной форме, они кратко характеризуют основные полученные результаты и выявленные тенденции, выводы желательно пронумеровать: обычно их не более 4 или 5).

К оформлению доклада предъявляются следующие требования. Обязательно наличие:

- 1) титульного листа;
- 2) оглавления (в нем последовательно указываются названия пунктов доклада, указываются страницы, с которых начинается каждый пункт);

- 3) введения (формулируется суть исследуемой проблемы, обосновывается выбор темы, определяются ее значимость и актуальность, указываются цель и задачи доклада, дается характеристика используемой литературы);
- 4) основной части (каждый раздел ее доказательно раскрывает исследуемый вопрос);
- 5) заключения (подводятся итоги или делается обобщенный вывод по теме доклада);
- 6) списка литературы.

– неадаптированные образцы иноязычных и аутентичных текстов;

reading comprehension

BEING A JOURNALIST

I've been getting a lot of email from people asking how to become a journalist, so I've compiled this page of frequently asked questions. The answers relate to my own experience in the UK.

How difficult is it to get a job as a journalist?

Journalism consistently features in surveys of what jobs graduates would most like to have. You'll probably need luck and persistence, but you'll need a reasonable dose of those in doing the job too. And you can do a lot to help good luck along. I don't think it's harder than getting a job as a teacher or engineer. If you want to be a big name and front the TV news or hit the broadsheet cover pages, it's going to take more work. But you'll probably have to start at the same place.

What training should I take to be a journalist?

A word of caution here: a lot of people want to be journalists, proofreaders or photographers and there's a small industry in companies that exploit this by selling training that isn't widely respected in the industry. That's not to say it won't help you, just that you might not get value for money and might find that the benefits of the training are oversold to you. Correspondence courses are a particular problem.

If you're choosing a degree, it might make most sense to choose a non-media degree.

That gives you a possibility to write about and you can always pick up the media training later. Most major publishers look to graduates to fill their entry-level positions.

There are some excellent courses run by PMA which I've taken and the NCTJ runs courses for training (mainly newspaper) journalists.

There are a lot of companies offering on the job training. The deal here is usually that they exploit you for the work, and you exploit them for the training. Not much money changes hands. As long as they give you a real chance to learn quickly, they're a cheaper way to start than paying for a course. You might need to aggressively pursue opportunities to try new things.

No certificates will help you as much as experience, so start writing as soon as you have an opportunity.

What's the best way to get into journalism?

By doing it. Obviously editors of newsstand bestsellers won't be too chuffed if you waste their time pitching half-prepared ideas to them (and the problem when you're starting out is that you don't know what you don't know), but a lot of special interest publications encourage new writers. If you've got a hobby, you can often write for the publications that serve that hobby to start building up a portfolio. If there's an event or trade show locally, you might be able to cover it for the national or international business or trade press because they can't send anyone else. You can find new magazines using the Writers & Artists Yearbook (in most libraries, and you can buy it from here). The most definitive guide is Brad, which you might have to travel to a business library for.

Once you have a piece published, you're able to work your way up by sending copies of that with article proposals to editors on slightly bigger and/or more prestigious publications until you're where you want to be.

You can also write for local free sheets (which often won't pay, but will give you a printed credit), fanzines and websites. If there isn't an opportunity to write about your pet subject, think of ways to create an opening or ways you can learn to write for a new market.

Two tips on starting out in writing:

Make sure you get the market rate for your work. If it's worth printing, it's worth paying for.

Stretch yourself without promising something you can't deliver. If you don't deliver, someone else is going to have to fill that page at short notice, which won't generate many applications for your fan club.

What about music journalism?

— дополнительные тематические тексты и диалоги;

Dialogues — Job interview

someone knocked the door

- Excuse me, may I come in?
- Yes, of course. Sit down. So, what's your name?
- My name is James Smith.
- How old are you?
- I am 20 years old.
- Well, James, where did you work before?
- I worked as a cashier in McDonald's.
- Are you quit yourself or somebody fired you?
- I quit myself. The work distracted me.
- Okay. So you haven't got experience in selling cars.
- That's right.
- You must understand that we need skilled workers.
- It seems to me, that I won't get this job. But, I think that there is a good candidate for this place!
- Who are you talking about?
- My father knows the machines well. Moreover, he has a lot of free time!
- Okay, how old is your father?
- He is 45.
- Hmm ... I think we'll call you back later.
- Okay. Be sure to call. Here is his number: 81341341313.
- I need to write down his name and surname.
- Oh sure. His name is George Smith.
- Thank you so much.
- Thank you.
- Have a nice day!
- Bye!
- Bye!

- Hello Anna.
- Hello.
- You are applying for an editorial job.
- Yes.
- You have a wonderful resume. Tell me more about your work in the newspaper.
- I started working as a [freelance](#) reporter. For the year I grew up to be an assistant editor. My specialization is economic news, interviews with key persons of companies.
- This is exactly what we need. Do you know the conditions that we offer?
- Yes, I read it on the site.
- Are you satisfied with everything?
- Yes, but I would like to have a more flexible schedule.
- Good. If everyone is happy with everything, then congratulations, you are accepted, bring the documents to the personnel department. Welcome to the team.

– руководство по написанию эссе;

эссе состоит из следующих элементов:

1. Вступления. Формулируете проблему спорного вопроса, не освещая при этом своего личного мнения.
2. Основной части, в которой представлена аргументация «за» и «против», с подтверждающими фактами, примерами и доказательствами.
3. Заключения, в котором вы выражаете непосредственно свою точку зрения и подводите итог всему ранее сказанному.

Выражения «I think», «I believe», «In my opinion», «From my point of view» могут использоваться автором только в заключении, где он выражает свою точку зрения по данной проблеме.

Чтобы правильно рассчитать количество слов в эссе (200–250), следует использовать следующие структуры количества предложений:

вступление – 3 предложения, в каждом в среднем 7-8 слов;

основная часть – 5 предложений на каждый аргумент (всего 15);

заключение – 3 предложения, в каждом в среднем 7-8 слов.

Изучите лексический минимум, необходимый для грамотного написания эссе

Вступление. Introduction	Put forward the main idea of your topic.
Аргументы «за». Arguments «for» (PRO ideas)	One major advantage of/ one point of view in favour of, One/Another/A further/An additional (major) advantage of... is ... The main/greatest/first advantage of... is ...
Аргументы «против». Arguments “against” (CON(s))	One/Another/ A further/An additional (major) disadvantage/drawback of... The main/greatest/most serious/first disadvantage /drawback of... Another negative aspect of... A further common criticism of... / It could be argued that
Лексические средства логической связи. Useful language and linking words/phrases	Firstly/ First of all/ in the first place/ first of all/ to start with/ to begin with/ secondly/ thirdly/ finally/ last but not least
	what is more/ furthermore/ moreover/ also/ in addition to/ besides/ apart from this/that

	not to mention the fact that/on the other hand/ however/ in spite of/ while/ whilst/ whereas/ nevertheless/ despite/ even though/ although/ regardless of the fact that
	It can be argued that/ one can argue that ... It may be said/argued/claimed that... There is another side to the issue/question/argument of...
Введение примеров	for example, for instance, such as, like, in particular, particularly, especially, This is (clearly) illustrated/shown by the fact that... One/A clear/striking/typical example of (this)... The fact that.... shows/illustrates that...
Придать особое значение	Clearly/ obviously/ it is obvious/ naturally/ of course/ needless to say/ indeed
Подчеркнуть реальность	In fact/ the fact (of the matter) is/ actually/ in practice/ it is a fact that/ in effect
Обобщение	as a (general) rule/ generally/ in general/ on the whole/ by and large/ in most cases
Введение относительно/ частично верных высказываний/	to a certain extent/degree, to some extent/degree, in a way/sense/ this is partly true (but)/ to a limited extent/ there is some truth in (this)/ in some cases/ up to a point
Дать объяснение	in other words/ that is to say/ this/which means that
Выражение причины	owing to/ due to fact that/ on account of/ on the grounds that/ given that/ because/ as/ since
Выражение результата/ влияния	therefore/ thus/ as result/consequence/ consequently/ so for this reason, if... were to happen,... the effect/ result would be ...
Выражение цели / стремления	To/ so as to/ in order to/ so that/ with the intention of (+ ing)
Заключение. Conclusion	to sum up/ all in all/ all things considered/ in conclusion/ on the whole/ above all/ as was previously stated/ For the above-mentioned reasons, therefore, I (firmly) believe

	<p>that...</p> <p>Taking everything into account, I therefore conclude/feel/believe (that)...</p> <p>All things considered, the obvious conclusion to be drawn is that...</p> <p>There is no absolute answer to the question of...</p> <p>In the light of this evidence, it is clear/obvious/etc that...</p>
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– ситуации для обсуждения (critical thinking and creative thinking);

In pairs or groups of 4 work out a plan on these situations:

1. Today is the first day of the rest of your life.
2. A true friend is someone who is there for you when he/she would prefer to be somewhere else. (Len Wein, American comic book writer)
3. A man paints with his brain, and not with his hands. (Michelangelo, Italian painter and sculptor)
4. A holiday is having nothing to do and all day to do it. (Robert Orben, American editor)
5. Photographs are pictures taken to please the family and bore the neighbours. (Edmund Volkart, American sociologist)
6. Music can change the world because it can change people. (Bono, singer of U2)
7. The future belongs to those who believe in the beauty of their dreams. (Eleanor Roosevelt)
8. The two biggest bestsellers in any bookshops are cookbooks and diet books. The cookbooks tell you how to prepare food and the diet books tell you how not to do any of it. (Andy Rooney, US humorist)
9. Serious sport is war minus the shooting. (George Orwell, English writer)
10. All happy families are alike; each unhappy family is unhappy in its own way. (Leo Tolstoy)
11. When a man tells you he got rich through hard work, ask him «Whose?»

– тексты для аудирования – видео- или аудиозаписи:

1. Multiple-choice (выбрать правильный ответ из нескольких предложенных).

Суть задания. Вам нужно прослушать монологи и/или диалоги людей. Перед каждым следующим отрывком дается несколько секунд, чтобы ознакомиться с описанием ситуации и предложенными вариантами ответов. Все записи вы будете слушать по два раза.

Техника выполнения. При первом прослушивании вслушайтесь в ключевые слова, постарайтесь исключить варианты, которые точно не подходят. Во время второго прослушивания внимательно уловите весь контекст ситуации и выберите самый подходящий вариант. При желании вы также можете пользоваться черновиками и выписывать значимые слова.

Убедитесь, что в диалогах вы слушаете мнение того человека, о котором идет речь в задании. Обращайте внимание на синонимичные слова.

Listen to the text and find the correct variants:

1. The park is situated on the territory of ... states.
 - a) two;
 - b) three;
 - c) thirteen;
 - d) fourteen.
2. Yellowstone National Park is not situated in this state.
 - a) Wyoming;
 - b) Montana;
 - c) Idaho;
 - d) Virginia.
3. There are no ... in the territory of the park.
 - a) lakes;
 - b) rivers;
 - c) icebergs;
 - d) mountain ranges.
4. Half of the Earth's ... are in Yellowstone Park.
 - a) geysers and hot springs;
 - b) species of wild animals;
 - c) species of birds;
 - d) plants.
5. The park occupies the territory of about ... square kilometres.
 - a) 122;
 - b) 450;
 - c) 2,357;
 - d) 9,000.
6. Yellowstone Lake is one hundred and twenty two metres...
 - a) wide;
 - b) long;
 - c) in length;
 - d) in depth.
7. It is the largest volcano on the continent.
 - a) Yellowstone Caldera;
 - b) Old Faithful;
 - c) Yellowstone Park;
 - d) Steam Boat Geyser.
8. The geyser is called Old Faithful because it ...
 - a) is the largest;
 - b) is predictable;
 - c) is active;
 - d) has springs.
9. It is the largest active geyser in the world.
 - a) Yellowstone Caldera;
 - b) Old Faithful;
 - c) Yellowstone Park;
 - d) Steam Boat Geyser.
10. There are ... geysers in Yellowstone National Park.
 - a) 300;
 - b) 450;
 - c) 122;
 - d) half of.

2. Listen to the story and write T (true) or F (false) after each statement

Presenter: Dave was severely mistreated by his alcoholic mother who used to starve him and beat him. She did not even call him by his name. She called him 'it'. When he was 8 years old she held his arm over a gas cooker flame. He sleeps in the garage, if he's lucky, eats leftover breakfast cereal from his brothers. Everyday he steals food because he is so hungry but then his mother forces him to vomit when he returns home to prove he didn't steal food. He must then do chores and not speak for the rest of the day. One evening when both Dave's parents are drunk, his father tells Dave's mother that she treats Dave worse than a dog. His mother shouts at Dave, slaps him around the face. She then yells at him, 'Get out! Get out of my house! I don't like you! I don't want you! I never loved you! Get out of my house!' Dave finally decides to run for it, hoping his mother won't find him. He's so hungry, he walks into a bar and steals a quarter off the pool table but the owner of the bar, a guy called Mark, has seen him.

Voice: I try to turn away, looking for the front door when Mark grabs me. 'What are you doing here? Why'd you steal that quarter?' I retreat inside my shell and look at the floor. 'Hey man: says Mark, 'I asked you a question.' 'I didn't steal anything. I ... I just thought that ...I mean, I just saw the quarter and ... I ...' 'First off I saw you steal the quarter, and secondly those guys need it to play pool. Besides man what are you going to do with a quarter anyway?' I could feel an eruption of anger surge through me. 'Food: I blurted out. 'Alii wanted was to buy a piece of pizza! Okay?' 'A piece of pizza?' Mark laughs. 'Man, where are you from ... Mars?' I try to think of an answer, I lock up inside. 'Hey man, calm down. Here, pull up a stool.' Mark says in a soft voice, 'Jerry, give me a Coke'. Mark now looks down at me. I try to pull my arms into my sleeves — to hide my slash marks and bruises. I try to turn away from him. 'Hey kid, are you all right?' Mark asks. I shake my head from side to side. No! I say to myself. I'm not all right. Nothing's right! I so badly want to tell him but ... 'Here, drink up,' Mark says as he slides over the glass of Coke. I grab the red plastic glass with both hands and suck on the paper straw until the soda is gone. 'Hey kid,' Mark asks, 'what's your name? You got a home? Where do you live?' I'm so ashamed. I know I can't answer. I act as if I did not hear him. Mark nods his head, 'Don't move,' he says as he grabs my glass and fills it up as he grabs the phone. After he hangs up the phone, Mark sits back down. 'You want to tell me what's wrong?' Mother and I don't get along', I mumble, hoping no one can hear me. 'She, ah, she ah ... told me to leave.' 'Don't you think she's worried about you?' he asks. 'Right! Are you kidding?' I blurt out. Oops, I say to myself. Keep your mouth shut! I glance at the two men playing pool and the others beside them — laughing, eating, having a good time. I wish I were a real person. I turn my back to Mark. 'I gotta go.' 'Where ya going?' 'Uhm I just gotta go sir' 'Did your mother really tell you to leave?' Without looking back at him, I nod yes. Mark smiles, 'I bet she's real worried about you. I tell you what, you give me her number and I'll give her a call okay?' I can feel my blood race. I tell myself. Just get to the door and run. My head frantically swivels from side to side in search of an exit. 'Come on now,' says Mark, 'I'm making you a pizza with the My head snaps up. 'Really?' I shout. 'But I don't have any ...' 'Hey man, don't worry about it, just wait here.' He smiles at me. My mouth begins to water. I can see myself eating a hot meal. Not from a garbage can or a piece of stale bread, but a real meal. Minutes pass, I sit upright waiting for another glance from Mark. From the front door a policeman in a dark blue uniform enters. The two men talk for a while and then Mark points to me. I know I've lost. I feel whatever strength I had now drain. I so badly want to find a hole to curl up into. The officer walks behind me. 'Don't worry,' he says. 'You're gonna be all right.' Alii can think is that somewhere out there, she is waiting for me. I'm going back to the house. Back to the mother.

Presenter: Mark gives Dave his pizza. The policeman takes Dave to the police station where Dave's father has come to collect him.

Voice: Minutes later the door from the office creaks. Father steps out from the room, shaking the policeman's hand. The officer approaches me. He bends down. 'David, it was just a small misunderstanding. Your father here tells me that you became upset when your mother wouldn't let you ride your bike. You don't need to run away for something like that. So you go home with your father now, and you and your mother work this thing out. Your father says she's worried sick over you.' He then changes his tone of voice and says 'And don't you put your parents through that again. I hope you've learned your lesson.' I stand in front of the officer in total disbelief. I can't believe what I'm hearing. Ride my bike? I don't even have one. I've never ridden one before. I realize this is one of mother's cover stories. It figures. 'And David,' the officer states, 'treat your parents with respect and dignity. You don't know how lucky you are.'

- a) Dave lives with both his parents.
- b) He is an only child...
- c) He sleeps in the attic...
- d) His mother shouted at him and told him to leave home...
- e) He went to a restaurant...
- f) He took some money...
- g) He wanted to play a game of pool...
- h) He bought a drink...
- i) Dave had cuts and bruises on him...
- j) . Mark was a policeman...
- k) Mark made him a pizza...
- l) Dave's mother came to find him...
- m) Dave has a bicycle...

Answers: a) T; b) F; c) F; d) T; e) F; f) T; g) F; h) F; i) T; j) F; k) T; l) F; m) F.

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