

PART 1 Listening (approx. 10 minutes)	<p>Task type: Multiple choice</p> <p>Format: ten unrelated dialogues of about 30 seconds' duration, each followed by a 3-option multiple choice item</p> <p>The candidates listen to a short dialogue, then choose the correct statement from three that are based on the dialogue. The recordings are dialogues between two interacting speakers (conversations, interviews, discussions, etc.).</p> <p>Task Focus: <i>identifying detail, understanding and interpreting information, specific information, gist, detail, main idea, function, purpose, attitude, opinion, etc.</i></p> <p>Marking Scheme: 10 items x 2 points = 20 points</p> <p>NOTE: Each part is heard twice.</p>
PART 2 Knowledge of Linguistic Means (15 minutes)	<p>Task type: Multiple choice</p> <p>Format: 18 4-option multiple choice sentences</p> <p>Task Focus: <i>lexical</i></p> <p>Marking Scheme: 18 items x 2 points = 36 points</p> <p>Topic areas: Appearances, Attracting Clients, Careers, Challenges in Public Relations, Communication, Conducting a Survey, Conducting Research, Conflict Management, Corporations, Crisis Management, Departments, Describing Change, Education, Entertainment and Sports, Ethics, Evaluating Results, Global Public Relations, Influencing Public Opinion, Issues Management, Legal Matters, Marketing and PR, New Media, Nonprofit, Persuasion, Politics and Government, PR in the Digital Age, Reaching a Diverse Audience, Releases, Reputation Management, Services, Skills of a Public Relations Professional, Speeches, Spreading Information, Strategic Planning, Tactics, The Budget, The Role of Public Relations, Traditional Media, Types of Research</p>
PART 3 Knowledge of Language Functions (10 minutes)	<p>Task type: Multiple choice</p> <p>Format: 16 2-option multiple choice exchanges</p> <p>Task Focus: <i>lexico-grammatical</i></p> <p>Marking Scheme: 16 items x 1 point = 16 points</p> <p>Functions: Agreeing, Agreeing to a suggestion, Asking about experience, Asking for: advice, an opinion, clarification, confirmation, Clarifying information, Confirming information, Correcting a misconception, Describing interests, Expressing: a lack of understanding, concern, confusion, disbelief, enthusiasm, polite disagreement, relief, sympathy, uncertainty, Giving: an example, an opinion, non-committal responses, reassurance, Giving and accepting a compliment, Making: a realization, a recommendation, a suggestion, an assumption, Reiterating a point, Restating information, Showing: admiration, interest, polite disagreement, understanding, Stating knowledge, Talking about: necessity, results</p>
PART 4 Reading (10 minutes)	<p>Task type: Multiple choice – True/False/Doesn't say</p> <p>Format: Three short texts (60-100 words each) containing factual information related to the field of Public Relations; the first two texts are followed by two 3-option multiple choice questions each, while the third text is followed by two True/False/Doesn't say questions.</p> <p>Task Focus: <i>understanding detail, specific information, implication, attitude, reference and meaning</i></p> <p>Marking Scheme: 6 items x 3 points = 18 points</p> <p>NOTE: All the texts are related to the specific field of study.</p>
PART 5 Writing Awareness (15 minutes)	<p>Task type: A gapped or jumbled text of approx. 200 words</p> <p>Format: Gapped text – a text with five gaps to be filled with either one sentence from a choice of three or, one pair of sentences from a choice of six or, an appropriate word or, information from two short texts. Jumbled text – seven or eight paragraphs, of which five are to be organized into a text.</p> <p>Task Focus: <i>Recognition of writing features and language as required in their field of studies.</i></p> <p>Marking Scheme: 5 items x 2 points = 10 points</p> <p>NOTE: The candidate may be asked to complete an advertisement, an advice column, an agenda, an article, a blog entry, a blog post, a book chapter, a brochure, a cover letter, an editorial, an email, a feedback form, a job posting, a memo, a newspaper article, a report, a textbook chapter, a webpage. This task is based on elements of writing that the candidates will need to produce in the field of Public Relations for professional purposes.</p>
Duration: 60 minutes	Marks: TOTAL: 100 points