Zestaw pytań kierunkowych na egzamin dyplomowy na studiach pierwszego stopnia

Kierunek studiów: Filologia angielska

Na egzaminie dyplomowym **losowane są dwa pytania z niniejszego zestawu.**

Module: Language Education

1. Does the current system of education in Poland effectively prepare students for the challenges of the modern labour market and a rapidly changing world? What reforms could enhance the practical aspect of education and better align it with the needs of the economy?
2. What key rights and privileges does the Teacher's Charter provide, and what duties and restrictions does it impose on teachers? Do its current provisions appropriately balance job stability with the requirements of effective teaching and professional development?
3. Does the salary and allowance system outlined in the Teacher's Charter motivate teachers to improve the quality of their work, or does it rather reward seniority over actual achievements and competencies? How can the teacher remuneration system be improved?
4. The system of teacher promotion and therefore professional development in Poland requires meeting a series of formal and practical requirements. Does the current system encourage teachers to develop professionally, or does it lead to excessive bureaucracy and formalization of their work?
5. What role does foreign language learning play in the Polish system of education? Do current curricula effectively prepare students to use a foreign language fluently in practice?
6. What are the major legal documents that regulate the teacher's work at school? How do these documents affect the teacher's work? Do you find these documents effective? What would you do to make the legal issues related to the teacher's work more effective? How would you change these regulations?
7. What factors and variables would you take into consideration when establishing your own language school? What are the major opportunities and threats for language

school owners? Conduct a brief SWOT analysis related to establishing a language school nowadays.

8. What are the major differences between working in a language school and in a state school? How do the teacher's responsibilities and legal regulations change? How is the teacher's work organised in both systems? Which one do you consider more worth doing nowadays?
9. What are the major legal requirements and regulations for a candidate to become a principal of a school/kindergarten? What are the principal's responsibilities? Would you like to be a principal of a school/kindergarten?
10. Discuss the major educational reforms since 1932. How has the system of education changed since then? Do you find the current system effective? How would you change the system of education in Poland to make it more effective?
11. What qualifications does a candidate need to become a teacher in the Polish system of education according to the current legal documents/regulations? Are there any exceptions to the commonly applied regulations/rules? How does the current situation with foreign language teachers affect the teacher's profession?
12. What legal and organizational challenges do private language school owners face in Poland? Do the existing legal regulations support the development of this sector, or are they an obstacle to its operation?
13. What is e-learning, and how has it evolved over time?
14. What are the key applications of e-learning in modern education?
15. Discuss the risks associated with e-learning and online education.
16. How did e-learning and remote education impact education during the pandemic crisis?
17. What are the future prospects of e-learning? Discuss both opportunities and risks.
18. Explain Bloom's Taxonomy and how it applies to e-learning methodologies.
19. What are the most popular e-learning platforms, and how do they differ?
20. How can technology and applications enhance English language learning?
21. What technologies are most commonly used in online language teaching?
22. What are the differences between synchronous and asynchronous language teaching?
23. How does artificial intelligence impact the development of language learning tools?
24. How can Virtual Reality (VR) and Augmented Reality (AR) support language learning?
25. What is operant conditioning and how does it differ from classical conditioning?

26. Explain what is meant by “reinforcement”? Compare and contrast the types of reinforcement.
27. What are schemes in Piaget’s theory of cognitive development and how do they work?
28. Enumerate the four stages of cognitive development in Piaget’s theory and discuss the operations usually mastered at each of these stages.
29. Explain what is meant by “working memory”? Discuss its components.
30. Discuss the processes of retaining information in working memory.
31. Explain the term “metacognition”. Discuss the kinds of knowledge it involves and the essential skills used in the processes of thinking and learning.
32. How many steps does a general problem-solving strategy have? Describe each of them.
33. What are the two main theories of constructivism and how do they differ from each other?
34. What is the Zone of Proximal Development and who created this term?
35. Explain the terms group learning, cooperative learning and collaborative learning. How do they differ from one another?
36. Discuss types of motivation and four approaches to motivation.
37. How does anxiety interfere with learning and achievement. What strategies can help pupils cope with anxiety?
38. What is learned helplessness? How can pupils develop it and what types of deficits does it cause?
39. How do different approaches to processing information influence pupils’ learning styles?
40. Discuss Robert Sternberg’s triarchic theory of successful intelligence. Which part of this theory refers to learning a foreign language? In what way?
41. How may autism affect the process of learning, pupils’ behaviour, and their performance at school and their achievements?
42. How does Asperger’s syndrome differ from autism? What are the problems that pupils with Asperger’s syndrome have to cope with at school?
43. What does the term ADHD stand for? What are its indicators and what problems does it cause for pupils who suffer from it?
44. How are language disorders classified and what problems do they cause for pupils?

45. What are the signs of dyslexia at different educational stages?
46. Compare and contrast the Grammar Translation Method, the Series Method and the Direct Method of teaching a foreign language.
47. Discuss the Audiolingual Method of teaching a foreign language. Which psychological theory was the basis for its development and what are its advantages and disadvantages?
48. Discuss the Community Language Learning method of teaching a foreign language. What does it originate from?
49. What is Communicative Language Teaching? Discuss its characteristics.
50. What is Task-Based Language Teaching and what does a task-based lesson look like?

Module: Business

1. What is the difference between advertising & marketing?
2. What is the difference between a customer and a consumer?
3. Name 3 activities in a company that a Marketing team is responsible for.
4. What is market research?
5. By carrying out a market research survey, what are the questions you are looking to answer and objectives you would like to achieve (provide 3).
6. When preparing a market research survey, what proportion of closed to open questions would you expect to have? Why?
7. For a viable market to exist for your product or service, what criteria must be met (provide 2)?
8. What is the difference between a Target Market & Target Persona.
9. What is a Persona?
10. What is the difference between a Persona and a Buyer's persona.
11. What are the three commercially active Generational personas and provide one feature of each of them.
12. What are the 3 main parts of the Buyer's Journey?
13. When creating a story for your brand what are some key aspects you must pay attention to? (provide 2).
14. What are the three key components of a Business Model?

15. When creating messaging for your brand should you focus on selling the features (the “What”) or focus on telling a story (the “Why”)? And why should you focus on that?
16. Name three of the nine parts of a Business Model Canvas and what information you should put in them.
17. What are the 4 elements of a SWOT Analysis.
18. What are the 4 P’s of Marketing?
19. One of the 4P’s of Marketing is “Product”. What questions do you think about when creating the marketing message for the product?
20. One of the 4P’s of Marketing is “Price”. Name two pricing methods you can use for your product or service.
21. One of the 4P’s of Marketing is “Place”. What types of distribution methods are commonly used (name one and explain what it is)?
22. One of the 4P’s of Marketing is “Promotion”. At what point in the product lifecycle would you expect a company to introduce promotional pricing?
23. What is a “Call to Action” in a website design and why is it important?
24. What are some things you need to do when creating an effective social media strategy?
25. What is the difference between “Customer Experience” and “User Experience”?
26. In what ways can a company use AI in marketing? Name at least 3.
27. What aspects of a startup business are different from that of a regular established business?
28. What is the difference between a Business Model and a Business Plan?
29. What are the three main brainstorming methods to generate diverse ideas?
30. What is seed capital?
31. Provide 2 sources of where you can get Seed Capital 32. What are the 3 main funding stages for a Startup?
33. A Startup has 100 000 shares and the founder owns 80 000 shares (80%). It sells 20 000 shares to raise $200 000. What is the total valuation of the company?
34. What are the risks of selling too much equity (too many shares of your Startup) early on?
35. List and briefly describe three common legal forms for starting a business in Poland. What are their key differences?

36. What are spin-off and spin-out companies? Give one example of each in the academic/startup context.
37. What institutions in Poland support startups and entrepreneurship? Name three and explain their roles briefly.
38. What does “business flexibility” mean and why is it important in the startup environment?
39. What are managerial competences, and why are they important in organizational behavior?
40. According to Locke, what are the three key principles of effective management?
41. What is the difference between rational and intuitive decision-making?
42. Describe a situation in which a manager should use intuitive decision-making rather than rational decision-making.
43. Compare transactional and transformational leadership styles.
44. Why is emotional intelligence critical for effective leadership?
45. What are the three main types of communication in management, and how do they impact leadership?
46. Identify two common communication barriers in an organization and how they can be overcome.
47. How does Locke’s Goal-Setting Theory contribute to employee motivation?
48. What is the difference between intrinsic and extrinsic motivation in the workplace?
49. What are two effective techniques for resolving workplace conflicts?
50. Why is teamwork important in managerial roles, and what key competences contribute to effective collaboration?

Module: Translation

1. Enumerate and describe translation procedures according to Vinay and Darbelnet.
2. Explain the difference between domestication and foreignization.
3. Explain what is equivalence and what is the difference between formal and dynamic equivalence.
4. Enumerate and describe basic translation errors.
5. Explain why the purpose and function of the text (Skopos) are important for translators.

6. Explain the role of manipulation and censorship in the context of translation.
7. Explain what is the difference between translation as product, translation as process, and translation as historical, cultural, and social phenomenon.
8. Explain what does it mean that translation is re-conceptualisation.
9. Enumerate and describe basic categories of translated texts.
10. Enumerate and describe basic types of interpreting.
11. Explain what is retranslation.
12. Describe the difference between translation and adaptation.
13. What is self-translation?
14. Explain what is literal translation and why it can be problematic.
15. What are some key challenges in translating law and legal documents.
16. Explicitation in translation – what is this?
17. Explain in what way translation can be helpful in language learning process.
18. Explain why culture-specific elements/words are one of the greatest challenges for translators.
19. Explain why humour is one of the greatest challenges for translators.
20. Explain what is collaborative translation and crowdsourcing.
21. Describe some technical constraints that need to be taken into account while translating films and TV series.
22. Game localisation – which elements in the games are translated?
23. Describe factors that need to be taken into account while translating poetry.
24. Describe factors that need to be taken into account while translating literature, e.g. short stories, novels.
25. What is the difference between transcreation and translation?
26. Explain why the more creative the text, the harder it is for machines to translate.
27. What are basic functions offered by CAT tools that accelerate and facilitate the process of translation.
28. What are language corpora? What is bilingual corpus?
29. Why corpora are useful for translators?
30. Explain what needs to be taken into account while searching online resources such as dictionaries for the purpose of translation.

31. Explain what is glossary.
32. What is translation memory?
33. What is terminology? Why is it essential for translators?
34. What is the difference between specialised terms and common words?
35. What is collaborative translation? How CAT tools and software facilitate collaborative translation?
36. Describe the reasons why solving terminological problems by means of ChatGPT is not necessarily recommended.
37. Explain why the more predictable the text, the easier it is to translate it by means of CAT tools.
38. Explain what does it mean that human translator is the ultimate guarantee of the quality of machine translated/CAT translated texts.
39. Explain what is post-editing of machine translated texts and what needs to be taken into account while doing it.
40. Explain the difference between factual errors and stylistic errors in the context of postediting of machine translated texts.
41. Explain the basic causes of errors made by machine translation engines such as Google Translate.
42. Explain the difference between simultaneous and consecutive interpreting.
43. What is sight translation (a vista)?
44. What is chuchotage?
45. Enumerate and describe basic situations/contexts where interpreters are needed.
46. Explain why law and legal documents are challenging for translators.
47. What is the difference between interpreting in the court and interpreting in less formal settings?
48. What are languages for special purposes/specialised languages? How they are connected to translation?
49. Why ensuring highest quality plays such a role in translating legal, medical, and technical texts? What are the types of texts where ensuring highest quality is not of paramount importance?
50. What is public-service interpreting? In what kind of situations/contexts does it take place?