

Методические указания по выполнению контрольной работы:

Перед выполнением контрольной работы внимательно изучите весь теоретический материал курса. Помимо лекционного материала, представленного в разделе «Теория», рекомендуется ознакомиться с дополнительными материалами из раздела «Список литературы». В данном разделе перечислена как основная и дополнительная литература по курсу (учебники, учебные пособия), так и интернет-ресурсы для самостоятельной работы.

Требования к оформлению контрольной работы:

Контрольная работа выполняется в текстовом формате (документ Word). Рядом с номером задания указывается правильный ответ. Например, **1. В** или **2. Marketing**. Файл контрольной работы также должен содержать титульный лист с обязательным указанием ФИО студента, курса, изучаемой дисциплины и номера выполняемой контрольной работы. Титульный лист оформляется в свободной форме.

Контрольная работа по дисциплине «Иностранный язык (английский) в сфере рекламы и связей с общественностью»

Прочитайте текст и выполните задания.

What is New Media?

New media is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

The New Media Institute defines new media as “a catchall term used to define all that is related to the internet and the interplay between technology, images and sound.” That’s in contrast to “old media,” which *PCMag* defines as all forms of communication that came before digital technology, including “radio and TV and printed materials such as books and magazines.”

It also constantly changes. As new technology is developed and widely adopted, what is considered new continues to morph. Once upon a time, DVDs and CDs were the latest way to watch movies and listen to music. Now, streaming services such as Netflix and Spotify are more popular.

Just a few examples of new media include:

- Websites
- Blogs
- Email
- Social media networks
- Music and television streaming services
- Virtual and augmented reality

Media is a vast industry that encompasses dozens of job roles that leverage skills ranging from writing and oral communication to coding, graphic design and more. Some common job roles for someone with a new media degree can include social media manager, public relations specialist and marketing executive.

Social media specialists are experts at representing a company or brand in the public sphere through social media networks such as Facebook, Twitter and Instagram. They create and post content and communicate with customers.

Public relations specialists also help maintain and improve a company’s public reputation and image but generally do so by working with media members in person and via press releases and other measures. They can also be in charge of other corporate communications, including speeches given by company leaders.

Marketing managers are executives who plan marketing and advertising campaigns based on market research and analysis and develop strategies to promote products and services to customers. As a marketing manager, you

might also be charged with hiring promotions and marketing staff, meeting with clients and collaborating with other executives in a company – including public relations, sales and product development – to coordinate the role of marketing strategies within the larger company goals.

1. Верно ли данное утверждение:

New media can be identified as any media based on the Internet and spread in a digital space.

- A. True.
- B. False.
- C. Not stated.

2. What social media networks are mentioned in the text?

3. Выпишите из следующих предложений сказуемое, укажите время и залог сказуемого.

- 1) New media is any media delivered digitally.
- 2) In the past, DVDs and CDs were the latest way to watch movies and listen to music.
- 3) Nowadays new technology is developed and widely adopted.
- 4) “Old media” came before digital technology, including “radio and TV and printed materials such as books and magazines.

4. Найдите в предложениях инфинитивные конструкции, выпишите и назовите их.

- 1) ‘New media’ is considered to be a catchall term used to define all that is related to the internet and the interplay between technology, images and sound.
- 2) We expect new media to continue changing in the future.
- 3) It is necessary for a marketing manager to develop different strategies in order to promote goods and services to people.

5. Выберите подходящий модальный глагол из предложенных.

- 1) With the help of Netflix and Spotify people *have to / can / should* watch films and listen to music online.
- 2) Public relations specialists *might / shouldn't / need to* maintain and improve a company’s public reputation and image.
- 3) Radio, TV, printed materials such as books and magazines *can't / mustn't / shouldn't* be called ‘new media’.

6. Соедините слово или словосочетание с его значением.

1. streaming services	a) to encourage people to like, buy, use, do, or support something
2. social media	b) to speak, act, or be present officially for another person or people
3. marketing executive	c) the opinion that people have of someone or something, based on past behaviour or character
4. to represent	d) websites and computer programmes that make communication possible with the use of computers or mobile phones
5. customer	e) the collection and study of information about what people prefer to buy
6. reputation	f) a professional who plans, develops and oversees the overall marketing strategies and campaigns to

	promote a company's brands, products or services
7. press release	g) to work with someone else for a special purpose
8. market research	h) a person or an organization that buys a product or service
9. to promote	i) an online provider of entertainment (music, movies, etc.) that delivers the content via an Internet connection to the subscriber's computer, TV or mobile device
10. to collaborate with	j) a written statement from a person or group that is given to newspapers and broadcasting organizations to become part of the news