

**Subject: Media Communications**

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

**COMPETITION 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. Where and how Artificial Intelligence (AI) can be applied in media?
2. Disappearing jobs in the Media sphere that will probably won't exist in the future.
3. Stories that are hidden in the open data.
4. Video platforms that will replace Television.
5. "At my command": interactive movie.

**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.

**2. 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.

**3. 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

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unfounded conclusions, as well as large parts of the text that might otherwise be stated in smaller, more concise sentences.

**4. 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	<b>50</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>100</b>
<b>Expert 1</b>					
<b>Expert 2</b>					
<b>Total Points</b>					

**Essay on the subject:**

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