

Приложение 2 к РПД Иностранный язык
39.03.01 Социология.
направленность (профиль) Социология маркетинга
Форма обучения – очная
Год набора – 2019

**ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОВЕДЕНИЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ
ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ (МОДУЛЮ)**

1. Общие сведения

1.	Кафедра	Филологии и медиакоммуникаций
2.	Направление подготовки	39.03.01 Социология.
3.	Направленность (профиль)	Социология маркетинга
4.	Дисциплина (модуль)	Б1.О.03 Иностранный язык
5.	Форма обучения	очная
6.	Год набора	2019

2. Перечень компетенций

УК.4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)
УК.5 Способен воспринимать межкультурное разнообразие общества в социально - историческом, этическом и философском контекстах.

3. Критерии и показатели оценивания компетенций на различных этапах их формирования

Этап формирования компетенции (разделы, темы дисциплины)	Формируемая компетенция	Критерии и показатели оценивания компетенций			Формы контроля сформ-ти комп-ий
		Знать:	Уметь:	Владеть:	
1 семестр					
1. Double lives 2. Britishness 3. First impressions 4. Journeys 5. Down under 6. Getting around 7. Dream homes 8. Bedrooms 9. Dinner date 10. Luck of the draw 11. Coincidences 12. Twists of fate 13. Hard sell 14. The office 15. Paperwork 16. Summer holiday 17. Perfect day 18. Travel plans	УК-4 УК-5	содержание изученного грамматического и лексического материала для осуществления коммуникации в устной и письменной формах для межкультурного взаимодействия.	применять полученные знания для осуществления деловой коммуникации в устной и письменной формах для межкультурного взаимодействия в обществе.	языковыми и речевыми навыками (фонетика, лексика, грамматика); а также речевыми умениями (аудирование, говорение, чтение, письмо) для осуществления деловой коммуникации в устной и письменной формах - нормами речевого этикета.	Устное высказывание по теме, Доклад.

2 семестр					
1. Life changes 1. Happy birthday 2. Dilemmas 3. Breaking news 4. Speeding 5. Bank robbers 6. Shops and shoppers 7. E-shopping 8. Telephone bills 9. Secrets 10. Mysteries 11. Strictly confidential 12. Olympic dreams 13. The sporting year 14. Sport relief 15. Money matters 16. Sue! 17. Gifts of gold	УК-4 УК-5	содержание изученного грамматического и лексического материала для осуществления коммуникации в устной и письменной формах для межкультурного взаимодействия.	применять полученные знания для осуществления деловой коммуникации в устной и письменной формах для межкультурного взаимодействия в обществе.	языковыми и речевыми навыками (фонетика, лексика, грамматика); а также речевыми умениями (аудирование, говорение, чтение, письмо) для осуществления деловой коммуникации в устной и письменной формах - нормами речевого этикета.	Устное высказывание по теме, презентация.
3 семестр					
1. Introduction to sociology 2. The Practice of Sociology 3. Sociological Questions 4. Consequences of Human Action 5. Social Interaction 6. Developing a Sociological Outlook 7. Groups and organizations 8. Bureaucracy 9. The Limitations of Bureaucracy 10. Political and Social Integration 11. Public Education: Tendencies and Intentions 12. Social Change in the Modern World 13. Marriage and Family Rituals 14. The Traditional Family 15. Family, Marriage and Intermarriage	УК-4 УК-5	содержание изученного грамматического и лексического материала для осуществления коммуникации в устной и письменной формах для межкультурного взаимодействия.	применять полученные знания для осуществления деловой коммуникации в устной и письменной формах для межкультурного взаимодействия в обществе.	языковыми и речевыми навыками (фонетика, лексика, грамматика); а также речевыми умениями (аудирование, говорение, чтение, письмо) для осуществления деловой коммуникации в устной и письменной формах - нормами речевого этикета.	Устное высказывание по теме, Доклад.
4 семестр					
1. Abnormal Behaviour 2. Theories on Deviance 3. Deviance and Violence 4. Collective Behaviour and Crowd Psychology 5. Crowd and Mass 6. Social Movements 7. Conflicts 8. Dialectical Change and Geopolitics 9. Conflict and Emotion 10. Social Inequality and Social Class. 11. Stratification and Poverty 12. Complexity, Contention and Inequality 13. Globalization 14. Globalization: New Perspective and Tricky Issues 15. Globalization Is in Trouble	УК-4 УК-5	содержание изученного грамматического и лексического материала для осуществления коммуникации в устной и письменной формах для межкультурного взаимодействия.	применять полученные знания для осуществления деловой коммуникации в устной и письменной формах для межкультурного взаимодействия в обществе.	языковыми и речевыми навыками (фонетика, лексика, грамматика); а также речевыми умениями (аудирование, говорение, чтение, письмо) для осуществления деловой коммуникации в устной и письменной формах - нормами речевого этикета.	Устное высказывание по теме, презентация.

Шкала оценивания в рамках балльно-рейтинговой системы

«неудовлетворительно» – 60 баллов и менее;

«удовлетворительно» – 61-80 баллов;

«хорошо» – 81-90 баллов;
«отлично» – 91-100 баллов

1. Критерии и шкалы оценивания

1.1. Устное высказывание по теме (работа на занятиях)

Баллы	Критерии оценивания
2	<ul style="list-style-type: none">– изложение материала логично, грамотно, без ошибок;– свободное владение профессиональной терминологией;– разнообразие и адекватность используемой лексики;– разнообразие используемых грамматических конструкций;– отсутствие пауз, свободное владение языком, беглость речи.
1	<ul style="list-style-type: none">– ответ недостаточно полный с незначительными неточностями– студент допускает неточности в передаче информации, в применении знаний;– обнаруживается недостаточно глубокое понимание материала.
0	<ul style="list-style-type: none">– отсутствуют необходимые теоретические знания; допущены ошибки в понимании текста, искажен смысл;– в ответе студента проявляется незнание основного материала учебной программы, допускаются грубые ошибки в изложении.

4.2 Выступление студентов с сообщением (докладом)

Баллы	Характеристики ответа студента
10	<ul style="list-style-type: none">- студент глубоко и всесторонне усвоил проблему;- уверенно, логично, последовательно и грамотно его излагает;- опираясь на знания основной и дополнительной литературы, тесно привязывает усвоенные научные положения с практической деятельностью;- умело обосновывает и аргументирует выдвигаемые им идеи;- делает выводы и обобщения;- свободно владеет понятиями
7	<ul style="list-style-type: none">- студент твердо усвоил тему, грамотно и по существу излагает ее, опираясь на знания основной литературы;- не допускает существенных неточностей;- увязывает усвоенные знания с практической деятельностью;- аргументирует научные положения;- делает выводы и обобщения;- владеет системой основных понятий
4	<ul style="list-style-type: none">- тема раскрыта недостаточно четко и полно, то есть студент освоил проблему, по существу излагает ее, опираясь на знания только основной литературы;- допускает несущественные ошибки и неточности;- испытывает затруднения в практическом применении знаний;- слабо аргументирует научные положения;- затрудняется в формулировании выводов и обобщений;- частично владеет системой понятий
0	<ul style="list-style-type: none">- студент не усвоил значительной части проблемы;- допускает существенные ошибки и неточности при рассмотрении ее;- испытывает трудности в практическом применении знаний;- не может аргументировать научные положения;- не формулирует выводов и обобщений;- не владеет понятийным аппаратом

4.3 Подготовка презентаций

Структура презентации	Максимальное количество баллов
Содержание	
Сформулирована цель работы	1
Понятны задачи и ход работы	1
Информация изложена полно и четко	1
Иллюстрации усиливают эффект восприятия текстовой части информации	1
Сделаны выводы	1
Оформление презентации	
Единый стиль оформления	1
Текст легко читается, фон сочетается с текстом и графикой	1
Все параметры шрифта хорошо подобраны, размер шрифта оптимальный и одинаковый на всех слайдах	1
Ключевые слова в тексте выделены	1
Эффект презентации	
Общее впечатление от просмотра презентации	1
Максимальное количество баллов	10

4.4 Тест

Процент правильных ответов	До 60	61-80	81-100
Количество баллов за решенный тест	3	7	10

5. Типовые контрольные задания и методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций в процессе освоения образовательной программы.

5.1. Типовое тестовое задание

I. Грамматика

Заполните пропуск

- It was a great idea of _____ to go swimming this afternoon.
 - you
 - yourself
 - your
 - yours
- My best friend is three years _____ than me.
 - the youngest
 - younger
 - young
 - most young
- The oldest living tree in the world grows in _____ California.
 - the
 -
 - an
 - a
- She is going to study music _____ next year.

- a) –
 - b) in
 - c) at
 - d) to
4. Begin with a minute _____ two of small talk.
- a) but
 - b) or
 - c) and
 - d) if
5. My course _____ on Monday at 9.30.
- a) are starting
 - b) starts
 - c) shall start
 - d) have started
6. _____ of her arrival, I went to see her.
- a) Told
 - b) Being told
 - c) To tell
 - d) Telling
7. _____ the sunset. It's going to be really hot tomorrow.
- a) Look for
 - b) Look at
 - c) Look to
 - d) Look after
8. _____ Your face seems familiar to me. We _____ have met somewhere.
- a) need
 - b) should
 - c) ought
 - d) must
9. A shorter, more _____ meeting leaves time for work.
- a) productive
 - b) production
 - c) productivity
 - d) productiveness

II. Профессиональная Лексика

Заполните пропуск

1. Her current interest was _____ and development, but she has changed fields.
- a) residence
 - b) reputation
 - c) research
 - d) resistance
2. The person who handles applications for vacant posts is _____ .
- a) personal officer
 - b) sales assistant
 - c) unskilled worker
 - d) safety officer
3. Cultural _____ are general practices found in every culture.
- a) programmes
 - b) institutions

- c) events
- d) universals

4. Social _____ is the ways people act towards one another when they meet.

- a) role
- b) behaviour
- c) interaction
- d) value

III. Речевой этикет

Выберите реплику, наиболее соответствующую ситуации общения

1. Hostess: Are you enjoying yourselves?

Guest: _____

- a) Oh, yes, we're having a fantastic time, thank you.
- b) I don't know.
- c) What have you said?
- d) Yes, we are enjoying ourselves.

2. Shop assistant: Can I help you?

Customer: _____

- a) Fine.
- b) No, that's not necessary.
- c) Oh, good. I'm so glad to have met you.
- d) No, it's all right, I'm just looking.

3. Teacher: Well, good bye and the best of luck for the future.

Student: _____

- a) Good luck.
- b) Good bye for ever.
- c) Thank you for teaching me, I really enjoyed your lessons.
- d) Let's hope for the best.

4. Boss: Do you see what I mean?

Employee: _____

- a) Yes, do, please.
- b) Yes, but I'm not sure I quite agree.
- c) Yes, and I don't agree with you.
- d) I don't think so.

IV. Страноведение. Культура и традиции стран изучаемого языка

Заполните пропуск

1. British Museum is situated in _____.

- a) London
- b) Edinburgh
- c) Oxford
- d) Washington

2. There are _____ stripes on the US flag.

- a) 20
- b) 17
- c) 13
- d) 31

3. The largest city of Canada is _____.

- a) Vancouver
 - b) Toronto
 - c) Ottawa
 - d) Montreal
4. Bill Gates is a founder of _____.

- a) the largest automobile corporation
- b) the first entertainment theme park
- c) the Metropolitan Museum
- d) the Microsoft Corporation

5 Прочитайте текст

Auguste Comte

▪ The French philosopher who is known as the Father of Sociology is Auguste Comte. Comte advocated a science of society, which he named sociology. It was Comte's intention that there be one science of society to take its place alongside the various physical sciences, he stated the need for a "science of man". He urged the use of natural science techniques in the study of social life. Comte also originated positivism, a philosophic doctrine that incorporated his views on sociology.

▪ Auguste Comte was born in Montpellier, France, on Jan. 19, 1798. His father, Louis, was a tax official. Auguste studied at the Ycole Polytechnique, in Paris, from 1814 to 1816. In 1818 he became secretary to the Comte de St-Simon, a pioneer socialist. Beginning in 1826, Comte delivered private lectures to some of the leading French scholars and scientists of the day. These lectures became the basis of his most famous work, the six-volume "Course of Positive Philosophy" which was published between 1830 and 1842. In 1827, two years after his marriage to Caroline Massin, Comte suffered a mental breakdown. After his recovery he was on the staff of the Ycole Polytechnique from 1832 to 1842. In his four-volume "System of Positive Polity" published between 1851 and 1854 Comte formulated a concept called "religion of humanity".

▪ Comte is best known for his "law of the three stages". According to this "law" man's explanations of natural and social processes pass through three stages – the theological, the metaphysical and the positive. In the first stage, man sees these processes at the work of supernatural powers. In the second, he explains them by means of such abstract ideas as "causes" and "forces".

▪ In the third stage, he accumulates factual data and determines relationships among the observed facts. Comte believed that astronomy, physics, chemistry, and biology had evolved through these stages. He sought to organize sociology along "positive" lines. Comte died in Paris in Sept. 5, 1857.

5. Определите, являются ли утверждения

1. Auguste Comte applied techniques of other sciences in sociology.
2. He had no family of his own.
3. One of his famous concepts was "religion of humanity".
4. Philosophers and thinkers of ancient societies made countless observations about human behaviour.

a) истинными

b) ложными

c) в тексте нет информации.

6. Укажите, какому из абзацев текста (1,2,3,4) соответствуют следующие идеи:

5. The foundation of sociology is closely connected with the name of philosopher Auguste Comte.
6. Comte supposed that natural sciences passed through three stages.

7. Ответьте на вопрос:

7. What does the law of three stages suggested by Comte imply?

- a) A man sees and explains natural world and social events through theological, metaphysical and positive stages.
- b) According to this law there are three stages in developing a person.

- c) The society is evolved through three stages.
- d) This law can be applied only for people.

8. Определите основную идею текста

- a) August Comte gave sociology its name and developed it as a science.
- b) Positivism is a philosophic doctrine connected with sociology.
- c) Sociology is considered to be a science of society.
- d) Auguste Comte is well-known for his book "Course of Positive Philosophy".

V. Письмо. Деловая корреспонденция

1. Расположите части резюме в правильном порядке

- A. education
- B. skills
- C. personal details
- D. references
- E. activities
- F. professional experience

2. Определите к какому виду делового документа относится представленный ниже отрывок

... We are a large record store in the center of Manchester and would like to know more about CDs and DVDs you advertised in last month's edition of *Hi Fi*. Could you tell us if the products are leading brand names, or made by small independent companies, and if they would be suitable for recording classical music, games and video?

We would appreciate it if you send us some samples.

- a) Contract
- b) Memo
- c) Letter of enquiry/request
- d) CV

Ключ к заданиям теста

1	1	2	3	4	5	6	7	8	9	10
	D	b	b	a	b	b	b	b	d	a
2	1	2	3	4						
	C	a	c	b						
3	1	2	3	4	5	6	7	8		
	A	d	c	b	a	c	b	d		
4	1	2	3	4	5	6	7	8		
	A	b	a	c	1	3	a	a		
5	1		2							
	CAFBED									

Типовое тестовое задание

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Заполните пропуск

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 - a) the
 - b) –

- c) an
d) a
2. She is going to study music _____ next year.
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5 Читайте текст

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▪ In the third stage, he accumulates factual data and determines relationships among the observed facts. Comte believed that astronomy, physics, chemistry, and biology had evolved through these stages. He sought to organize sociology along "positive" lines. Comte died in Paris in Sept. 5, 1857.

5. Определите, являются ли утверждения

1. Auguste Comte applied techniques of other sciences in sociology.
2. He had no family of his own.
3. One of his famous concepts was "religion of humanity".

4. Philosophers and thinkers of ancient societies made countless observations about human behaviour.

d) *истинными*

e) *ложными*

f) *в тексте нет информации.*

6. *Укажите, какому из абзацев текста (1,2,3,4) соответствуют следующие идеи:*

5. The foundation of sociology is closely connected with the name of philosopher Auguste Comte.

6. Comte supposed that natural sciences passed through three stages.

7. *Ответьте на вопрос:*

7. What does the law of three stages suggested by Comte imply?

a) A man sees and explains natural world and social events through theological, metaphysical and positive stages.

b) According to this law there are three stages in developing a person.

c) The society is evolved through three stages.

d) This law can be applied only for people.

8. *Определите основную идею текста*

a) August Comte gave sociology its name and developed it as a science.

b) Positivism is a philosophic doctrine connected with sociology.

c) Sociology is considered to be a science of society.

d) Auguste Comte is well-known for his book "Course of Positive Philosophy".

V. Письмо. Деловая корреспонденция

1. *Расположите части резюме в правильном порядке*

A. education

B. skills

C. personal details

D. references

E. activities

F. professional experience

2. *Определите к какому виду делового документа относится представленный ниже отрывок*

... We are a large record store in the center of Manchester and would like to know more about CDs and DVDs you advertised in last month's edition of *Hi Fi*. Could you tell us if the products are leading brand names, or made by small independent companies, and if they would be suitable for recording classical music, games and video?

We would appreciate it if you send us some samples.

a) Contract

b) Memo

c) Letter of enquiry/request

d) CV

Ключ к заданиям теста

1	1	2	3	4	5	6	7	8	9	10
	D	b	b	a	b	b	b	b	d	a
2	1	2	3	4						
	C	a	c	b						
3	1	2	3	4	5	6	7	8		
	A	d	c	b	a	c	b	d		

4	1	2	3	4	5	6	7	8
	A	b	a	c	1	3	a	a
5	1		2					
	CAFBED							

5.2 Примерные темы докладов

1. Social Interaction
2. Developing a Sociological Outlook
3. Groups and organizations
4. Bureaucracy
5. Political and Social Integration
6. Public Education: Tendencies and Intentions
7. Social Change in the Modern World
8. Marriage and Family Rituals
9. Abnormal Behaviour
10. Theories on Deviance
11. Deviance and Violence
12. Collective Behaviour and Crowd Psychology
13. Social Movements
14. Conflicts
15. Conflict and Emotion
16. Globalization: New Perspective and Tricky Issues

5.3 Вопросы к зачету/ экзамену

Вопросы к зачету (2 семестр)

1. What people are most likely to lie about.
2. Are all lies bad – or can you tell a ‘good lie’?”
3. What national symbols or distinctive characteristics are associated with your country?
4. What was your first impression of someone new? What did he/she look like?
5. What’s the longest journey you have ever taken?
6. What can a tourist see or do in Australia?
7. What’s the quickest way of travelling round your town?
8. What facilities does your part of town have? What are the advantages and disadvantages of living where you live?
9. Do you find it easy to get to sleep? What do you do when you can’t get to sleep?
10. How often do you go to a restaurant or have a meal with friends? What’s your favorite dish?
11. What was the last big risk you took?
12. Do you think of yourself as especially lucky or unlucky? Are some people naturally lucky?
13. Have you ever bought anything as a result of an ad you’ve seen?
14. Have you worked in an office? What is daily life like in an office? Name things you find in every office.
15. Do you take regular holidays? Do you usually holiday in your country or abroad?
16. When you want a day out do you prefer town or countryside? Walking, sport, sightseeing or shopping?
17. Would you book a plane flight over the phone, at a travel agent or on the internet?
18. Are birthdays important? What’s the best birthday you’ve ever had?
19. Do you like to read newspapers? Why? Why not? What are the most popular quality newspapers? Why?
20. Do you know how to drive? What’s the best thing about your driving? And the worst?
21. How many films can you think of in which a robbery takes place? Why are such films so popular?

22. When you go shopping for food do you know what you want to buy – or do you choose things because you see them in the shop? How many of the things in the shopping basket do you buy regularly?
23. Have you ever bought anything online? Do you think online shopping is reliable? What potential problems are there?
24. How often do you use a mobile? Do you text (SMS) a lot? Do you find it annoying when other people have conversations on their mobiles in public places?
25. Which sports are the most popular in your country? Which are the most interesting to do? To watch?
26. Do you think it's more interesting to watch team sports or sports in which individuals compete against each other?
27. What sports can disabled people take part in?
28. Do you think it is important for children to have playing fields and other sports facilities they can use? Why? Why not?
29. Are you a saver or a spender? How much money do you spend on entertainment and having fun?
30. On big occasions, do you prefer a celebration or the presents?

Вопросы к экзамену (4 семестр)

1. The Practice of Sociology
2. Consequences of Human Action
3. Social Interaction
4. Developing a Sociological Outlook
5. Groups and organizations
6. Bureaucracy
7. Political and Social Integration
8. Public Education: Tendencies and Intentions
9. Social Change in the Modern World
10. Marriage and Family Rituals
11. Abnormal Behaviour
12. Theories on Deviance
13. Deviance and Violence
14. Collective Behaviour and Crowd Psychology
15. Social Movements
16. Conflicts
17. Conflict and Emotion
18. Globalization: New Perspective and Tricky Issues