Univerzita Karlova - Fakulta humanitních studií

PŘIJÍMACÍ ZKOUŠKA Z OBOROVÉ LITERATURY NA NAVAZUJÍCÍ MAGISTERSKÝ OBOR

Elektronická kultura a sémiotika - VZOROVÝ TEST

Vzorový test – otázky se vztahují k literatuře vypsané ve Vyhlášení přijímacího řízení, v různých letech se seznam titulů může lišit

Zodpovězte následující otázky.

1. Jak rozumíte Bartheově charakteristice mýtu jako „ukradené řeči“?

2. Jak Umberto Eco vymezuje pojem „s-kódu“?

3. Jak McLuhan charakterizuje televizi a s jakými vjemy ji spojuje?

4. Jak Lévy charakterizuje kyberprostor a jaké funkce mu připisuje?

5. Jak se s nástupem technických obrazů mění pojem „znamenat“?

Univerzita Karlova v Praze - Fakulta humanitních studií

PŘIJÍMACÍ ZKOUŠKA Z ANGLIČTINY NA NAVAZUJÍCÍ MAGISTERSKÝ OBOR

Elektronická kultura a sémiotika – řádný termín

1. PRÁCE S TEXTEM

1. Přečtěte si následující úryvek

The term 'medium' is used in a variety of ways by different theorists, and may include such broad categories as speech and writing or print and broadcasting or relate to specific technical forms within the *mass media* (radio, television, newspapers, magazines, books, photographs, films and records) or the *media of interpersonal communication* (telephone, letter, fax, e-mail, video-conferencing, computer-based chat systems). Some theorists classify media according to the 'channels' involved (visual, auditory, tactile and so on). Human experience is inherently multisensory, and every representation of experience is subject to the constraints and affordances of the medium involved. Every medium is constrained by the channels which it utilizes. **For instance, even in the very flexible medium of language 'words fail us' in attempting to represent some experiences, and we have no way at all of representing smell or touch with conventional media.** Different media and genres provide different frameworks for representing experience, facilitating some forms of expression and inhibiting others. The everyday use of a medium by someone who knows how to use it typically passes unquestioned as unproblematic and 'neutral': this is hardly surprising since media evolve as a means of accomplishing purposes in which they are usually intended to be incidental. And the more frequently and fluently a medium is used, the more 'transparent' or 'invisible' to its users it tends to become. For most routine purposes, awareness of a medium may hamper its effectiveness as a means to an end. Indeed, it is typically when the medium acquires transparency that its potential to fulfil its primary function is greatest.

1.1. Napište anglicky krátké resumé textu. Zahrňte všechno podstatné a nepřidávejte nic, co v textu není. Pište stručně a výstižně, leč souvisle, tj. nikoli pouze v bodech.

...../4 body

1.2. Nyní co nejlépe přeložte do češtiny zvýrazněnou větu.

...../2 body

1.3. Zodpovězte následující otázku: How can the use of a medium inhibit the expression of some experience?

...../2 body

2. ENGLISH IN USE – Error correction

Většina řádků v následujícím úryvku obsahuje slovo navíc, které do textu nepatří a které narušuje srozumitelnost věty. Najděte to slovo, podtrhněte a vypište vedle čísla na konci příslušného řádku. Na jednom řádku může být chybně pouze JEDNO slovo, nikoli dvě či více slov. Pokud je řádek správně, tj. neobsahuje žádné nadbytečné slovo, vyznačte, že řádek je správně (✓). Neoznačený řádek bude započítán jako nesprávná odpověď.

However different their national cuisines, one of the few foods which are truly crosses all frontiers and appeals 1 ……
to people all over the world is a chocolate. Originally developed by the Aztecs, it was brought to Europe 2 …..
by the Spanish around 1500 and soon developed into a fashionable and exclusive drink. Although were 3 ……
relatively expensive, chocolate bars rapidly became a popular snack for Europeans and Americans, 4 x
gradually spreading across the most of the world. Chocolate is derived from the beans of cocoa tree, but 5 ……
the methods of preparation are such complex and lengthy. This, together with the limited supply, 6 ……
ensures that chocolate is always been fairly expensive as a commodity. For centuries, chocolate has had 7 ……
a reputation as an aphrodisiac, and has always been one of the most popular gifts between lovers, 8 x
especially on its Valentine's Day. Perhaps the commonest complaining against chocolate is that it is 9 ……
some fattening and unhealthy - the ultimate junk food. It is true that chocolate has a high fat and 10 …
carbohydrate content, but recent research has had shown that around 75% of the saturated fat in chocolate 11 …
is made up of stearic acid – a substance which actually helps the body to digest and break down much 12 …
carbohydrates, and that much of the fat content in chocolate is in a form which cannot be absorbed by the 13 x
body and is therefore expelled in the usual way. In fact, dieticians argue that a good diet should be 14…..
consist of 60% carbohydrate – exactly the same percentage as found in many chocolate. One of the most potent 15…..
myths about chocolate, especially among teenagers, is that it is bad for the skin. People often say them 16…..
that simply looking at chocolate brings them out in spots. This link is anecdotal rather than scientific one 17…..
in basis. Dermatologists trace acne and similar complaints to hormonal imbalances rather than any some 18…..
particular element in a person's diet. The truth of the matter is that teenagers must tend to eat more chocolates 19…..
and some sweets than other age groups, and as they often suffer from acne at around the same age, people tend 20….
to associate the two when no causal link really exists.

...../2 body