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| ***To be completed by experts. Participant marks are not allowed!*** |

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| --- | --- | --- | --- | --- | --- |
|  | Erudition | Analytical Abilities | Logic/ composition | Style/Grammar | **Final score** |
| Maximum score | **25** | **20** | **20** | **5** | **70** |
| **Expert 1** |  |  |  |  |  |
| **Expert 2** |  |  |  |  |  |
| **Final score** | | | | |  |

**Subject: MEDIA COMMUNICATIONS**

**COMPETITION TASK INSTRUCTIONS**

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

1. The competition in Media Communications consists of two stages (total maximum score - 100 points):

1.1. **Writing task** (first stage).  
You will have 24 hours. The competition starts at 10am (Moscow time) on October 27, 2021.    
Completed essays must be submitted by 10:15am (Moscow time – please check the time difference between your region and Moscow!) on October 28, 2021.

- The participant can perform the task in English.  
- The maximum score for a written assignment is 70 points.

If the participant of the competition received less than 50 points, he is considered to have dropped out of the competition. For the interview (second stage) authors of works are invited who have scored 50 or more points.

1.2. **Speaking part** - the interview (second stage).

- The interview is conducted in English.

- Maximum score is 30 points.

1. Online competition of the first stage (**writing task**) held on October 27, 2021 from 10am to 10am October 28, 2021 (Moscow time), 24 hours.
2. The written part (first stage) consists of an essay on one of the proposed topics.
3. Written part should be done on a computer in Times New Roman font, size 12, line spacing 1.5, MS Word format (.doc or .docx). Distance from the left edge - 2.5 cm; from the right, top and bottom - 1.5 cm.
4. **Important!** The competition task, including the Instructions for its implementation, will be posted on the Competition website (Media Communications page) in MS Word format 15 minutes before the start of the online competition.
5. The participant should download the file with the task and the Instructions (in MS Word format) posted on the Competition website and perform work **on the computer directly in this file**, having carefully read the task and the Instructions for its implementation.
6. The participant must begin to answer the task in the ”**Essay on the subject”** section.
7. The participant must save the MS Word file with the finished work (its latest version) on the computer; make sure that the file is saved in the correct version (p.4 of this Instruction);   
   name the file: ***your registration number\_Media \_2022 (example: 1448\_Media \_2022).*** (The competitor should prepare his registration number in advance so as not to look for it during the competition.)
8. In the subject of the letter, the participant must indicate:   
   1) his registration number;   
   2) Surname, Name ***(example: 1448\_Kapustyan Anna)***.   
   [Before submitting the works to the Jury, the Competition Committee verifies the registration number and full name of the participant; further information about the participant is removed from the work, and the Jury checks the unnamed works.]
9. The finished work should be sent by e-mail in the form of an attached file in a letter to the address: [mommedia22@hse.ru](mailto:mommedia22@hse.ru) on October 28, 2021 no later than 10:15am Moscow time (the end of the competition is 10am Moscow time).

**Attention!** The works received after 10:15am Moscow time will not be checked by the Jury.

1. The work is considered accepted for verification if, in response to the participant's letter with the work, the participant received a response letter: ***"Your work is accepted."***

**COMPETITION TASK**

**Time to complete the task — 24 hours.**

**The maximum grade for this task is 70 points.**

Carefully read through the proposed subjects. Select ONE of them and write an essay of up to 5,000 symbols (including spaces).

**Essay topics:**

1. How do I understand the phrase “Education will become recognized as civil defense against media fallout” (M. McLuhan).
2. All jobs are good. The success of members of non-media professions in Tik Tok.
3. And from the platform they say ... The influence of social networks and messengers on journalism and media business.

**Essay assessment criteria:**

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

**1.** **Erudition (maximum of 25 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 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 5 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 on the subject**