



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ

Creative and Cultural Industries: Homework 5 Review

Made by:
Kudryavtsev N.
First year Master student
Experience Economy



What would be discussed

- 1) Overall feedback;
- 2) Common mistakes;
- 3) Topic 1 Feedback & Mistakes;
- 4) Topic 2 Feedback & Mistakes;
- 5) Topic 3 Feedback & Mistakes;
- 6) How to properly style quotations;
- 7) Your final grades
- 8) Q & A

- Thank you for your papers – the majority of them was excellent;
- The most common mistakes were:
 - Inability to properly read the task
 - **Lack of course language/ concepts**
 - Loss of coherent message
 - Disproportion between extra information and actual task
 - No cited sources

If you've missed a deadline, but still managed to provide a work until 11th – your grade was decreased by **2 points**

Criteria of excellence:

- Relevance of news
- Providing a structured review
- Using course language
- Clear methods of solutions

Common Mistakes:

- Some slight gaps in logic;
- Simplicity of solution methods
- Citation of sources was not accurate

Average score: 10

Criteria of excellence:

- Clear description of any possible strategy;
- Providing a structured review, without overshadowing with information about cultural landmarks (!!!!!);
- Inability to deliver obvious message;
- Using course language/ concepts;
- Being realistic;
- Achieving the given task (Kazan is not less-known region of Russia – it is 3rd most visited by foreigners)

Task 2 Mistakes

- Inability to achieve the task;
- Sever gaps in logic;
- Overwhelming amount of extra, unnecessary descriptions;
- Lack of course language;
- Citation of sources was not accurate;

Average grade: 8

Criteria of excellence:

- Relevance of reviewed case
- Providing a structured review about advertisement/ company
- Using course language
- Using cases based on user-generated/ social platforms

Common Mistakes:

- Some slight gaps in logic;
- Inability to comprehend the task (using web-site as an example)
- Citation of sources was not accurate

Average score: 10

According to APA

- General web-site with authors

Author, A.A.. (Year, Month Date of Publication). Article title. Retrieved from URL

Example: Simmons, B. (2015, January 9). The tale of two Flaccos. Retrieved from <http://grantland.com/the-triangle/the-tale-of-two-flaccos/>

According to APA

- Citing a general website article without an author
- **Article title. (Year, Month Date of Publication).
Retrieved from URL**

Example: Teen posed as doctor at West Palm Beach hospital: police. (2015, January 16). Retrieved from <http://www.nbcmiami.com/news/local/Teen-Posed-as-Doctor-at-West-Palm-Beach-Hospital-Police-288810831.html>

According to HSE format

- Preferably – in text quotations with brackets

Example: It is possible, that Dostoevsky is one of the most influential Russian authors [4] .

In source list:

Example: 4. Denby, D. Can Dostoevsky still kick you in a gut [web-page] // [newyorker.com]. - URL:

<http://www.newyorker.com/books/page-turner/can-dostoevsky-still-kick-you-in-the-gut> (Retrieved 21.05.2017).

According to HSE format: Academic journals

- Preferably – in text quotations with brackets

Example: It is well-documented, that alcohol consumption could be bad for blood vessels[5, с. 7].

In source list:

Example: 5. Drummond D. C. An alcohol strategy for England: the good, the bad and the ugly [Text] //Alcohol and Alcoholism. 2004. Vol. 39 (5). P. 377-379.

How to properly style quotations

If you have any quotations questions, use can visit:

<https://owl.english.purdue.edu> (APA guide);

<http://libraryguides.bennett.edu/home/writing/apa-style>

Your program official style guide – for example,

<https://spb.hse.ru/ba/management/kursovaia>

For ГОСТ go to:

<https://studlance.ru/blog/oformlenie-dokumentov-po-gostu>

<http://sga46.ru/oformlenie-referata>

Your grades are ready – here you can observe it.

If you have any questions/ objections/ suggestions – I am here to help.

Thank you for your attention.