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НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
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Филологический факультет

УТВЕРЖДЕНО:

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Оценочные материалы по дисциплине

Профессиональный иностранный язык

по направлению подготовки

45.04.03 Фундаментальная и прикладная лингвистика

Направленность (профиль) подготовки:

Компьютерная и когнитивная лингвистика

Форма обучения

Очная

Квалификация

Магистр

Год приема

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Томск – 2025

1. Компетенции и индикаторы их достижения, проверяемые данными оценочными материалами

Целью освоения дисциплины является формирование следующих компетенций:

ПК-4 Способен разрабатывать проекты прикладной направленности в области когнитивной и компьютерной лингвистики с применением современных технических средств и информационных технологий, в том числе в области искусственного интеллекта.

УК-4 Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия.

УК-5 Способен анализировать и учитывать разнообразие культур в процессе межкультурного взаимодействия.

Результатами освоения дисциплины являются следующие индикаторы достижения компетенций:

ИПК-4.1 Формулирует цель проекта прикладной направленности в области когнитивной и компьютерной лингвистики, обосновывает необходимость применения современных технических средств и информационных технологий, в том числе в области искусственного интеллекта

ИУК-4.1 Обосновывает выбор актуальных коммуникативных технологий (информационные технологии, модерирование, медиация и др.) для обеспечения академического и профессионального взаимодействия

ИУК-4.2 Применяет современные средства коммуникации для повышения эффективности академического и профессионального взаимодействия, в том числе на иностранном (ых) языке (ах)

ИУК-4.3 Оценивает эффективность применения современных коммуникативных технологий в академическом и профессиональном взаимодействиях

ИУК-5.1 Выявляет, сопоставляет, типологизирует своеобразие культур для разработки стратегии взаимодействия с их носителями

ИУК-5.2 Умеет организовывать и модерировать межкультурное взаимодействие

2. Оценочные материалы текущего контроля и критерии оценивания

Элементы текущего контроля:

- тесты;
- контрольная работа;

Тест (ИУК-4.1.)

1. What is the purpose of an introduction in an academic paper?
 - a) To present the main argument or focus of the paper
 - b) To provide a summary of the research findings
 - c) To list the references used in the research
 - d) To confuse readers with complex language
2. Which of the following is NOT a characteristic of formal academic writing?
 - a) Use of slang and colloquial expressions
 - b) Objective and evidence-based
 - c) Proper grammar and punctuation
 - d) Clear organization and structure

Key:

1. a
2. a

Тест (ИУК-4.2.)

3. What is the appropriate way to format in-text citations in academic writing?
 - a) Use quotation marks and cite the source
 - b) Rewrite the information in your own words without citing the source
 - c) Use footnotes instead of in-text citations

- d) Use a citation style such as APA or MLA
4. What is the purpose of a conclusion in an academic paper?
- a) To introduce the topic and provide background information
 - b) To summarize the main points and findings of the paper
 - c) To present a personal opinion or argument
 - d) To promote the author's previous work

Key:

3. d

4. b

Тест (ИУК-4.3.)

5. What is the appropriate tense to use when discussing general facts or theories in academic writing?

- a) Present simple
- b) Past simple
- c) Present perfect
- d) Future simple

Key:

5. a

Критерии оценивания: тест считается пройденным, если обучающий ответил правильно как минимум на половину вопросов.

Контрольная работа (ИУК 5.1, ИПК-4.1)

Контрольная работа состоит из 2 задач.

Примеры задач:

Задача 1 (ИУК-5.1)

Mark the following in terms of how strong / weak they sound.

(a) Too strong.

(b) OK (i.e. good for the purposes of not appearing too convinced, too certain or arrogant).

(c) Too weak.

1. It may be the case that these findings could possibly find an application in ...

2. Other researchers may benefit from ...

3. Other researchers should use these findings to ...

4. Our findings prove that ...

5. Our findings suggest that ...

6. These findings will certainly be useful for ...

7. These findings would seem to suggest that in certain circumstances there might be a possibility to ...

8. This would seem to indicate that ...

9. To the best of our knowledge this is the first time that ...

10. We believe that these results show that ...

11. We hope that other researchers will ...

Задача 2 (ИПК-4.1)

Write at least one synonym for each of the words in bold.

1. This has many uses in the field of ...

2. A major defect of this procedure is ...

3. In this report we ...

4. A recent review of the literature on this topic [2012] found that ...

5. Southern's group [5] calls into question some past assumptions about this procedure.

6. The method is essentially the same as that used by Kirk [2009] with some changes .

7. This component is fully compliant with international norms .

8. The software application used to analyze the data was SoftGather (Softsift plc, London).
9. The main criteria for selecting the samples was not mentioned at all.
10. In all cases patients' consent was obtained .

Ответы:

Задача 1.

- (1) c (2) b (3) a – in this context should almost sounds like an obligation (4) a (5) b (6) a (7) c (8) b (9) b (10) b (11) b

Задача 2.

1. roles / applications
2. difficulty / drawback / disadvantage / flaw
3. paper / review / study
4. subject / matter / area
5. hypotheses / theories
6. modifications / alterations / adjustments
7. regulations / standards
8. program / package
9. reasons / rationale
10. subjects' / participants'

Критерии оценивания:

Результаты контрольной работы определяются оценками «отлично», «хорошо», «удовлетворительно», «неудовлетворительно».

При оценивании ответа главное внимание уделяется демонстрации обучающимся знаний о лексической и морфологической системе английского языка, знаний парадигматических и синтагматических отношений между лексическими единицами, умений и навыков анализа речевого материала с учетом специфики синтаксической системы английского языка.

За каждый вопрос и практическое задание выставляется отдельная оценка, общая экзаменационная оценка складывается из трех частных оценок. Если студент получает оценку «неудовлетворительно» за один из вопросов или за практическое задание, общая положительная оценка не выставляется.

Оценка	Критерии	
	Теоретический вопрос	Практическое задание
Отлично	Ответ полный, проиллюстрированный самостоятельно подобранными примерами, содержание структурировано, логика ответа прозрачна.	Задание выполнено без ошибок или допущена 1 незначительная ошибка
Хорошо	А) Ответ полный, но не структурированный, примеры заимствованы из разобранных на занятиях или некачественно проинтерпретированы. Б) В теоретической части ответа имеются отдельные лакуны, которые могут быть заполнены на основании дополнительных вопросов.	Задание выполнено с 2 ошибками, которые студент способен исправить после указания на нее.
Удовлетворитель	Ответ не полный, слабо	Задание выполнено с 3

но	структурированный, студент некачественно устанавливает связи обсуждаемой проблемы с другими положениями изученного курса, допускает грубые ошибки в интерпретации примеров.	ошибками.
Неудовлетворительно	При ответе допускаются грубые теоретические ошибки, обнаруживаются пробелы в знаниях важнейших теоретических положений курса, студент не способен приводить и интерпретировать примеры.	Задание не выполнено либо при его выполнении допущено более 4 ошибок.

3. Оценочные материалы итогового контроля (промежуточной аттестации) и критерии оценивания

Второй семестр, зачет

Зачетный билет состоит из двух частей.

Первая часть представляет собой тест из 5 вопросов, проверяющих ИУК-4.1. Ответы на вопросы первой части даются путем выбора из списка предложенных.

1. What is the purpose of academic writing?
 - a) To entertain readers
 - b) To express personal opinions
 - c) To communicate research and ideas
 - d) To promote products or services
2. Which of the following is NOT a characteristic of academic writing?
 - a) Formal tone and language
 - b) Objective and evidence-based
 - c) Use of slang and colloquial expressions
 - d) Clear organization and structure
3. What is the appropriate tense to use in academic writing when discussing research findings?
 - a) Present simple
 - b) Past simple
 - c) Present perfect
 - d) Future simple
4. What is the purpose of in-text citations in academic writing?
 - a) To provide a list of references at the end of the paper
 - b) To acknowledge and give credit to the original sources of information
 - c) To add unnecessary length to the paper
 - d) To confuse readers with multiple sources
5. Which of the following is NOT a common feature of academic vocabulary?
 - a) Precise and specific terms
 - b) Technical and discipline-specific terms
 - c) Informal and everyday language
 - d) Formal and academic language

Ключи: 1 с, 2 с, 3 с, 4 b, 5 с.

Вторая часть содержит задание, проверяющее ИПК-4.1

Write a description of the structure of a paper based on the following information.

The rest of the paper is organized as follows.

Section 2 – theoretical hypotheses based on x and y.

Section 3 – methodology and data sources.

Section 4 – results.

Section 5 – discussion + limitations.

Section 6 – conclusions + possible extensions of the analysis.

Ответ:

The rest of the paper is organized as follows. The second section presents the theoretical hypotheses, based on the economics of media markets and communication studies. The third section describes the empirical methodology and the data sources, while the fourth presents the results. The last section draws some conclusions, and discusses the limitations and the possible extensions of the analysis.

Критерии оценивания:

Результаты зачета определяются оценками «зачтено», «не зачтено».

При оценивании ответа на зачете главное внимание уделяется демонстрации обучающимся знаний о лексической и морфологической системе английского языка, знаний парадигматических и синтагматических отношений между лексическими единицами, умений и навыков анализа речевого материала с учетом специфики синтаксической системы английского языка.

За каждый вопрос и практическое задание выставляется отдельная оценка, общая оценка складывается из трех частных оценок. Если студент получает оценку «неудовлетворительно» за один из вопросов или за практическое задание, общая положительная оценка не выставляется.

Оценка	Критерии	
	Теоретический вопрос	Практическое задание
Отлично (зачтено)	Ответ полный, проиллюстрированный самостоятельно подобранными примерами, содержание структурировано, логика ответа прозрачна.	Задание выполнено без ошибок или допущена 1 незначительная ошибка
Хорошо (зачтено)	А) Ответ полный, но не структурированный, примеры заимствованы из разобранных на занятиях или некачественно проинтерпретированы. Б) В теоретической части ответа имеются отдельные лакуны, которые могут быть заполнены на основании дополнительных вопросов.	Задание выполнено с 2 ошибками, которые студент способен исправить после указания на нее.
Удовлетворительно (зачтено)	Ответ не полный, слабо структурированный, студент некачественно устанавливает связи обсуждаемой проблемы с другими положениями изученного курса, допускает грубые ошибки в интерпретации примеров.	Задание выполнено с 3 ошибками.
Неудовлетворительно (не зачтено)	При ответе допускаются грубые теоретические ошибки, обнаруживаются пробелы в знаниях важнейших теоретических положений курса, студент не способен приводить и	Задание не выполнено либо при его выполнении допущено более 4 ошибок.

Третий семестр, зачет с оценкой

Зачетный билет состоит из двух частей.

Первая часть представляет собой тест из 5 вопросов, проверяющих ИУК-4.2. Ответы на вопросы первой части даются путем выбора из списка предложенных.

1. What is the purpose of an abstract in an academic paper?
 - a) To introduce the topic and provide background information
 - b) To summarize the main points and findings of the paper
 - c) To present a personal opinion or argument
 - d) To promote the author's previous work

2. What is the appropriate way to format direct quotations in academic writing?
 - a) Use quotation marks and cite the source
 - b) Rewrite the quotation in your own words without citing the source
 - c) Use quotation marks without citing the source
 - d) Use quotation marks and provide a general reference without specific details

3. Which of the following is NOT a recommended strategy for effective academic reading?
 - a) Skimming and scanning for main ideas
 - b) Annotating and taking notes
 - c) Reading passively without engaging with the text
 - d) Analyzing and critically evaluating the information

4. What is the purpose of a literature review in academic writing?
 - a) To summarize the main findings of the research
 - b) To provide a critical analysis of existing research on a topic
 - c) To present personal anecdotes and experiences
 - d) To promote the author's own research

5. What is the appropriate way to structure paragraphs in academic writing?
 - a) One long paragraph for each main idea
 - b) Multiple short paragraphs with no clear organization
 - c) Each paragraph focused on a single main idea with clear topic sentences
 - d) Irregular and random paragraph lengths

Ключи: 1 b, 2 a, 3 c, 4 b, 5 c.

Вторая часть содержит задание, проверяющее ИУК-4.3.

Rewrite these sentences so that they do not begin with it is .

1. It is easy to carry out these tests.
2. It is regretted that your manuscript does not fit the scope of the conference.
3. It is possible that salaries will increase.
4. It is important to clean the samples.
5. It is necessary to define the stresses with respect to the original configuration.
6. It is highly probable that all future implantations will be required to adhere to new safety rules.
7. It would be advisable to calculate the coefficients beforehand.
8. It is reasonable to think that at least one value will equal X.
9. It is possible to use the code for other purposes as well.

Ответ:

1. Carrying out these tests is easy. / These tests are easy to carry out.
2. Unfortunately, your manuscript does not fit the scope of the conference.
3. Salaries may increase.
4. The samples must be cleaned.
5. The stresses should be defined with respect to the original configuration.
6. All future implantations are very likely to be required to adhere to new safety rules.
7. The coefficients should be calculated beforehand.
8. At least one value will probably equal X.
9. The code can be used for other purposes as well.

Критерии оценивания:

Результаты зачета определяются оценками «отлично», «хорошо», «удовлетворительно», «неудовлетворительно».

При оценивании ответа на зачете с оценкой главное внимание уделяется демонстрации обучающимся знаний о лексической и морфологической системе английского языка, знаний парадигматических и синтагматических отношений между лексическими единицами, умений и навыков анализа речевого материала с учетом специфики синтаксической системы английского языка.

За каждый вопрос и практическое задание выставляется отдельная оценка, общая экзаменационная оценка складывается из трех частных оценок. Если студент получает оценку «неудовлетворительно» за один из вопросов или за практическое задание, общая положительная оценка не выставляется.

Оценка	Критерии	
	Теоретический вопрос	Практическое задание
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Хорошо	А) Ответ полный, но не структурированный, примеры заимствованы из разобранных на занятиях или некачественно проинтерпретированы. Б) В теоретической части ответа имеются отдельные лакуны, которые могут быть заполнены на основании дополнительных вопросов.	Задание выполнено с 2 ошибками, которые студент способен исправить после указания на нее.
Удовлетворительно	Ответ не полный, слабо структурированный, студент некачественно устанавливает связи обсуждаемой проблемы с другими положениями изученного курса, допускает грубые ошибки в интерпретации примеров.	Задание выполнено с 3 ошибками.
Неудовлетворительно	При ответе допускаются грубые теоретические ошибки, обнаруживаются пробелы в знаниях важнейших теоретических положений курса, студент не способен приводить и интерпретировать примеры.	Задание не выполнено либо при его выполнении допущено более 4 ошибок.

4. Оценочные материалы для проверки остаточных знаний (сформированности компетенций)

5 заданий, проверяющих ИУК-4.1 Обосновывает выбор актуальных коммуникативных технологий (информационные технологии, модерирование, медиация и др.) для обеспечения академического и профессионального взаимодействия

Задание 1

1. What is the primary purpose of email communication?
 - a) Real-time instant messaging
 - b) Sending and receiving text-based messages
 - c) Making voice and video calls
 - d) Sharing files and documents

2. Which communication technology allows for real-time audio and video conversations over the internet?
 - a) Email
 - b) Social media
 - c) Video conferencing
 - d) SMS messaging

3. What is the main advantage of using cloud storage for file sharing and collaboration?
 - a) Easy access from any device with an internet connection
 - b) Higher security and privacy compared to other methods
 - c) Faster transfer speeds for large files
 - d) Offline access to files without an internet connection

4. Which of the following is an example of a social media platform?
 - a) Skype
 - b) WhatsApp
 - c) VK
 - d) Dropbox

5. What is the purpose of Voice over Internet Protocol (VoIP) technology?
 - a) Sending and receiving text-based messages
 - b) Sharing files and documents
 - c) Making voice calls over the internet
 - d) Real-time video conferencing

Ключи: 1 b, 2 c, 3 a, 4 c, 5 c

Задание 2

1. Which communication technology allows for sending short text messages between mobile devices?
 - a) Email
 - b) Instant messaging
 - c) SMS messaging
 - d) Video conferencing

2. What is the main function of a webinar platform?

- a) Real-time instant messaging
- b) Sharing files and documents
- c) Hosting online presentations and meetings
- d) Making voice and video calls

3. Which communication technology uses radio waves to transmit data over short distances?

- a) Bluetooth
- b) Wi-Fi
- c) Ethernet
- d) Fiber optics

4. What is the purpose of a virtual private network (VPN)?

- a) Sharing files and documents securely
- b) Making voice and video calls over the internet
- c) Encrypting and securing internet connections
- d) Hosting online presentations and meetings

5. Which technology allows for wireless internet connectivity in a specific area?

- a) Ethernet
- b) Wi-Fi
- c) Broadband
- d) Satellite

Key: 1 c, 2 c, 3 a, 4 c, 5 b.

Задание 3

Cut these Acknowledgements by at least a third without removing anyone's name!

The work described in this paper is an extended version of my PhD thesis. It would not have been possible without the financial support very kindly provided by ISTI CNR, and the precious moral support of Dr. Renzo Beltrame. In addition, thanks are also due to Andrea Ceccolini, whose help was fundamental in the preparation of the Verbosity Index, the graphs and the formulas. Last but not least, I would also like to take this opportunity express a special thank you to my PhD students whose scientific writing in English convinced me of the absolute need to carry out the research whose results were presented in this work.

ОТВЕТ

This work would not have been possible without the financial support of ISTI CNR, and the moral support of Dr. Renzo Beltrame. Thanks are due to Andrea Ceccolini, who helped to prepare the Verbosity Index, graphs and formulas. I also thank my PhD students whose writing in English convinced me of the need to do this research.

Задание 4

Rewrite these sentences so that all instances of we, us and one are removed.

1. First of all, we need to explain the presence of several plateaus in the graph. We can justify this behavior by bearing in mind that a given node corresponds to a set of possible clustering values. In order to clarify this concept, let us consider nodes that ...

2. If we focus our attention on the nodes, we can see that they present, at the same time, a low average degree of X and a high average of Y.

3. To summarize, one can reasonably assume that X is likely to be the most important factor.

4. Observing the average values of some metrics, we can conclude that X is equal to 3.

5. In the literature one can clearly see that many of these problems have already been solved. In addition, if we focus on the comparison between the two sub figures in [36] we can easily observe that ...

ОТВЕТ

1. First of all, the presence of several plateaus in the graph is because a given node corresponds to a set of possible clustering values. In order to clarify this concept, consider nodes that ...

2. Note that the nodes simultaneously present a low average degree of X and a high average of Y.

3. To summarize, X is likely to be the most important factor.

4. The average values of some metrics show that X is equal to 3.

5. In the literature many of these problems have already been solved. In addition, a comparison between the two sub figures in [36] highlights that ...

Задание 5

1. to achieve an improvement _____

2. to carry out a test _____

3. to cause an increase _____

4. to effect a reduction _____

5. to execute a search _____

6. to exhibit a performance _____

7. to give an explanation _____

8. to implement a change _____

9. to make a comparison _____

10. to perform an installation _____

ОТВЕТ

(1) improve

(2) test

(3) increase

(4) reduce

(5) search

(6) perform

(7) explain

(8) change

(9) compare

(10) install

5 заданий, проверяющих ИУК-4.2 Применяет современные средства коммуникации для повышения эффективности академического и профессионального взаимодействия, в том числе на иностранном (ых) языке (ах)

Задание 1

1. In business culture, what is the typical form of address when communicating with colleagues or clients?

a) First name basis

b) Last name with a title (e.g., Mr. Smith, Dr. Johnson)

- c) Nicknames
 - d) No specific form of address
2. What is the appropriate dress code for most business settings?
 - a) Casual attire
 - b) Business casual attire
 - c) Formal business attire
 - d) No specific dress code
 3. In academic culture, what is the primary focus of research and scholarly work?
 - a) Practical application in the business world
 - b) Advancing knowledge and understanding in a specific field
 - c) Generating profit and revenue
 - d) Networking and professional development
 4. What is the general expectation for punctuality in business culture?
 - a) Arriving early is highly valued
 - b) Arriving on time is sufficient
 - c) Arriving late is acceptable as long as prior notice is given
 - d) Punctuality is not a significant concern
 5. In academic culture, what is the preferred method of citation and referencing in written work?
 - a) APA (American Psychological Association) style
 - b) MLA (Modern Language Association) style
 - c) Chicago style
 - d) No specific citation style is required

Key: 1 b, 2 c, 3 b, 4 b, 5 d.

Задание 2

1. What is the primary goal of networking in a business context?
 - a) Building personal relationships and socializing
 - b) Expanding professional connections and opportunities
 - c) Promoting personal achievements and accomplishments
 - d) Sharing confidential information
2. In academic culture, what is the usual format for presenting research findings?
 - a) Informal presentations with minimal visual aids
 - b) Formal presentations with extensive visual aids
 - c) Interactive workshops with audience participation
 - d) No specific format is followed
3. What is the general expectation for communication style in business culture?
 - a) Direct and assertive communication
 - b) Indirect and subtle communication
 - c) Emotional and expressive communication
 - d) No specific communication style is preferred
4. In academic culture, what is the typical hierarchy in terms of authorship on research papers?

- a) The most senior researcher is listed as the first author
- b) The researcher who contributed the most is listed as the first author
- c) The researcher who conducted the experiments is listed as the first author
- d) Authorship order is not significant

5. What is the primary focus of business culture in terms of decision-making?

- a) Individual decision-making
- b) Consensus-based decision-making
- c) Hierarchical decision-making
- d) No specific approach is followed

Key: 1 b, 2 b, 3 b, 4 a, 5 b.

Задание 3

9.1 enquiring about possible placement 1

Dear Professor Smith,

We (1) met / knew last month when you were doing a seminar at the Department of Biology. I am (2) student / a student of Professor Ihsan (Vibravoid Project). You mentioned it might be possible for me to (3) job / work at your lab (4) for / from two months this summer.

I was wondering (5) whether / that the invitation is still open, if so (6) would / might June to July (7) fit / suit in with your plans? My department will, of course, cover (8) all / whole my costs. I would be (9) appreciate / grateful if you could let me know (10) by / within the next ten days so that I will (11) again / still be in time to book (12) cheap / economic flights and get my accommodation organized.

I look forward to (13) hear / hearing from you.

ОТВЕТЫ

- 1. met
- 2. a student
- 3. work
- 4. for
- 5. whether
- 6. would
- 7. fit in
- 8. all
- 9. grateful
- 10. within
- 11. still
- 12. cheap
- 13. hearing

Задание 4

I am currently working (1) _____ a paper that I would like to submit (2) _____ the journal's special issue (3) _____ the conference. The paper is the extension (4) _____ the work that I presented as a poster (5) _____ the conference, which I think you saw. The draft is still (6) _____ quite an early stage, but I would really appreciate your input. I know that you have a lot (7) _____ experience in this area and I am sure my paper would really benefit (8) _____ your input. (9) _____ any case, I have what I think are some really important new results, so I hope that you will find this paper of interest too. Obviously I don't want to take up too much (10) _____ your time, so perhaps you might just focus (11) _____ the Discussion and Results. Also, if you could quickly browse (12)

_____ the Literature Cited to make sure I haven't missed (13) _____ any important papers (yours are all there by the way!).

The deadline for submission is (14) _____ Oct 10, so if you could get your revisions back to me (15) _____ the end of this month (i.e. September) that would be great. I do appreciate the fact that you must be very busy, so please do not hesitate to let me know if you don't have the time.

Thank you very much (16) _____ advance.

ОТВЕТЫ:

1. on
2. to
3. for
4. of
5. at
6. in / at
7. of
8. from
9. in
10. of
11. on
12. through / ø
13. ø
14. on / ø
15. by
16. in

Задание 5

Write at least one synonym for each of the words / phrases in bold.

1. Last century this procedure was considered to be the most ...
2. Previous work has only focused on addressing the symptoms rather than the cause.
3. Concerns have arisen which question the validity of ...
4. This paper outlines a new approach to ...
5. The aim of our work was to further current knowledge of ...
6. Vitous [2015] has provided a new definition, in which ...
7. A growing body of literature has examined [Ref].
8. An increase in the number of cases was first noted by ...
9. Experiments with this system were conducted in 2009 by a group of researchers from ...
10. He claims that ...

ОТВЕТЫ:

1. viewed as / seen as
2. been limited to / failed to address
3. been raised
4. proposes / describes / presents
5. extend / widen / broaden
6. put forward / proposed
7. investigated / studied / analyzed / evaluated
8. reported / found
9. carried out / performed
10. argues / maintains / suggests / points out / underlines

5 заданий, проверяющих ИУК-4.3 Оценивает эффективность применения современных коммуникативных технологий в академическом и профессиональном взаимодействиях

Задание 1

1. What is the primary goal of public relations?
 - a) Maximizing profits
 - b) Building strong relationships with stakeholders
 - c) Generating sales leads
 - d) Creating brand awareness
 2. Which of the following is NOT a key component of effective media relations in public relations?
 - a) Building relationships with journalists
 - b) Crafting compelling press releases
 - c) Ignoring media inquiries
 - d) Monitoring media coverage
 3. What is the purpose of crisis communication in public relations?
 - a) To prevent any negative publicity
 - b) To effectively manage and respond to crises
 - c) To avoid all media attention during a crisis
 - d) To shift blame onto external factors
 4. How can public relations professionals measure the success of their efforts?
 - a) By the number of social media followers
 - b) By the amount of money spent on campaigns
 - c) By the positive media coverage and brand reputation
 - d) By the number of press releases issued
 5. What is the role of public relations in managing a company's reputation?
 - a) To hide any negative information from the public
 - b) To create false narratives about the company
 - c) To build and maintain a positive image for the company
 - d) To solely focus on advertising and marketing
- Key: 1 b, 2 b, 3 b, 4 a, 5 b.

Задание 2

1. Which communication channel is commonly used in public relations to reach a wide audience?
 - a) Newsletters
 - b) Word-of-mouth
 - c) Social media
 - d) Internal memos
2. What is the purpose of community relations in public relations?
 - a) To solely focus on the needs of the company
 - b) To build relationships with the local community
 - c) To avoid any involvement with community events
 - d) To promote products and services to the community

3. How can public relations professionals effectively engage with their target audience?
 - a) By using complex industry jargon
 - b) By providing transparent and clear communication
 - c) By disregarding feedback and suggestions
 - d) By only focusing on self-promotion
4. What is the significance of stakeholder management in public relations?
 - a) To ignore the needs and concerns of stakeholders
 - b) To prioritize the interests of shareholders only
 - c) To build positive relationships with various stakeholders
 - d) To solely focus on internal communication
5. What ethical considerations should public relations professionals uphold?
 - a) Misleading the public for personal gain
 - b) Disclosing confidential information without consent
 - c) Being transparent and honest in all communications
 - d) Engaging in aggressive and deceptive marketing tactics

Key: 1 a, 2 a, 3 b, 4 d, 5 b.

Задание 3

I was wondering if you had had time to look at my email dated 10 February (see below). I (1) _____ that you must receive a lot of requests such as mine, but I really (2) _____ your input as no one else has your expertise in this particular field. In reality, it would be enough if you could just (3) _____ the last two pages of the Discussion (pages 12 and 13), just so that you could (4) _____ that I have not reached any erroneous conclusions. I very much (5) _____ that my results might be of interest to you too as they diverge from what you reported in your paper. I have a deadline for submission on the 20 April, so it would be perfect if you could (6) _____ your comments to me by about 10 April.

I (7) _____ that this is a lot to ask, particularly as you have never even met me, but if you could (8) _____ 10–15 minutes of your time, I would be extremely grateful.

I (9) _____ forward to hearing from you.

ОТВЕТЫ:

1. appreciate (know)
2. need
3. read
4. check
5. hope
6. get
7. know
8. spare
9. look

Задание 4

Dear Professor Seinfeld

I would like to (1) _____ for publication in the Journal of Future Education the attached paper (2) _____ A Proposal for Radical Educational Reform by Adrian Wallwork and Anna Southern. Our (3) _____ was to test the efficiency of short vs long degree courses. Our (4) _____ of 15,000 male and female graduates aged between 35 and 55 (5) _____ that they would have performed far better in their careers from a financial point of view, if they had undertaken a one-year course at university rather than the traditional three to four-year course.

Our key (6) _____ is that people on shorter courses will earn up to 15% more during their lifetime. The (7) _____ of this are not only for the graduates themselves but also (i) governments could save considerable amounts of money, and (ii) universities would be free to accept more students. We (8) _____ that our findings will be of great interest to readers of your journal, particularly due to their counterintuitive (9) _____ and the fact they go against the general (10) _____ that claims that university courses should be increased in length.

This (11) _____ has not been published before and is not being considered for (12) _____ elsewhere.

I look forward to hearing from you.

ОТВЕТЫ:

1. submit
2. entitled
3. aim
4. study
5. found
6. finding
7. implications
8. believe
9. nature
10. trend
11. research
12. publication

Задание 5

1. Since the focus of the study was on a new system, we decided to ...
2. There has been some disagreement concerning whether x is equal to y or not.
3. Several authors have attempted to define emotional intelligence, but as yet there is still no accepted definition.

4. The fonts , i.e. the form of the characters, are of various types .
5. Little is known about ...
6. Many experts contend, however , that this evidence is not conclusive.
7. Statistical significance was analyzed by using SoftGather.
8. The aim of this system is to increase performance. Consequently we.
9. We chose this particular apparatus because it is inexpensive.
10. The samples were prepared as described by Jude [2010] .

ОТВЕТЫ:

1. Given that / As
2. regarding / with regard to
3. currently / at the time of writing
4. that is to say
5. Not much / Very little
6. instead / on the other hand /
7. through the use of / via
8. As a result / Therefore / Thus / Hence
9. on account of the fact that / since
10. in accordance with / according to / following / in line with

5 заданий, проверяющих ИУК-5.1 Выявляет, сопоставляет, типологизирует своеобразие культур для разработки стратегии взаимодействия с их носителями

Задание 1

1. What is the definition of intercultural communication?
 - a) Communication between individuals from different countries
 - b) Communication between individuals from different cultural backgrounds
 - c) Communication between individuals who speak different languages
 - d) Communication between individuals from different age groups
2. Which of the following is NOT a barrier to intercultural communication?
 - a) Language differences
 - b) Cultural stereotypes and biases
 - c) High-context communication
 - d) Nonverbal communication cues
3. What is the importance of cultural sensitivity in intercultural communication?
 - a) It helps avoid misunderstandings and conflicts
 - b) It promotes cultural assimilation
 - c) It encourages ethnocentrism
 - d) It prioritizes one culture over others
4. What is the role of nonverbal communication in intercultural communication?
 - a) It is universally understood across all cultures
 - b) It is not relevant in intercultural communication
 - c) It can vary greatly across different cultures
 - d) It is only used in informal communication settings
5. What is the concept of "saving face" in intercultural communication?
 - a) Maintaining personal hygiene during business meetings
 - b) Avoiding direct eye contact with colleagues
 - c) Respecting and preserving someone's dignity and reputation
 - d) Promoting individual achievements over team efforts

Key:

1. b
2. c
3. a
4. c
5. c

Задание 2

1. Which of the following is an example of a high-context communication culture?
 - a) Germany
 - b) United States
 - c) Japan
 - d) Australia
2. What is the significance of cultural norms and values in intercultural communication?
 - a) They have no impact on communication practices
 - b) They determine appropriate behavior and communication styles
 - c) They are consistent across all cultures
 - d) They are irrelevant in a business context
3. What is the importance of active listening in intercultural communication?

- a) It helps in dominating the conversation
 - b) It ensures effective understanding and empathy
 - c) It promotes interrupting and interjecting frequently
 - d) It is not necessary in intercultural communication
4. What is the impact of cultural diversity on business communication?
- a) It hinders collaboration and teamwork
 - b) It leads to misunderstandings and conflicts
 - c) It enhances creativity and innovation
 - d) It promotes a homogeneous work environment
5. How can individuals improve their intercultural communication skills?
- a) By avoiding interaction with individuals from different cultures
 - b) By disregarding cultural differences and focusing on similarities
 - c) By actively seeking to understand and learn from other cultures
 - d) By imposing their own cultural values on others

Key:

- 1. c
- 2. b
- 3. b
- 4. c
- 5. c

Задание 3

Mark the following in terms of how strong / weak they sound.

- (a) Too strong.
 - (b) OK (i.e. good for the purposes of not appearing too convinced, too certain or arrogant).
 - (c) Too weak.
1. It may be the case that these findings could possibly find an application in ...
 2. Other researchers may bene fit from ...
 3. Other researchers should use these findings to ...
 4. Our findings prove that ...
 5. Our findings suggest that ...
 6. These findings will certainly be useful for ...
 7. These findings would seem to suggest that in certain circumstances there might be a possibility to ...
 8. This would seem to indicate that ...
 9. To the best of our knowledge this is the first time that ...
 10. We believe that these results show that ...
 11. We hope that other researchers will ...

ОТВЕТЫ

- (1) c (2) b (3) a – in this context should almost sounds like an obligation (4) a (5) b (6) a (7) c (8) b (9) b (10) b (11) b

Задание 4

Find the adjective in each row that is significantly different in meaning from the others.

Note that the other adjectives are not synonyms but simply words with a similar meaning.

1. accessible, accurate, certain, definite, exact, precise
2. achievable, attainable, elemental, feasible, resolvable, viable

3. adequate, appropriate, evident, sufficient, suitable, suited to
4. analogous, comparable, identical, related, separate, similar
5. basic, central, crucial, essential, fundamental, satisfactory
6. broad, deep, extensive, far-reaching, minor, sizeable, substantial
7. complete, comprehensive, exhaustive, inconclusive, wide-ranging
8. different, divergent, diverse, incompatible, parallel, unrelated
9. essential, explicit, fundamental, primary, vital
10. marked, notable, pronounced, salient, sensitive, significant, striking

ОТВЕТЫ

1. accessible
2. elemental
3. evident
4. separate
5. satisfactory
6. minor
7. inconclusive
8. parallel
9. explicit
10. sensitive

Задание 5

1. Despite / In spite of / Nevertheless this discovery, until quite recently no one had recognized the utility of this system for business.
2. Thus, despite / despite the fact / nevertheless that the rise in the temperature increases the level of stress, this apparently has no lasting effects on the patient.
3. However / In spite of / Still the importance of writing short clear sentences, only a handful of authors actually write in a clear manner.
4. A lot of money has been spent on research into this disease. So far, however / in any case / still , no results have...
5. The battery only lasts for four hours. A bigger problem, however / in any case / still , is the size of the device.
6. Everyone knows the problem, nevertheless / notwithstanding / yet no one does anything about it.

ОТВЕТЫ:

1. despite / in spite of
2. despite the fact
3. in spite of
4. however
5. however
6. nevertheless / yet

5 заданий, проверяющих ИУК-5.2 Умеет организовывать и модерировать межкультурное взаимодействие

Задание 1

1. What is the role of a discussion moderator?
 - a) To dominate the conversation
 - b) To facilitate and guide the discussion
 - c) To impose their own opinions

- d) To create conflicts among participants
2. What is the purpose of setting ground rules for a discussion?
 - a) To restrict participants' freedom of speech
 - b) To ensure a respectful and productive conversation
 - c) To favor certain participants over others
 - d) To discourage open and honest communication
 3. How can a moderator encourage active participation in a discussion?
 - a) By interrupting and speaking over participants
 - b) By asking open-ended questions and inviting contributions
 - c) By only allowing participants who share similar views to speak
 - d) By discouraging any form of disagreement or debate
 4. Which of the following is a useful technique for managing time during a discussion?
 - a) Allowing participants to speak for as long as they want
 - b) Setting strict time limits for each participant's contribution
 - c) Ignoring participants who speak for too long
 - d) Rushing through important topics without thorough discussion
 5. What is the role of active listening in moderating discussions?
 - a) To ignore participants' contributions
 - b) To focus solely on the moderator's own opinions
 - c) To demonstrate respect and understanding towards participants
 - d) To interrupt and correct participants' statements

Key:

- 1. b
- 2. b
- 3. b
- 4. b
- 5. c

Задание 2

1. How can a moderator handle conflicts or disagreements among participants?
 - a) By taking sides and favoring one participant over the others
 - b) By encouraging personal attacks and insults
 - c) By facilitating a respectful and constructive dialogue
 - d) By avoiding conflicts altogether and changing the topic
2. What is the importance of neutrality in a discussion moderator?
 - a) To impose personal biases and opinions on participants
 - b) To create an environment of fairness and impartiality
 - c) To discourage diverse perspectives and viewpoints
 - d) To dominate the conversation and control the outcome
3. How can a moderator ensure equal participation among all participants?
 - a) By allowing certain participants to dominate the conversation
 - b) By interrupting and dismissing contributions from less vocal participants
 - c) By actively encouraging and involving all participants
 - d) By only giving speaking opportunities to participants with similar backgrounds

4. What is the purpose of summarizing key points during a discussion?
 - a) To confuse participants and create misunderstandings
 - b) To ignore participants' contributions and opinions
 - c) To ensure clarity and reinforce important ideas
 - d) To discourage further discussion and debate
5. How can a moderator handle off-topic or irrelevant contributions?
 - a) By allowing participants to steer the conversation wherever they want
 - b) By redirecting the discussion back to the main topic
 - c) By ignoring off-topic contributions and moving on
 - d) By criticizing and belittling participants for their contributions

Key:

1. c
2. b
3. c
4. c
5. b

Задание 3

1. Fifty dollars was the cost forecast, but sixty dollars is the actual / effective cost.
2. The machine is actual / effective but very expensive
3. Actually / Currently there are only three ways to do this, this paper presents a fourth.
4. They work alternately / alternatively : when one stops the other begins.
5. Alternately / Alternatively , if the new software is not available, the old software can be used instead.
6. A lthough / Apparently this solution is less powerful, nevertheless it does have considerable advantages.
7. A lthough / Apparently their group has discovered a new solution to the problem.
8. Our policy is coherent / consistent with EU laws.
9. There was a considerable / consistent number of mistakes in the translation.
10. This translation is not very consistent / coherent , I can hardly understand a word of it.

1. actual
2. effective
3. currently
4. alternately
5. alternatively
6. although
7. apparently
8. consistent
9. considerable
10. coherent

Задание 4

In each sentence delete the one word / phrase that is not appropriate / grammatical.

1. This paper outlines / proposes / describes / discovers / presents a new approach to...
2. This paper validates / examines / seeks to address / focuses on / discusses / investigates how to solve...

3. This paper is an overview of / a review of / a report on / a preliminary attempt how bilinguals separate the two languages while talking.
4. The aim of our work is to further / extend / widen / broaden / amplify current knowledge of...
5. This paper takes a new look at / re-examines / revisits / informs / sheds new light on how politicians use their power,
6. In the literature, 'psychotic' usually refers / often refers / is usually referred to a patient who...
7. Vitous [2015] has provided / put forward / put down / proposed a new definition of X, in which...
8. In the literature there lacks of a general definition of X / a general definition of X is lacking / there is no clear definition of X.
9. In their seminal / groundbreaking / cutting edge / state-of-the-art paper of 2001, Peters and Jones...
10. Experiments on X were conducted / carried on / carried out / performed on X in 2009 by a group of researchers from...

ОТВЕТЫ

1. discovers
2. validates
3. a preliminary attempt
4. amplify
5. informs
6. is usually referred
7. put down
8. there lacks a general definition of x
9. state-of-the-art
10. carried on

Задание 5

Insert the words below into the spaces.

calls into question, compared, conducted, contend, drawbacks, expected, findings, hypothesis, notes, observations, raises many questions, shortcomings, underway

1. Spencer et al. _____ a similar experiment with dogs.
2. As might have been _____, contradictory _____ were shown.
3. This _____ about whether live subjects should be used.
4. Smith and Jones _____ France and Italy, and found them to be...
5. Their group _____ some past assumptions about the use of animal testing.
6. Burgess, an authority on schizophrenia, _____ that one of the major _____ to adopting this system is...
7. Many experts _____, however, that his evidence is not conclusive.
8. A related _____ holds that the love of money is equal to evil, suggesting that...
9. Other _____ indicate that this explanation is insufficient...
10. The _____ of this method have been clearly recognized and experimentation is _____ to provide...

ОТВЕТЫ

1. conducted
2. expected... findings
3. raises many questions
4. compared

5. calls into question
6. notes... drawbacks
7. contend
8. hypothesis
9. observations
10. shortcomings... underway

5 заданий, проверяющих ИПК-4.1 Обнаруживает знания об актуальных направлениях междисциплинарных лингвистических исследований в избранной научной сфере

Задание 1

1. What is the field of linguistics that focuses on the study of how language changes over time?
 - a) Sociolinguistics
 - b) Psycholinguistics
 - c) Historical linguistics
 - d) Cognitive linguistics
2. Which linguistic theory emphasizes the role of social factors in language variation and change?
 - a) Generative linguistics
 - b) Structural linguistics
 - c) Sociolinguistics
 - d) Pragmatics
3. What is the term used to describe the study of how language is used in specific social contexts?
 - a) Semantics
 - b) Pragmatics
 - c) Syntax
 - d) Phonetics
4. Which linguistic approach focuses on the mental processes and cognitive structures involved in language production and comprehension?
 - a) Sociolinguistics
 - b) Psycholinguistics
 - c) Neurolinguistics
 - d) Discourse analysis
5. What is the study of how children acquire language called?
 - a) Sociolinguistics
 - b) Psycholinguistics
 - c) Child language acquisition
 - d) Language typology

Key:

1. c
2. c
3. b

- 4. b
- 5. c

Задание 2

1. Which linguistic subfield explores the relationship between language and culture?
 - a) Anthropological linguistics
 - b) Computational linguistics
 - c) Applied linguistics
 - d) Syntax
2. What is the study of sound systems and patterns in language called?
 - a) Phonetics
 - b) Phonology
 - c) Morphology
 - d) Semantics
3. Which linguistic theory focuses on the analysis of meaning in language?
 - a) Pragmatics
 - b) Semantics
 - c) Morphology
 - d) Discourse analysis
4. What is the study of the structure of words and how they are formed called?
 - a) Semantics
 - b) Syntax
 - c) Morphology
 - d) Phonetics
5. Which linguistic approach emphasizes the importance of context and cultural knowledge in interpreting language?
 - a) Sociolinguistics
 - b) Pragmatics
 - c) Neurolinguistics
 - d) Historical linguistics

Key:

- 1. a
- 2. b
- 3. b
- 4. c
- 5. b

Задание 3

Decide which category (A–C), each of the phrases below (1–16) belongs to

(A) Admitting limitations.

(B) Explaining and justifying undesired or unexpected results.

(C) Minimizing undesired or unexpected results.

1. A major source of uncertainty is in the method used to...
2. Although performance was not optimal, we nevertheless believe that...
3. As anticipated, there were some discrepancies.

4. As is well known, these types of children are extremely difficult to control, consequently...

5. Despite the limitations of this method, and consequently the poor results in Test 2, our findings do nevertheless suggest that...

6. Since this was only a preliminary attempt to scan the brain, it is hardly surprising that...

7. It is plausible that a number of limitations could have influenced the results obtained.

8. The performance was rather disappointing.

9. The prime cause of the discrepancy is the result of...

10. The unexpectedly high level of contamination is without any doubt due to...

ОТВЕТЫ

1. A

2. C

3. A

4. C

5. C

6. C

7. A

8. A

9. B

10. B

Задание 4

Match the words on the left with those with a similar meaning (though not always identical) on the right.

LEFT RIGHT

1. achieve new

2. apportion need

3. consequently later

4. currently hard

5. difficult basic

6. fundamental keep

7. innovative allot

8. maintain now

9. modification gain

10. objective have

11. optimum change

12. possess aim

13. require thus

14. subsequently best

ОТВЕТЫ

1. achieve, gain

2. apportion, allot

3. consequently, thus

4. currently, now

5. difficult, hard

6. fundamental, basic

7. innovative, new

8. maintain, keep

9. modification, change
10. objective, aim
11. optimum, best
12. possess, have
13. require, need
14. subsequently, later

Задание 5

Correct any mistakes in the following sentences. The mistakes are all related to word order.

1. This leaves intact for at least six weeks the sample.
2. Many are the substances that are harmful to human beings.
3. This book shares with the previous one several aspects.
4. For several years with this system we have had problems.
5. The female chimpanzees immediately after giving birth are generally quite weak.
6. After the written examinations each student has between May and June an oral exam.
7. The presence in written English of long sentences can cause problems for the reader.
8. In English is not commonly found a sentence construction that does not reflect the following order: subject verb object.
9. In the USA farmers have inadvertently introduced into the environment several dangerous species of insects.
10. One way to avoid such behavior in adults is treatment before the age of 16 with a high dose of insulin.

ОТВЕТЫ

1. This leaves the sample intact for at least six weeks.
2. There are many substances that are harmful to human beings.
3. This book shares several aspects with the previous one.
4. We have had problems with this system for several years. / For several years we have had problems with this system.
5. Immediately after giving birth the female chimpanzees are generally quite weak / ... quite weak immediately after giving birth .
6. After the written examinations each student has an oral exam between May and June.
7. The presence of long sentences in written English can cause problems for the reader.
8. In English a sentence construction is not commonly found that does not reflect the following order: subject verb object.
9. In the USA, farmers / Farmers in the USA have inadvertently introduced several dangerous species of insects into the environment .
10. One way to avoid such behavior in adults is treatment with a high dose of insulin before the age of 16.

Информация о разработчиках

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