

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Косенок Сергей Михайлович
Должность: ректор
Дата подписания: 24.06.2024 14:37:49
Уникальный программный ключ:
e3a68f3eaa1e62674b54f4998099d3d6bfdcf836

Оценочные материалы для промежуточной аттестации по дисциплине

Код, направление подготовки

42.03.01 РЕКЛАМА И СВЯЗИ С
ОБЩЕСТВЕННОСТЬЮ

Направленность (профиль)

Реклама и связи с
общественностью в
коммерческой сфере

Форма обучения

Очная

Кафедра-разработчик

Кафедра лингвистики и
переводоведения

Выпускающая кафедра

Кафедра психологии

Типовые задания для контрольной работы

5 СЕМЕСТР

1. Choose the correct translation for Nevertheless
 - a. В любом случае
 - b. Завершая
 - c. Тем не менее
 - d. Подводить итоги
2. Choose the correct translation for Статья напечатана в
 - a. The headline of the article is
 - b. The article was published in
 - c. The author of the article is
 - d. The article is headlined
3. Choose the correct translation for point of view
 - a. ресурс
 - b. точка зрения

c. гипотеза

d. задачи

4. Choose the correct translation for science

a. наука

b. теория

c. заключение

d. обсуждение

5. Translate really big

6. Translate conclusion

7. Translate readable

8. Translate The author is right saying that

9. Translate I started last week.

10. Translate definitely

11. Translate thesis

12. Translate boring

13. Translate Как долго вы здесь работаете?

14. Translate значительный

15. Translate информация

16. Translate Тем не менее

17. Translate песуц

18. Translate заставляет задуматься

19. Translate Статья предназначена для широкого круга читателей.

20. Match.

Where do you work?	Откуда ты?
What do you do?	Что ты делаешь?
Where are you from?	Как долго вы здесь работаете?
How long have you worked here?	Где вы работаете?
I'm happy to help you if I can	Думаю, мы будем иногда работать
	Я буду рад помочь вам, если смогу

21. Write an answer to one of the questions.

Write your answer in **100 – 200 words**.

1. You have received a letter from a younger student, who studies the same subjects as you do . Student's name is Jane Swan. She is a first year student. She would like to know about the subjects that she will have to study. Which subjects were difficult? Which were easy? Which subjects did you like most or find the most informative? What course projects or lab exercises you found challenging?

Write an **INFORMAL LETTER**

2. There is a big project in the University. One of the professors started a research that you are interested in and would like to partake. Luckily for you professor is looking for potential candidates to invite to the project. He wants applicants to submit official letters which describe their skills, interests and experiences. He would like to know why YOU are the right fit for the job.

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8 СЕМЕСТР

1. Choose the correct translation for science

- a. обсуждение
- b. наука
- c. цель
- d. обзор

2. Choose the correct translation for Приглашать кого-то войти

- a. To receive a poor welcome
- b. To show somebody in
- c. To nod
- d. To kiss somebody goodbye

3. Choose the correct translation for To have a small talk

- a. Ответить
- b. Довериться кому-то
- c. Вести непринужденную беседу

d. потребовать

4. Choose the correct translation for теория

a. theory

b. references

c. research

d. analysis

5. Choose the correct translation for The article was published in

a. В газете напечатана статья о

b. Автор статьи

c. Статья напечатана в

d. Название статьи

6. Choose the correct translation for The article deals with a topical issue of today

a. Статья затрагивает вопрос о

b. Основная мысль статьи

c. Статья рассматривает актуальную тему дня

d. Автор акцентирует внимание на проблеме

7. Choose the correct translation for To kiss someone

a. Получить прием (приветствие)

b. Целовать кого-то

c. Приветствовать

d. Встречаться

8. Choose the correct translation for To shake hands

a. Пожимать руки

b. Поговорить с кем-то

c. Обмениваться рукопожатием

d. Выслушать кого-то

9. Translate To shake hands

10. Translate Welcome to the company

11. Translate really big

12. Translate cheap

13. Translate discussions

14. Translate At the beginning of the article the author says that

15. Translate Summing it up, the author

16. Translate thought-provoking

17. Translate readable

18. Translate The article is intended for a wide range of readers.

19. Translate research

20. Translate The author draws a conclusion saying that

21. Translate gripping

22. Translate Приглашать кого-то войти

23. Translate Махать кому-то рукой

24. Translate Посылать кому-то воздушный поцелуй

25. Translate совершенно, решительно

26. Translate много

27. Translate Автор статьи

28. Translate Получить прием (приветствие)

29. Translate Обратиться к кому-то

30. Translate Думаю, мы будем иногда работать вместе.

31. Translate неправильный

32. Translate отрицательный

33. Translate положительный

34. Translate ключевые слова

35. Translate Статья затрагивает вопрос о

36. Translate Статья рассматривает вопрос первостепенной важности

37. Translate Далее, автор

38. Translate Автор и я более чем согласны.

39. Match.

- | | |
|-------------------------------|--------------------------------|
| 1. To confide in somebody | a. Вести непринужденную беседу |
| 2. To answer | b. Довериться кому-то |
| 3. to require | c. Ответить |
| 4. to retort | d. возразить |
| 5. To start up a conversation | e. Встретиться |
| 6. To have a small talk | f. Завязать беседу |
| 7. To Meet Up | g. потребовать |

40. Match.

- | | |
|-----------------|-------------------|
| 1. title | a. результаты |
| 2. authors | b. авторы |
| 3. abstract | c. аннотация |
| 4. keywords | d. методы |
| 5. introduction | e. ключевые слова |
| 6. methods | f. введение |
| 7. results | g. заголовок |

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Write your answer in **100 – 200 words**.

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Типовые вопросы к зачету

5 СЕМЕСТР

В соответствии с рабочей программой дисциплины промежуточная аттестация проводится в форме ЗАЧЕТА. Билет состоит из 4 вопросов:

Чтение текста по специальности

Реферирование текста по специальности

Перевод отрывка из текста

Ответ на вопросы по тексту

1. Пример текста для оценки чтения (УК 4.3)

CutiePi review: A Raspberry Pi 4 tablet

By Rob Zwetsloot. Posted on 6th of May 2022. Source:

<https://magpi.raspberrypi.com/articles/cutiepi-review-a-raspberry-pi-4-tablet>

Raspberry Pi-based tablets are a bit of an untapped market in our opinion. While it's definitely fun to make your own, having one prebuilt and ready to go means you can immediately get to work on any number of coding projects. And even if you don't quite want it for digital making, it could make for a fun tablet. CutiePi (£176/\$229) here is a bit of a balance of both.

While one of its headline features is that it's very thin (14mm thin to be exact, thinner than a Raspberry Pi 4), it doesn't skimp on screen size with an 8-inch IPS LCD touchscreen running at 1280x800. It's bright and very responsive, the latter thanks to a Compute Module 4 being built into the tablet – in fact this is how it can be so thin while still having the power of Raspberry Pi 4.

There are some sacrifices made to the input and output ports because of this. There's only one USB port, one micro HDMI out port, and no GPIO or headphone ports. While USB ports can be extended with a hub, this adds extra space to something you'd want to be compact. A camera is installed on the rear though, much like other tablets, and you can easily access the microSD card to update the operating system from another computer.

On a final hardware note; we adore the handle on it. And it's not just a handle, it's a stand in a similar way to smart covers. You can have it propped up near vertical in landscape to use like a display with keyboard attached, or raised at a 30-degree angle to peer down on. It can also be used to prop it up in portrait orientation, and is just nice to use to carry it around with.

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INTRODUCTION

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INTERFACING

CutiePi uses its own custom graphical interface, known as CutiePi Shell. It's based on a browser, and allows for easier use of the tablet as a touchscreen computer – much in the way that an iPad or other tablet has its own custom display. The onscreen keyboard is very good and responsive, and the orientation of the screen will change as you move it. It's a really nice and clean experience, and has the usual trappings you'd expect, like the ability to turn off the display with a button, a lock screen, and a rotation lock.

You can also press a button and return to Raspberry Pi OS's default desktop, where it will function just like any other Raspberry Pi.

A lack of GPIO pins does mean you're limited in the digital making you can do either way. For pure code it's great, and far more hackable than any other tablet, however if you want to connect it to the real world it's a bit trickier.

For what it may lack in GPIO it makes up for in media playing. YouTube and other video services run great, and the speaker is decent. With a few parental controls this could be a great budget tablet for younger people wanting to explore coding.

VERDICT

While lacking in ports it makes up for a lot with its user-friendly design and interface. Great for younger makers.

SPECS

Processor: BCM2711, Quad-core Cortex-A72 (ARM v8) 64-bit SoC @ 1.5 GHz (Raspberry Pi Compute Module 4, Wireless, 2GB Lite (CM4102000))

Display: 8" IPS LCD (1280x800)

Connectivity: WLAN 2.4 GHz, 5.0 GHz IEEE 802.11 b/g/n/ac, Bluetooth 5.0, BLE, 1x USB type-A, USB type-C, 1x micro HDMI 1x microSD slot

Dimensions: 206(W) x 134(H) x 14(D) mm

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Rob is amazing. He's also the Features Editor of The MagPi, a hobbyist maker, cosplayer, comic book writer, and extremely modest.

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4. Пример вопросов по тексту (УК 4.2)

What is a Raspberry Pi 4 Tablet?

How does it look like?

How can a person interact with the device?

6 СЕМЕСТР

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CutiePi review: A Raspberry Pi 4 tablet

By Rob Zwetsloot. Posted on 6th of May 2022. Source:
<https://magpi.raspberrypi.com/articles/cutiepi-review-a-raspberry-pi-4-tablet>

INTRODUCTION

Raspberry Pi-based tablets are a bit of an untapped market in our opinion. While it's definitely fun to make your own, having one prebuilt and ready to go means you can immediately get to work on any number of coding projects. And even if you don't quite want it for digital making, it could make for a fun tablet. CutiePi (£176/\$229) here is a bit of a balance of both.

While one of its headline features is that it's very thin (14mm thin to be exact, thinner than a Raspberry Pi 4), it doesn't skimp on screen size with an 8-inch IPS LCD touchscreen running at 1280x800. It's bright and very responsive, the latter thanks to a Compute Module 4 being built into the tablet – in fact this is how it can be so thin while still having the power of Raspberry Pi 4.

There are some sacrifices made to the input and output ports because of this. There's only one USB port, one micro HDMI out port, and no GPIO or headphone ports. While USB ports can be extended with a hub, this adds extra space to something you'd want to be compact. A camera is installed on the rear though, much like other tablets, and you can easily access the microSD card to update the operating system from another computer.

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INTERFACING

CutiePi uses its own custom graphical interface, known as CutiePi Shell. It's based on a browser, and allows for easier use of the tablet as a touchscreen computer – much in the way that an iPad or other tablet has its own custom display. The onscreen keyboard is very good and responsive, and the orientation of the screen will change as you move it. It's a really nice and clean experience, and has the usual trappings you'd expect, like the ability to turn off the display with a button, a lock screen, and a rotation lock.

You can also press a button and return to Raspberry Pi OS's default desktop, where it will function just like any other Raspberry Pi.

A lack of GPIO pins does mean you're limited in the digital making you can do either way. For pure code it's great, and far more hackable than any other tablet, however if you want to connect it to the real world it's a bit trickier.

For what it may lack in GPIO it makes up for in media playing. YouTube and other video services run great, and the speaker is decent. With a few parental controls this could be a great budget tablet for younger people wanting to explore coding.

VERDICT

8/10

While lacking in ports it makes up for a lot with its user-friendly design and interface. Great for younger makers.

SPECS

Processor: BCM2711, Quad-core Cortex-A72 (ARM v8) 64-bit SoC @ 1.5 GHz (Raspberry Pi Compute Module 4, Wireless, 2GB Lite (CM4102000))

Display: 8" IPS LCD (1280x800)

Connectivity: WLAN 2.4 GHz, 5.0 GHz IEEE 802.11 b/g/n/ac, Bluetooth 5.0, BLE, 1x USB type-A, USB type-C, 1x micro HDMI 1x microSD slot

Dimensions: 206(W) x 134(H) x 14(D) mm

ABOUT THE AUTHOR

Rob Zwetsloot

Rob is amazing. He's also the Features Editor of The MagPi, a hobbyist maker, cosplayer, comic book writer, and extremely modest.

3. Пример отрывка текста для перевода (УК 4.2)

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4. Пример вопросов по тексту (УК 4.2)

What is a Raspberry Pi 4 Tablet?

How does it look like?

How can a person interact with the device?

Типовые вопросы к зачету с оценкой

8 СЕМЕСТР

В соответствии с рабочей программой дисциплины промежуточная аттестация проводится в форме ЗАЧЕТА С ОЦЕНКОЙ. Билет состоит из 4 вопросов:

Чтение текста по специальности

Реферирование текста по специальности

Перевод отрывка из текста

Ответ на вопросы по тексту

1. Пример текста для оценки чтения (УК 4.3)

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