

DISTRIBUTED COMPETITION ASSIGNMENT SAMPLE

MEDIA COMMUNICATIONS

10th and 11th Grades

The competition assignment in Media Communications consists of a written part (maximum of 70 points) and an interview (maximum of 30 points).

The written part of the assignment is an essay in English on one of the suggested topics. It should not exceed 5,000 characters with spaces.

Time needed to complete the tasks is 24 hours.

SUGGESTED ESSAY TOPICS:

- “We are not sheep!” The theme of identity in Manizha’s songs
- Make some noise! The reflection of society’s problems in rap songs
- TikTok: seriously unserious videos

The best works must:

- contain data on the topic’s history – not text blocks from Wikipedia, but possible context, background etc.
- appropriately use names of media-related scholars, their ideas, and concepts – it should be clear from the text why these or those scholars or ideas are mentioned and how it is linked to the text itself.
- contain current examples and cases; it isn’t necessary to make a separate chapter on cases – it would be enough to mention them when the context so requires.
- give the author’s motivated view on the future of a specific phenomenon – try to avoid generalizing; instead, cite some objective data and make conclusions based on it.

You should avoid:

- unnecessary generalizations (“Every one of us is on social media these days...”);
- unsubstantiated conclusions (“...and I still think that the social media are here to stay...”);
- personal experience outbalancing objective knowledge (“None of my friends watch TV, therefore, TV audience is on the decline...”).