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| **CODE** | ***IMPORTANT! Your work should not feature any excess or additional markings, indicating authorship (e.g., the name and signature of the author, etc.).*** |

**Subject: Media Communications**

**Time to complete the task - 24 hours**

**OLYMPIAD TASK INSTRUCTIONS**

Your essay should be completed in this file. When the task is completed, save the file in Word format (please make sure you check whether you have saved the final version of the file in Word) and send it to the following e-mail address: [mediamom2018@hse.ru](mailto:mediamom2018@hse.ru).

**IMPORTANT!** When sending your file, please indicate your registration number and full name in the subject line (e.g., No. 4812 Anna Vladimirovna Kapustyan).

You will have 24 hours to write the essay. The competition shall commence at 10am (Moscow time) on October 25. Completed essays must be submitted by 10:05am (Moscow time – please check the time difference between your region and Moscow!) on October 26. An essay shall be considered accepted for review if you have received the automatic message “your work has been received”. An essay submitted after the designated deadline SHALL NOT be accepted.

The essay must be presented in Times New Roman font, size 12, with line spacing of 1.5. The left margin should come to 3cm; right margin – 1.5cm. The top and bottom margins must come to 1cm. The size of the essay may be up to 5,000 symbols (including spaces).

**OLYMPIAD TASK**

Carefully read through the proposed subjects. Select ONE of them and write an essay up of to 5,000 symbols (including spaces). The maximum grade for this task is 100 points.

**Essay topics:**

1. The museum of the 21st century. How do visitors encounter history and the arts in a virtual space?
2. Robots in journalism: risks and advantages.
3. What’s so new about the “new media”?
4. Where can augmented reality technology be best applied?
5. I want to know everything! Open data in our lives.

**Essay assessment criteria:**

Essays submitted by participants shall be assessed as per the following 4 criteria:

1. **Erudition (maximum of 50 points)**

This criterion assesses the participant’s overall apprehension of new media. Particular attention is paid to his/her knowledge of concepts and thinkers, most recent and unconventional cases, as well as understanding of the history and context of the given subject. Erudition should not allow for fancy or whimsical ideas, as factual errors shall result in a loss of points.

1. **Analytical Abilities (maximum of 20 points)**

This criterion assesses a participant’s ability to justify his/her choice of topic, as well as explain its relevance. It is key for an author to demonstrate that his/her conclusions are made on the basis of objective data, as well as be able to connect information and facts presented in the text. An essay shouldn’t rely only on one’s own experience or assumptions instead of actual data. This may result in a lower grade.

1. **Logic/Composition (maximum of 20 points)**

This criterion assesses the thinking processes of the participant, as well as the logic and grounding of the text’s structure. A structurally sound text should include an effective description and explanation of a given problem, a series of arguments supporting the author’s position, as well as a well-founded conclusion. Points shall be reduced for unfounded conclusions, as well as large parts of the text that might otherwise be stated in smaller, more concise sentences.

1. **Style/Grammar (maximum of 10 points)**

The text must be well-formed and well-written, avoiding overt emotion, excessive rhetoric, or derision, as such characteristics shall not be well-received by the committee. In addition, the author must refrain from useless generalizations or empty meaningless phrases, as well as misuse of words and their meanings. In this respect, points may be deducted for failing to meet the specific requirements of the essay.

**Essay Criteria Table (to be filled in by experts)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Erudition | Analytical Ability | Logic/  Composition | Style/  Grammar | Final Grade |
| Maximum Grade | **50** | **20** | **20** | **10** | **100** |
| **Expert 1** |  |  |  |  |  |
| **Expert 2** |  |  |  |  |  |
| **Total Points** | | | | |  |

**Essay on the subject:**