

Reference Materials for HSE Global Scholarship Competition — 2022

Journalism

I. Recommendations for writing (first stage) in Journalism

The competition in Journalism consists of two stages (total max 100 points):

- Writing (first stage). The time to complete the writing stage is 240 minutes. The assignment is fulfilled in English. Maximum score — 70 points. A minimum of 20 points can be awarded for the writing part. If the Competition participant receives less than 20 points, he is considered to be eliminated from the Competition.
- Speaking— an interview (second stage). The interview is held in English. Maximum score — 30 points.

Writing (first stage) consists of 3 tasks:

Task 1 — write a news summary on one of the proposed topics, 4000 characters long with spaces, using online sources. Maximum score — 40 points.

Task 2 — formulate 7 questions for a newsmaker. Maximum score — 20 points.

Task 3 — write your own explanation of a certain journalism term. Maximum score — 10 points.

The writing part shall be performed using a computer in a Word format (.doc or .docx) with Times New Roman font, size 12, line spacing 1,5, and paragraphs emphasized by indentation. The left edge size — 2.5 cm; the right, upper and lower edge size— 1.5 cm.

Journalism Competition, writing tasks (10–11th Grades)

The time to complete the writing stage is 240 minutes.

Maximum score — 70 points.

TASK 1. NEWS SUMMARY

Writing a news summary on one of the suggested topics using online sources. The assignment is performed electronically on a computer. The size of the delivered text shall not exceed 4000 characters with spaces. The Competition participant can use any online information and reference sources, including media reports, reference books, encyclopedias, etc. Before sending the completed assignment to the experts (jury), all the assignments undergo a plagiarism check with the HSE's Antiplagiat system.

Task 1 assessment criteria (from 0 to 40 points)

Criterion 1. Accuracy of factual background and completeness of topic coverage — 0 - 20 points.

The Competition participant is required to be aware of the current situation, public affairs, social and political context, be able to search, analyze and summarize relevant information, be able to identify the main events related to the topic and cover them coherently using the informative style. The participants should focus on accuracy, as well as providing a sufficient amount of information in an easy-to-read form.

The summary shall describe the events, highlighting the main story lines. The dominant ideas of the material are always facts, including official information, statistics, witness reports of participants, opinions of analysts/experts explaining the event.

The text must comply with the basic professional requirements — objectivity, balance, fairness.

The classic approach to the composition of an extended news report implies the observance of the *inverted pyramid principle*, when the most important and relevant parts are narrated first, while the details are given to further expand the story. The summary shall contain all essential elements:

- Title/title complex
- Lead
- Body, which includes:
 - subtitles subdividing the text in large logic parts
 - details
 - accounts of eyewitnesses/participants in direct speech or retelling
- Additional information to describe the scale/significance of the event:
- The context that may include facts complementing the event description, expert opinions
- Background, reference information covering previous events.

The background and context might correlate, only one of these two can be represented. Nevertheless, the Competition participant can use their own composition of the news report presentation, and if all other requirements are fulfilled, this is not considered a mistake.

The Competition participant shall demonstrate the ability to identify the central and most important ideas.

Criterion 2. Compliance with the stylistic requirements of the selected genre and the logical structure of the material —0 - 10 points.

The text shall meet the stylistic requirements for a news report:

- neutral style without emotional coloring.
- Deductions can be applied for the following reasons:
 - The lead lacking 5W (Who? What? etc.)
 - The lead lacking the conflict of plots or reference to the future
 - Author's opinion (e.g., "Telegram is the best messenger at the moment"). Expert opinions are allowed, but the selected experts shall represent a balanced picture
 - Ungrounded generalizations ("everyone uses the Internet" or "Russians are not protecting themselves from COVID-19")
 - First-person narration
 - Text coloring

- Expressive and emotional content
- Dramatics

Criterion 3. The number of sources and the correctness of their use —0 - 10 points. A list of references (information sources specified in the text) shall be given after the news summary text. The number of links references shall not be too small (content credibility will suffer in this case) or too large (which may turn the journalistic content into a database). The optimal number of references for this text size is 5 - 8. Additional points can be awarded when an original source (official site or social media channel) is used. The author of the material is responsible for each fact provided, for each digit used, and can confirm its words with a reference to a reliable source (a source containing proven information, for example, media sites, official social media pages and channels of organizations and particular persons).

Deductions can be applied for the following reasons:

- the total lack or a small number of references;
- incorrect references (for example, incorrect URL or a domain reference without specifying a relevant page);
- references to unreliable sources — sources with unverified information.

Criterion 4. English language stylistics — 0 - 5 points.

The participant shall have an excellent command of the written language — avoid using bureaucratic style, stock phrases and cliches. The accuracy and brilliance of the presentation of thoughts and the vocabulary are also evaluated. Excessive use of cliches, as well unjustified metaphors, exaggeration, etc., are considered as shortcomings.

Criterion 5. Literacy —0 - 5 points.

Checked according to the Literacy table:

		ОРФОГРАФИЧЕСКИЕ И ГРАММАТИЧЕСКИЕ ОШИБКИ									
		0	1	2	3	4	5	6	7	8	
ПУНКТУАЦИОННЫЕ ОШИБКИ	0	5	4-5	4	3-4	3	2	1	1	0	
	1	4-5	4-5	4	3-4	2-3	2	1	1	0	
	2	4-5	4	4	3	2	2	1	1	0	
	3	4-5	4	4	3	2	1-2	1	0	0	
	4	4	4	3-4	3	2	1	1	0	0	
	5	4	3-4	3	2-3	1-2	1	0	0	0	
	6	3-4	3	3	2	1	1	0	0	0	
	7	3	3	2-3	2	1	0	0	0	0	
	8	3	3	2	2	1	0	0	0	0	
	9	2-3	2	2	1	0	0	0	0	0	
	10	2	2	1	1	0	0	0	0	0	
	11	1-2	1	1	0	0	0	0	0	0	
	12	1	1	0	0	0	0	0	0	0	
	13	1	0	0	0	0	0	0	0	0	
	14	0	0	0	0	0	0	0	0	0	

Пунктуационные ошибки	Punctuation mistakes
Орфографические и грамматические ошибки	Spelling and grammar mistakes

TASK 2. SEVEN QUESTIONS FOR A NEWSMAKER

Participants have to formulate 7 questions to an information holder. Maximum score — 20 points. Participants are required to reveal the newsmaker's character and its point of view on the current issues.

Task 2 assessment criteria (0 - 20 points)

Criterion 1. Questions should match the task — 0 - 10 points.

Questions should be addressed to the specified person. The participants should avoid questions that can be addressed to anyone (Proust Questionnaire). Questions must be relevant. One should not ask Vladimir Zelensky about how he felt when he won his presidential election. His inauguration took place in 2019, and the media have covered how he felt fair and square. Find a burning topic. Find an interesting delivery angle. Try not to ask questions that are frequently addressed to politicians, celebrities, experts from different areas. Try to find an interesting delivery angle — do some research by reading the interviews of other journalists, their statements in the media. Collect the information required to formulate questions.

Criterion 2. Accuracy and correct wording — 0 - 10 points. Avoid flattery or pathos in questions. Avoid close-ended questions. Avoid long questions, two questions in one.

TASK 3. EXPLAIN A JOURNALISTIC TERM

Maximum length — 15 lines.

Task 3 assessment criteria:

1. Accuracy and depth of term explanation — 0 - 5 points.
2. Ability to express thoughts concisely — 0 - 5 points.

The Competition participant is given a journalistic term (e.g., "yellow press", "newsmaker") with the task to give the clearest possible explanation of the specified term. Generally, an attempt to copy the explanation from other sources shows that the participant misunderstands the term. Let's consider several explanations of "newsmaker", a journalistic term provided in test assignments:

"A newsmaker is data or information that is provided by a person or organization and is associated with a relevant event, helping to cover it or correct the existing information." This explanation is complicated, incomprehensible.

«The newsmaker is an event that is the main news at the moment and performs the function of attracting audiences or potential buyers (depending on the area). The newsmaker helps companies or certain groups of persons

to sell the product or service giving as much profit as possible, create a brand image. A good newsmaker should have the following characteristics — conciseness, ideologic content, uniqueness and presence of a clear objective. Example newsmakers are presentations, promotions, sales, award ceremonies, new records, festivals, fairs, stories of brand and company creation, etc." This explanation is too long and once again inaccurate since the author explains it from the point of view of PR and advertising.

"The newsmaker is a reason for the media to inform about something, i.e. why a certain event or phenomenon should be published and become widely discussed. This is something new and significant that can attract the target audience of the media, bring certain benefits, form a certain opinion, and emotionally encourage the reader, i.e., provoke a reaction." This definition explains the term better than the previous ones.

II. Methodical recommendations for speaking, second stage in Journalism — interview (30 points max)

During the speaking stage (interview), the expert commission members (jury) ask a participant questions on a wide range of current issues of political, social, cultural life in order to evaluate their general knowledge of culture, their understanding of the professional side of the media, their ability to analyze, argument and defend their point of view in a conversation.

The interview is held in English remotely via a specialized service selected by HSE using a personal computer of the Competition participant. The computer shall have a webcam, microphone and be connected to the Internet.

During the interview, the participant shall demonstrate:

1. General knowledge of culture (0 - 10 points):
 - a) knowledge in the field of history, geography, international artistic culture.
 - b) knowledge of information and literature sources.
 - c) awareness of basic trends in political, economic, social areas.
2. Understanding of professional side of the media (0 - 10 points):
 - a) awareness of current events and news context.
 - b) understanding the social role of journalism.
 - c) knowledge of key news media and media industry experts.
3. Ability to analyze, reason, argument, defend the point of view (0 - 10 points).