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Министерство науки и высшего образования Российской Федерации  
Федеральное государственное автономное образовательное учреждение высшего образования  
«СЕВЕРО-ВОСТОЧНЫЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ М.К. АММОСОВА»  
Технический институт (филиал) ФГАОУ ВО «СВФУ» в г. Нерюнгри

Кафедра экономических, гуманитарных и общеобразовательных дисциплин

## **ФОНД ОЦЕНОЧНЫХ СРЕДСТВ**

### **Б1.В.ДВ.09.02 Культура иноязычной речи**

для программы бакалавриата

по направлению подготовки 45.03.01 - Филология

Направленность (профиль) программы: Зарубежная филология (английский язык и литература)

Форма обучения: очная

Нерюнгри 2024

УТВЕРЖДЕНО на заседании  
выпускающей кафедры  
24.04.2024 г., протокол № 3  
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ЭГиОД

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**Паспорт фонда оценочных средств**  
по дисциплине (модулю)  
Б1.В.ДВ.09.02 Культура иноязычной речи

№	Контролируемые разделы (темы)	Код контролируемой компетенции (или ее части)	Требования к уровню усвоения компетенции	Наименование оценочного средства
<b>7 семестр</b>				
1	Unit 1. Addresses and Public Speeches. Unit 2. Society. Values. Unit 3. Rights. Unit 4. Education and Job. Unit 5. Science and Medicine. Unit 6. Politics.	УК-4.2 УК-4.4 УК-4.5 УК-4.8 ПК-1.4 ПК-3.1	<b>Знать:</b> - преподаваемую область знания, актуальные проблемы и тенденции ее развития; - грамматические особенности письменной и устной речевой коммуникации на английском языке; - фонологические, лексические, грамматические явления и закономерности изучаемого языка как системы; - языковые характеристики видов дискурса; - устный и письменный дискурс; - дискурсивные способы выражения актуальной, концептуальной и подтекстовой информации в иноязычном тексте; - лингвистический анализ научного, научно-популярного, газетного-публицистического и официально-делового текстов; - особенности межкультурного общения на английском языке. <b>Уметь:</b> - использовать различные виды речевой деятельности: письмо, чтение, говорение, аудирование на английском языке; - общаться спонтанно в диалогических и полилогических ситуациях на английском языке; - использовать этикетные формулы деловой коммуникации, телефонный и сетевой (интернет) этикет на английском языке; - использовать социально-коммуникативные роли в общении на английском языке; - соблюдать речевую норму в речевом общении на английском языке. <b>Владеть методиками и практическими навыками:</b> - ведения дискуссии по проблемам дисциплины; - реферирования и конспектирования критической литературы; - нормализации, вербализации; - воспроизведения выразительной речи; - прочтения, анализа и стилистической правки готового текста.	Работа на практических занятиях.  Аттестационная работа.  Контрольная работа.  Экзамен

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### **Аттестационная работа**

#### **Темы для подготовки топиков по темам юнита:**

Public Speech.

Morality.

Duties & Rights.

My Future Occupation.

Great State Men of UK.

Минимальный балл за топик – 2 (дан развернутый, объемный ответ, высказывание построено логично, присутствуют выводы, речь стилистически и лексически разнообразная, допущены неточности, исправленные студентом с помощью преподавателя).

Максимальный балл за топик – 2,5 (дан развернутый, объемный ответ, высказывание построено логично, присутствуют выводы, речь стилистически и лексически разнообразная, допустимы неточности, исправленные студентом самостоятельно).

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**Контрольная работа**

*Комплект заданий для контрольной работы*

1. Which is the oldest written language in the world?  
a) Egyptian b) Chinese c) Latin
2. How many countries does Great Britain consist of?  
a) four b) three c) two
3. What is the capital of Wales?  
a) Edinburg b) Cardiff c) Liverpool
4. What is the state system of the United Kingdom?  
a) a constitutional monarch b) a parliamentary republic
5. What exactly is "the City"?  
a) the Bank of England b) a group of supermarkets c) an area in central London
6. Who presides in the House of Lords?  
a) the Lord Chancellor b) the Speaker c) the Prime-Minister
7. Where does the British Premier live and work?  
a) at 10 Downing Street b) in the Houses of Parliament c) in Buckingham Palace
8. What is the most important airport in Great Britain?  
a) Gatwick Airport b) Stansted Airport c) Heathrow Airport
9. What natural resources bring the most profits to the British economy?  
a) coal reserves b) oil reserves c) water
10. What is the official religion in the United Kingdom?  
a) Catholicism b) Orthodox c) Protestantism
11. What is the school-leaving age in the United Kingdom?  
a) 16 b) 13 c) 18
12. At a British university or college a tutor  
a) a person who examines students and gives them marks  
b) a person who has the highest rank of the teachers in a department and delivers lectures  
c) a member of a staff who teaches small groups of students and gives them help and advice.
13. Where is Nelson's Column situated?  
a) in Parliament Square b) in Trafalgar c) in Piccadilly Circus
14. Which of this degree is the first degree in higher Education in Britain?  
a) MA b) MPhil c) BS d) PhD
15. Scottish surnames begin with....  
a) O' b) Mac or Mc c) de
16. Is Boxing Day  
a) famous sport competition?  
b) A day to collect empty boxes?  
c) A holiday after Christmas Day?
17. The USA is... a union of 50 states.  
a) a constitutional republic  
b) a presidential republic  
c) a federal republic  
d) a constitutional monarchy  
e) a republic
18. The USA consists of....

- a) 49 states and the state of the Hawaii Islands
  - b) 50 states and the District of Columbia
  - c) 49 states and the District of Columbia
  - d) 51 states
  - e) 15 states
19. Which of them is not connected with the USA?
- a) The statue of Liberty    b) The Union Jack    c) The Stars and Stripes
20. Where is Washington, the federal capital, located?
- a) in the State of Washington    b) in the District of Columbia
  - c) in the State of New York
21. What are the two leading national parties in the USA?
- a) the Republican Party and the Democratic Party
  - b) the Conservative Party and the Labour Party
  - c) the Green Party and the Prohibition Party
22. When did Christopher Columbus discover America?
- a) in 1000    b) in 1492    c) in 1607
23. When did the American people celebrate Thanksgiving Day?
- a) in November    b) in July    c) in September
24. What is the oldest university in the USA?
- a) the University of California    b) Harvard University    c) Princeton University
25. Where does the American President live and work?
- a) in the City Hall    b) in the White House    c) in the Capitol
26. Where are the United Nations Headquarters situated?
- a) in Washington, DC    b) in New York City    c) in Philadelphia
27. The first inhabitants of North America were ...
- a) Dutch and Indians    b) Indians and Eskimos
  - c) Indians and Spaniards    d) Indians and Englishmen    e) Africans.
28. The Statue of Liberty was given by the people of ...
- a) Italy;    b) Spain;    c) France;    d) England;    e) Russia.
29. The United States national motto is ...
- a) Uncle Sam;    b) In God We Trust;    c) E pluribus unum (One out of many)
30. «To attend high school» in the U.S. means to attend ....
- a) School;    b) Junior school;    c) Junior and senior school;    d) University;    e) School and university.
31. ... is the preferred language of sizeable minorities in New York City, Florida, and along the Mexican border.
- a) Italian;    b) Spanish;    c) German;    d) French;    e) Arabic
32. On what rivers do Washington D.C. and London stand?
33. What two geographical regions fought in the American Civil War?
34. What is the oldest British university?
- a) University of Oxford    b) University of Cambridge    c) University of St Andrews
35. What's the nickname of New York city?

### **Критерии оценки контрольной работы:**

Задания контрольной работы выполнены без ошибок 25 баллов;

4 ошибки – 20 баллов;

8 ошибок – 15 баллов;

10 и более ошибок – 0 баллов.

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### Экзамен

Экзамен проводится в форме собеседования по экзаменационным билетам. Экзаменационный билет содержит два вопроса:

1. Письменная часть экзамена.

- Письменный перевод с родного языка на иностранный 20 предложений.
- Изложение иностранного текста с элементами оценки содержания, высказывания собственного отношения к содержанию текста (объем текста 3000 п. зн.)

2. Устная часть экзамена.

- Чтение вслух и перевод отрывка, реферирование газетной статьи на иностранном языке общественно-политического или страноведческого характера (объем 2000 п. зн.).
- Монологическое высказывание по изученной теме.

### Тексты для чтения и перевода на экзамене:

*CIA tactics given legal cover, newspaper says Justice Department letters say interrogation rules may not bind*  
*U.S. NEW YORK—Recent letters from the U.S.*

Justice Department to Congress state that intelligence agents working on counterterrorism can legally use interrogation techniques that might otherwise be banned by international law, The New York Times reported in its Sunday editions.

30The Justice Department's interpretation shows the Bush administration is contending that the boundaries should have a degree of latitude, the Times said, despite the president's order last summer that he said meant the CIA would hew to international norms on the treatment of detainees. The United States has faced heavy criticism from rights groups and some allies for its use of a simulated form of drowning known as "waterboarding" during interrogations and for holding hundreds of suspected militants in a prison camp at a U.S. naval base at Guantanamo Bay, Cuba. A March 5 letter from the Justice Department to Congress makes clear the Bush administration has not set boundaries for which interrogation methods might violate the ban in the Geneva Conventions on "outrages upon personal dignity," the Times reported. "The fact that an act is undertaken to prevent a threatened terrorist attack, rather than for the purpose of humiliation or abuse, would be relevant to a reasonable observer in measuring the outrageousness of the act," Brian Benczkowski, a deputy assistant attorney general, wrote in one letter. The Times said the letters were provided by the staff of Sen. Ron Wyden, an Oregon Democrat and member of the Senate Select Committee on Intelligence. The committee had received classified briefings on the matter and Wyden had requested further information, which yielded the letters, the paper said. A senior Justice Department official, speaking to the Times on condition of anonymity, said of the classified information: "I certainly don't want to suggest that if there's a good purpose you can head off and humiliate someone." But he said "the fact that you are doing something for a legitimate security purpose would be relevant." "There are certainly things that can be insulting that would not raise to the level of an outrage on personal dignity," the official said.

### *Insurance.*

Insurance or assurance, device for indemnifying or guaranteeing an individual against loss. Reimbursement is made from a fund to which many individuals exposed to the same risk have

contributed certain specified amounts, called premiums. Payment for an individual loss, divided among many, does not fall heavily upon the actual loser. The essence of the contract of insurance, called a policy, is mutuality. The major operations of an insurance company are underwriting, the determination of which risks the insurer can take on; and rate making, the decisions regarding necessary prices for such risks. The underwriter is responsible for guarding against adverse selection, wherein there is excessive coverage of high risk candidates in proportion to the coverage of low risk candidates. In preventing adverse selection, the underwriter must consider physical, psychological, and moral hazards in relation to applicants. Physical hazards include those dangers which surround the individual or property, jeopardizing the well-being of the insured. The amount of the premium is determined by the operation of the law of averages as calculated by actuaries. By investing premium payments in a wide range of revenue-producing projects, insurance companies have become major suppliers of capital, and they rank among the nation's largest institutional investors.

#### Common Types of Insurance

Life insurance, originally conceived to protect a man's family when his death left them without income, has developed into a variety of policy plans. In a "whole life" policy, fixed premiums are paid throughout the insured's lifetime; this accumulated amount, augmented by compound interest, is paid to a beneficiary in a lump sum upon the insured's death; the benefit is paid even if the insured had terminated the policy. Under "universal life," the insured can vary the amount and timing of the premiums; the funds compound to create the death benefit. With "variable life," the fixed premiums are invested in a portfolio (with earning reinvested), and the death benefit is based on the performance of the investment. In "term life," coverage is for a specified time period (e.g., 5-10 years); such plans do not build up value during the term. Annuity policies, which pay the insured a yearly income after a certain age, have also been developed. In the 1990s, life insurance companies began to allow early payouts to terminally ill patients.

Fire insurance usually includes damage from lightning; other insurance against the elements includes hail, tornado, flood, and drought. Complete automobile insurance includes not only insurance against fire and theft but also compensation for damage to the car and for personal injury to the victim of an accident (liability insurance); many car owners, however, carry only partial insurance. In many states liability insurance is compulsory, and a number of states have instituted so-called no-fault insurance plans, whereby automobile accident victims receive compensation without having to initiate a liability lawsuit, except in special cases. Bonding, or fidelity insurance, is designed to protect an employer against dishonesty or default on the part of an employee. Title insurance is aimed at protecting purchasers of real estate from loss by reason of defective title. Credit insurance safeguards businesses against loss from the failure of customers to meet their obligations. Marine insurance protects shipping companies against the loss of a ship or its cargo, as well as many other items, and so-called inland marine insurance covers a vast miscellany of items, including tourist baggage, express and parcel-post packages, truck cargoes, goods in transit, and even bridges and tunnels. In recent years, the insurance industry has broadened to guard against almost any conceivable risk; companies like Lloyd's will insure a dancer's legs, a pianist's fingers, or an outdoor event against loss from rain on a specified day.

#### The History of Insurance

The roots of insurance might be traced to Babylonia, where traders were encouraged to assume the risks of the caravan trade through loans that were repaid (with interest) only after the goods had arrived safely—a practice resembling bottomry and given legal force in the Code of Hammurabi (c.2100 BC). The Phoenicians and the Greeks applied a similar system to their seaborne commerce. The Romans used burial clubs as a form of life insurance, providing funeral expenses for members and later payments to the survivors.

With the growth of towns and trade in Europe, the medieval guilds undertook to protect their members from loss by fire and shipwreck, to ransom them from captivity by pirates, and to provide decent burial and support in sickness and poverty. By the middle of the 14th cent., as evidenced by the earliest known insurance contract (Genoa, 1347), marine insurance was practically universal among the maritime nations of Europe. In London, Lloyd's Coffee House (1688) was a place where merchants, shipowners, and underwriters met to transact business. By the end of the 18th cent. Lloyd's had progressed into one of the first modern insurance companies. In 1693 the astronomer Edmond Halley constructed the first mortality table, based on the statistical laws of mortality and compound interest.



The table, corrected (1756) by Joseph Dodson, made it possible to scale the premium rate to age; previously the rate had been the same for all ages.

Insurance developed rapidly with the growth of British commerce in the 17th and 18th cent. Prior to the formation of corporations devoted solely to the business of writing insurance, policies were signed by a number of individuals, each of whom wrote his name and the amount of risk he was assuming underneath the insurance proposal, hence the term underwriter. The first stock companies to engage in insurance were chartered in England in 1720, and in 1735, the first insurance company in the American colonies was founded at Charleston, S.C. Fire insurance corporations were formed in New York City (1787) and in Philadelphia (1794). The Presbyterian Synod of Philadelphia sponsored (1759) the first life insurance corporation in America, for the benefit of Presbyterian ministers and their dependents. After 1840, with the decline of religious prejudice against the practice, life insurance entered a boom period. In the 1830s the practice of classifying risks was begun.

The New York fire of 1835 called attention to the need for adequate reserves to meet unexpectedly large losses; Massachusetts was the first state to require companies by law (1837) to maintain such reserves. The great Chicago fire (1871) emphasized the costly nature of fires in structurally dense modern cities. Reinsurance, whereby losses are distributed among many companies, was devised to meet such situations and is now common in other lines of insurance. The Workmen's Compensation Act of 1897 in Britain required employers to insure their employees against industrial accidents. Public liability insurance, fostered by legislation, made its appearance in the 1880s; it attained major importance with the advent of the automobile.

In the 19th cent. many friendly or benefit societies were founded to insure the life and health of their members, and many fraternal orders were created to provide low-cost, members-only insurance. Fraternal orders continue to provide insurance coverage, as do most labor organizations. Many employers sponsor group insurance policies for their employees; such policies generally include not only life insurance, but sickness and accident benefits and old-age pensions, and the employees usually contribute a certain percentage of the premium.

Since the late 19th cent. there has been a growing tendency for the state to enter the field of insurance, especially with respect to safeguarding workers against sickness and disability, either temporary or permanent, destitute old age, and unemployment. The U.S. government has also experimented with various types of crop insurance, a landmark in this field being the Federal Crop Insurance Act of 1938. In World War II the government provided life insurance for members of the armed forces; since then it has provided other forms of insurance such as pensions for veterans and for government employees.

After 1944 the supervision and regulation of insurance companies, previously an exclusive responsibility of the states, became subject to regulation by Congress under the interstate commerce clause of the U.S. Constitution. Until the 1950s, most insurance companies in the United States were restricted to providing only one type of insurance, but then legislation was passed to permit fire and casualty companies to underwrite several classes of insurance. Many firms have since expanded, many mergers have occurred, and multiple-line companies now dominate the field. In 1999, Congress repealed banking laws that had prohibited commercial banks from being in the insurance business; this measure was expected to result in expansion by major banks into the insurance arena.

In recent years insurance premiums (particularly for liability policies) have increased rapidly, leaving unprecedented numbers of Americans uninsured. Many blame the insurance conglomerates, contending that U.S. citizens are paying for bad risks made by the companies. Insurance companies place the burden of guilt on law firms and their clients, who they say have brought unreasonably large civil suits to court, a trend that has become so common in the United States that legislation has been proposed to limit lawsuit awards. Catastrophic earthquakes, hurricanes, and wildfires in late 1980s and the 90s have also strained many insurance company's reserves.

### *Nature Protection*

Computers project that between now and the year of 2030 we are going to have increase of the average temperature between 1,5—4,5 Degrees C. Sea levels would rise by several metres, flooding coastal areas and ruining vast tracts of farmland. Huge areas would be infertile and become uninhabitable. Water contamination could lead to shortages of safe drinking water. It looks like the end of civilization on the Earth. For hundreds of thousands of years the human race has thriven in Earth's environment.

But now, at the end of the 20th century, we are at a crucial turning point. We have upset nature's sensitive equilibrium releasing harmful substances into the air, polluting rivers and oceans with industrial waste and tearing up the countryside to accommodate our rubbish. These are the consequences of the development of civilization. We are to stop it by joint efforts of all the people of the world. The range of environmental problems is wide.

But the matters of people's great concern nowadays are atmosphere and climate changes, depletion of the ozone layer, freshwater resources, oceans and coastal areas, deforestation and desertification, biological diversity, biotechnology, health and chemical safety. United Nations Environment Programme (UNEP) concentrates its activities on these issues. Acid Rains One of the most alarming forms of air pollution is acid rain. It results from the release into the atmosphere of sulphur and nitrogen oxides that react with water droplets and return to earth in the form of acid rain, mist or snow. Acid rain is killing forests (Nearly every species of tree is affected) It has acidified lakes and streams and they can't support fish, wildlife, plants or insects. Depletion of the Ozone Layer The protective layer of the Earth, the ozone layer, which protects the Earth from the sun's destructive UV (ultraviolet) rays, is being damaged by CFCs (chlorofluorocarbons). They are released by the daily use of industrial and household products: refrigerators, air conditioners, foam insulation, cleaning chemicals, food packaging. In the ozone layer they attack the ozone molecules making a «hole». This «hole» allows more UV rays to penetrate to the Earth. It increases the risk of skin cancer, weakens the immune system of people.

Besides, UV rays influence the oceans, the growth of plankton, an essential part of the marine-life food chain in the negative way, reduce economically important-crops (rice, cotton, soy beans).

The life cycle is going to be undermined by the ozone. Destruction of the Tropical Forest It's generally agreed that the destruction of the tropical forest has a major impact on the world climate. The tropical rain forest is a natural recycler, provider and protector for our planet. It recycles carbon, nitrogen and oxygen, helps determine temperature, rainfall and other climatic conditions and supports the most diverse ecosystem in the world. Deforestation could cause one forth of all species on earth to vanish in the next 25 years.

These forests in Amazonia, South-East Asia and West and Central Africa are being destroyed at an alarming rate of 42 million acres per year. Measures to Be Taken We have only a few years to attempt to turn things around. We must review our wasteful, careless ways, we must consume less, recycle more, conserve wildlife and nature, act according to the dictum «think locally, think globally, act locally».

To my mind, we are obliged to remove factories and plants from cities, use modern technologies, redesign and modify purifying systems for cleaning and trapping harmful substances, protect and increase the greenery and broaden ecological education. These are the main practical measures, which must be taken in order to improve the ecological situation. Some progress has been already made in this direction. 159 countries-members of the UNO have set up environmental protection agencies.

They hold conferences discussing ecological problems, set up environmental research centres and take practical urgent measures to avoid ecological catastrophe. There are numerous public organisations such as Greenpeace that are doing much to preserve environment. The 5th of June is proclaimed the World Environmental Day by the UNO and is celebrated every year.

*U.S.: Iraq not letting Red Cross visit POWs*

*Iraq still has not let the International Committee of the Red Cross visit U.S. prisoners of war, Gen. Richard Myers, chairman of the Joint Chiefs of Staff, said Sunday.*

"We would hope that the Iraqi regime would do the honorable and the right thing and allow the International Committee of the Red Cross in to visit these prisoners of war," Myers said on CNN's "Late Edition With Wolf Blitzer."

"That's their obligation. They said they were going to do it, and we just hope they follow through."

The United States has agreed to let the Red Cross visit more than 4,000 Iraqi POWs, Myers said. He said the Red Cross wanted to wait until conditions are more secure. He said he did not know whether the visits had taken place yet.

"I think they have probably been inside," he said.

Myers said it is unclear how many Americans are POWs in Iraq. At least five soldiers were captured after an ambush near Nasiriya. More troops are reported as missing in action, he said.

The International Committee of the Red Cross in Baghdad has been trying to negotiate a visit to check on the condition and treatment of POWs, the organization's Roland Huguenin-Benjamin told CNN.

He said his organization does not comment on POW visits until one has occurred. He said some technicalities need to be worked out, including taking the POWs to a safe place under the supervision of Iraqi officers.

"We are very hopeful that this will not be delayed," he said.

Before the war started, Iraq said the Red Cross would be allowed to visit any POWs, he said. He said the Red Cross has a long history of visiting POWs in Iraq.

In what is believed to be the first independent, on-the-scene report of Iraqi civilian casualties, Huguenin-Benjamin said an average of about 100 civilians are injured daily in Baghdad.

Iraqi officials said more than 4,000 civilians have been killed or wounded in Iraq since the coalition operation began 11 days ago.

Some injuries are superficial, but many have required surgery, Huguenin-Benjamin said.

He said he also is concerned about civilians in the cities between Basra and Baghdad, home to the most intense fighting in the war.

The International Committee of the Red Cross does not yet have staff in those cities, he said.

### *Denver Radio Host Fired in Mid-Show After Criticizing Trump*

*By Vanessa Swales*

*Nov. 17, 2019*

Craig Silverman had clearly worn out his welcome on KNUS, a conservative talk-radio station in Denver. Midway through his three-hour show on Saturday, after a segment criticizing President Trump, the station suddenly cut away to a news report, and the station's operations manager walked into the studio and told Mr. Silverman, "You're done."

But it was less clear which had bothered his employers more — the negative views of Mr. Trump that he voiced on the air, or the fact that he had also gone on competing stations' programs to express them. Like many talk-show hosts, Mr. Silverman, a lawyer and former chief deputy district attorney, likes to debate and push boundaries. His constant on-air arguments with a co-host, Dan Caplis, helped make the duo's former show on another Denver station one of the most popular in the city.

But Mr. Silverman said in an interview on Sunday that he sees himself as an independent analyst, not a partisan conservative — and that may have made him increasingly unwelcome at KNUS. Mr. Silverman said the station's owner, the Salem Media Group, which focuses on conservative and Christian programming, is "100 percent behind Donald Trump."

Neither Salem Media nor the operations manager at KNUS, Kelly Michaels, responded to requests on Sunday for comment.

Mr. Silverman said he supported Mr. Trump in 2016, taking a chance that he would shake things up for the better in Washington. But after seeing Mr. Trump's performance in office, he said, he "stepped back off the Trump train" and rebranded his show as the "Island of Independence." As the investigations of Mr. Trump and his associates accelerated toward an impeachment inquiry, he said, he tried to concentrate on discussing the facts objectively, "and not go down various rabbit holes or engage in any what-about-isms."

The station management never told him what to say on the air, Mr. Silverman said. But he started to notice that the other hosts on the station gradually stopped inviting him to appear on their shows. He said he thought it was because he was the "only non-Trumpster."

"I think it makes great radio when people can disagree," he said. "But something about Trump and impeachment — my colleagues don't want to discuss it, and they don't want any disagreements."

He said he became frustrated at feeling frozen out on KNUS. "I expressed myself on Twitter, but I was hoping to be able to express myself on my own radio station, but that wasn't available," said Mr. Silverman. "So, other media outlets asked me on."

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**How Many Snowbirds Will Be Flying South for the Winter?**

**The Celebrity Gossip You Won't Find in the Tabloids**

### **'I Had to See That Owl': Central Park's New Celebrity Bird**

He said that angered the station's managers, who warned him last week that if he continued to speak on competing shows, his job would be jeopardy.

"I canceled going on, and then I met with them on Thursday," Mr. Silverman said. "I explained that under my contract, I have a right to go on other media. And they said, well, we don't want you to do it."

In addition to dropping Mr. Silverman from the air, KNUS has also apparently removed all of his content from its website, including more than five years' worth of podcasts.

Elizabeth Skewes, a professor at the University of Colorado-Boulder who teaches media law and ethics, said that while "to some degree, Craig Silverman was doing what he was hired to do, express his opinion," the station was well within its rights to dismiss him if it no longer wanted to put those opinions on the air. The First Amendment protects free speech only from government censorship, she said, not from private business decisions.

Even so, she said, she saw it as part of a problematic trend.

"We've become less tolerant of alternative viewpoints as media has become more polarized," Professor Skewes said. "The more narrow it gets, the worse off we are as a democracy."

Others working in broadcasting have seen their careers abruptly deflected over whether they were supportive of Mr. Trump. When Jerry Bader, a conservative radio host in Green Bay, Wis., was fired in 2018 after 18 years at the station, he said it was over his criticism of the president. In October, the Fox News anchor Shepard Smith, who had frequently aired reports critical of Mr. Trump, abruptly resigned after publicly clashing with a staunchly pro-Trump host on the network, Tucker Carlson.

And James Bunner, a reporter for KTTC-TV, an NBC affiliate in Rochester, Minn., was fired in October for wearing a "Make America Great Again" hat while covering a Trump rally.

### *Trump Retreats From Flavor Ban for E-Cigarettes*

*By Annie Karni, Maggie Haberman and Sheila Kaplan*

*Nov. 17, 2019*

WASHINGTON — It was a swift and bold reaction to a growing public health crisis affecting teenagers. Seated in the Oval Office in September, President Trump said he was moving to ban the sale of most flavored e-cigarettes as vaping among young people continued to rise.

"We can't have our kids be so affected," Mr. Trump said. The first lady, Melania Trump, who rarely involves herself publicly with policy announcements in the White House, was there, too. "She's got a son," Mr. Trump noted, referring to their teenager, Barron. "She feels very strongly about it."

But two months later, under pressure from his political advisers and lobbyists to factor in the potential pushback from his supporters, Mr. Trump has resisted moving forward with any action on vaping, while saying he still wants to study the issue.

Even a watered-down ban on flavored e-cigarettes that exempted menthol, which was widely expected, appears to have been set aside, for now.

On a flight on Nov. 4, while traveling to a political rally in Kentucky, Mr. Trump was swayed by the advisers who warned him of political repercussions to any sweeping restrictions. Reviewing talking points on the ban aboard the plane with advisers, Mr. Trump decided to cancel the administration's rollout of an announcement, which included a news conference that Alex M. Azar II, the health and human services secretary, was planning to hold on the issue the next day. Instead, another meeting was proposed.

The discussion aboard the Nov. 4 flight was first reported by The Washington Post.

White House officials pushing for action were still holding out hope that there would be an announcement of a ban on flavored e-cigarettes, with an exemption for menthol, last week.

The proposed ban had gathered significant support this fall, as the crisis over teenage vaping, with year-over-year increases, coincided with a sprawling outbreak of severe lung injuries. While most of the illnesses, now affecting more than 2,000 people and causing more than 40 deaths, have been attributed to vaping THC products, the e-cigarette industry also became the target of criticism for luring minors into using its products.

A lack of federal action prompted several states to try to institute bans on flavored e-cigarettes, spurring the vaping and tobacco industries to mount legal challenges and lobby lawmakers and the White House against regulatory restrictions that would impede adult e-smokers.

Juul Labs, the largest seller of e-cigarettes in the country and the target of several federal investigations, had taken most of its flavors off the market in anticipation of a national flavor ban. The company had said that its mint-flavored pods made up about 70 percent of its sales; menthol was 10 percent; and two tobacco flavors accounted for 20 percent. But many other look-alikes, in flavors like chai and melon, have sprung up to fill the void left by Juul's actions.

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Mr. Trump has since decided to follow the advice of political advisers to stall on the issue and meet with more groups.

The Morning: Make sense of the day's news and ideas. David Leonhardt and Times journalists guide you through what's happening — and why it matters.

On Nov. 11, Mr. Trump tweeted that he would be “meeting with representatives of the vaping industry, together with medical professionals and individual state representatives, to come up with an acceptable solution to the vaping and E-cigarette dilemma.”

ImageProtesters gathered on the Ellipse outside the White House to show their opposition to a proposed ban on flavored e-cigarettes.

Protesters gathered on the Ellipse outside the White House to show their opposition to a proposed ban on flavored e-cigarettes.Credit...Jose Luis Magana/Agence France-Presse — Getty Images

The announcement on Twitter took West Wing advisers by surprise, and one senior official said no meeting had been scheduled. One adviser who spoke to Mr. Trump recently said the president was simply overwhelmed by other issues, including the televised impeachment hearings that began last week, distracting him from deciding what the administration should do about restricting e-cigarette flavors.

But he is concerned about his chances in 2020, and allies working for the vaping industry have told Mr. Trump of battleground state polling of his own voters that showed the issue costing him support.

One such poll was commissioned by John McLaughlin, one of the Trump campaign pollsters, for the Vapor Technology Association. The poll, which surveyed battleground state voters who vape, showed negative results for Mr. Trump if he went ahead with a ban, and was passed around to a number of people in Mr. Trump's circle, including Brad Parscale, his campaign manager, and senior White House officials.

Tony Abboud, the executive director of the group that commissioned the poll that has helped influence the president, said they were encouraged by “what appears to be a move in the right direction for adult smokers and their families.”

“Bans don't work,” he said. “They never have.”

Mr. Trump has also been under an intense lobbying campaign over the past seven weeks, waged by tobacco and vaping companies, along with conservative organizations, like Americans for Tax Reform, which are opposed to regulatory limits that would affect retailers, small businesses and adult consumers of e-cigarettes. Some have promoted enforcing sales restrictions to protect minors, or raising the national age to 21 for sales of all tobacco products.

The trajectory of the flavor ban — from a bold pronouncement of swift action to a fizzle after the political realities of taking such an action emerge — is similar to Mr. Trump's stance on gun legislation. Months after back-to-back mass shootings in El Paso and in Dayton, Ohio, when Mr. Trump said he wanted to pass “very meaningful background checks,” warnings from gun rights advocates and Republican lawmakers about the political fallout that would result from doing that ultimately led to no action on the issue.

Inside the White House, the flavor ban has also become a proxy issue for how his advisers see Mr. Trump's path to re-election. In one camp are those who believe he should try to win back suburban women, including mothers of teenagers who would presumably worry about their children becoming

addicted to nicotine. In the other are those who advise him to assume that voting bloc would not favor him anyway and to focus only on energizing his base.

Mr. Parscale had flagged to Mr. Trump after he first announced his intention to ban most flavored e-cigarettes that it would hurt him with his base. Mr. Parscale and other advisers warned Mr. Trump to slow down, and announce he was going to take time studying the issue, telling him that a ban could depress turnout in critical states.

Those political concerns were not without merit: E-cigarette users have held protests outside the White House and outside Trump rallies that they may have attended under other circumstances. Protesters have also raised concerns about the potential closing of thousands of vape shops, which they said would hurt the economy and cost jobs across the country.

But it is not clear whether pro-vaping activists are one-issue voters.

While some advice to Mr. Trump was grounded in polling, some was based on a gut-level understanding of Trump voters: Taking away the right to smoke or vape would be something akin to taking away firearms.

In the opposing camp is Kellyanne Conway, a top White House adviser and Mr. Trump's 2016 campaign manager, who has been telling colleagues and the president that it is a mistake to assume, as Mr. Parscale and others have done, that suburban moms who care deeply about a public health crisis for teenagers have deserted Mr. Trump for good.

Those advisers, including Mr. Azar, have been pushing the administration to address the issue, as parents and schools as well as public health experts have grown increasingly concerned about the rise in teenage vaping. Mr. Azar had told the president that about more than one-fourth of high school students reported vaping e-cigarettes within the previous 30 days, according to this year's survey of tobacco use among youths.

#### Критерии оценки экзамена:

Компетенции	Характеристика ответа на теоретический вопрос / выполнения практического задания	Количество набранных баллов
УК-4.2 УК-4.4 УК-4.5 УК-4.8 ПК-1.4 ПК-3.1	Дан полный, развернутый ответ на поставленный вопрос, показана совокупность осознанных знаний по дисциплине, доказательно раскрыты основные положения вопросов; в ответе прослеживается четкая структура, логическая последовательность, отражающая сущность раскрываемых понятий, теорий, явлений. Знание по предмету демонстрируется на фоне понимания его в системе данной науки и междисциплинарных связей. Ответ изложен литературным языком с использованием современной лингвистической терминологии. Могут быть допущены недочеты в определении понятий, исправленные студентом самостоятельно в процессе ответа. В практическом задании может быть допущена 1 фактическая ошибка.	24-30 б.
	Дан полный, развернутый ответ на поставленный вопрос, показано умение выделить существенные и несущественные признаки, причинно-следственные связи. Ответ четко структурирован, логичен, изложен литературным языком с использованием современной гистологической терминологии. Могут быть допущены 2-3 неточности или незначительные ошибки, исправленные студентом с помощью преподавателя. В практическом задании могут быть допущены 2-3 фактические ошибки.	16--23 б.
	Дан недостаточно полный и недостаточно развернутый ответ. Логика и последовательность изложения имеют нарушения. Допущены ошибки в раскрытии понятий, употреблении терминов. Студент не способен самостоятельно выделить существенные и несущественные признаки и причинно-следственные связи. В ответе отсутствуют выводы. Умение раскрыть значение обобщенных знаний не показано. Речевое оформление требует поправок, коррекции. В практическом задании могут быть допущены 4-5 фактических ошибок.	6-15 б.
	Ответ представляет собой разрозненные знания с существенными ошибками по вопросу. Присутствуют фрагментарность, нелогичность изложения. Студент не осознает связь обсуждаемого вопроса по билету с другими объектами дисциплины. Отсутствуют выводы, конкретизация и доказательность изложения. Речь неграмотная, терминология не используется. Дополнительные и уточняющие вопросы преподавателя не приводят к коррекции ответа	0-5 б.

	<p>студента.</p> <p>В практическом задании допущено более 5 фактических ошибок.</p> <p><i>или</i> Ответ на вопрос полностью отсутствует</p> <p><i>или</i> Отказ от ответа</p>	
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