

CONCORSO PUBBLICO, PER ESAMI, PER IL RECLUTAMENTO DI N. 1 UNITA' DI PERSONALE NELLA CATEGORIA D POSIZIONE ECONOMICA D1 AREA AMMINISTRATIVA-GESTIONALE A TEMPO INDETERMINATO E A TEMPO PIENO PRESSO L'UNIVERSITA' DEGLI STUDI DI BERGAMO PRIORITARIAMENTE RISERVATO ALLE CATEGORIE DI VOLONTARI DELLE FORZE ARMATE DI CUI AGLI ARTT. 1014 E 678 DEL D. LGS. 15.3.2010, N. 66

(Bando Repertorio n. 19/2023 pubblicato all'Albo di Ateneo e sul Portale del Reclutamento InPA in data 01/02/2023 e D.D.G. di rettifica del bando Rep. n. 25/2023 pubblicato all'Albo di Ateneo e sul portale del reclutamento InPA in data 13/02/2023)

CODICE SELEZIONE 23PTA002

TRACCE DELLE PROVE

TRACCE PROVA SCRITTA

Traccia A (non estratta)

Un Ateneo di grandi dimensioni ha deciso di utilizzare un nuovo canale social, Tiktok. Il/La candidato/a sviluppi possibili idee di presenza dell'Ateneo all'interno di tale piattaforma, proponendo una strategia da integrare con gli altri canali in uso, da presentare agli organi accademici.

Il candidato elabori la risposta avendo cura di seguire le seguenti indicazioni di editing:

- Tipo carattere Times New Roman;
- Stile carattere Normale;
- Dimensione carattere 12;
- Testo giustificato;
- Interlinea 1,5;
- salvare il documento "prova scritta concorso.doc"

Traccia B (non estratta)

Un Ateneo di grandi dimensioni ha deciso di potenziare la propria strategia comunicativa verso gli studenti delle scuole superiori. Il/La candidato/a proponga una strategia di comunicazione integrata con attenzione allo sviluppo dei canali digitali, da presentare agli organi accademici.

Il candidato elabori la risposta avendo cura di seguire le seguenti indicazioni di editing:

- Tipo carattere Times New Roman;
- Stile carattere Normale;
- Dimensione carattere 12;
- Testo giustificato;
- Interlinea 1,5;
- salvare il documento "prova scritta concorso.doc"

Traccia C (estratta)

Un Ateneo di grandi dimensioni ha deciso di sviluppare una strategia comunicativa per raggiungere i propri stakeholders con l'obiettivo di valorizzare le attività di ricerca dell'università. Il/La candidato/a proponga un piano di comunicazione con attenzione allo sviluppo dei canali digitali, da presentare agli organi accademici.

Il candidato elabori la risposta avendo cura di seguire le seguenti indicazioni di editing:

- Tipo carattere Times New Roman;
- Stile carattere Normale;
- Dimensione carattere 12;
- Testo giustificato;
- Interlinea 1,5;
- salvare il documento "prova scritta concorso.doc"

QUESITI PROVA ORALE

Prova orale - scheda n. 1

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri quali sono le principali metodologie di promozione di un Ateneo.

Domanda C

Il candidato illustri come può articolarsi una campagna visiva di un Ateneo.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano

TEXT 1

Earthquake-Proof, Not Corruption-Proof: Turkey's Needless Deaths

The building began convulsing at 4:17 a.m. Firat Yayla was awake in bed, scrolling through videos on his phone. His mother was asleep down the hall.

The region along Turkey's border with Syria was known for earthquakes, but this apartment complex was new, built to withstand disaster. It was called Guclu Bahce, or Mighty Garden. Mr. Yayla's own cousin had helped build it. He and his business partner had boasted that the complex could withstand even the most powerful tremor.

So, as the earth heaved for more than a minute, Mr. Yayla, 21, and his 62-year-old mother, Sohret Guclu, a retired schoolteacher, remained inside.

At that very moment, though, Mr. Yayla's cousin, the developer, was leaping for safety from a second-story balcony.

What Mr. Yayla and his mother had not known was that the system to ensure that buildings were safely constructed to code had been tainted by money and politics. That system prioritized speed over rules and technical expertise.

A New York Times investigation found that a developer won zoning approval for the project after donating more than \$200,000 to a local soccer club, where the mayor is an honorary president. Then, when residents raised alarms that the blueprints did not match what had been built, they received no satisfying reply from the local government. The building inspector said that, even after the project had failed its inspection, the developers used political influence to get the doors open.

Prova orale – scheda n. 2

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri con quali azioni si può potenziare il brand di un Ateneo.

Domanda C

Il candidato illustri come si misura l'efficacia di una campagna di comunicazione.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano

TEXT 2

Kremlin Blasts Were Real. The Rest Is Hazy, Maybe Intentionally.

Kyiv and Moscow angrily blamed each other after two explosions in an apparent drone attack on the heart of Russian power, but whose outrage is real?

The only indisputable facts about Wednesday's incident at the Kremlin are that there were two explosions around 2:30 a.m. above Russia's most important political and cultural symbol, and that both Moscow and Ukraine reacted with outrage.

But whose outrage was real and whose was feigned?

In this war, the battle over the narrative is as important as the battle in the field. While the Kremlin frequently lies and uses its powerful government-controlled media to craft alternative realities, Ukraine, too, has proved adept at bending the truth to serve its wartime agenda.

Cutting through the competing narratives to get to the truth can prove to be a tricky thing, and that perhaps is the point. Both sides stand to gain when their intentions and methods remain obscured by fog.

Was the apparent drone attack a bold but largely symbolic action by Ukraine aimed at embarrassing President Vladimir V. Putin as he prepares to preside over the annual Victory Day Parade on Red Square next week? Was it a staged Russian provocation meant to justify still harsher attacks on the Ukrainian population, or perhaps against Ukraine's leadership?

Or was it executed by neither government, but by local Russian partisans opposed to the war, or rogue Ukrainian saboteurs?

Russia angrily accused Ukraine of trying to assassinate Mr. Putin with a drone attack, and asserted its right to retaliate.

Prova orale – scheda n. 3

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri come si può articolare una campagna di comunicazione multimediale.

Domanda C

Il candidato illustri cosa si intende per campagna adv e come si articola.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano

TEXT 3

8 Dead in Shooting in Serbia, Day After School Massacre That Killed 9

A suspect was in custody after an overnight manhunt in the latest shooting, which also injured at least 14, in an attack about 30 miles outside of Serbia's capital, Belgrade.

Serbian police arrested a suspect early Friday after an hourslong overnight manhunt for the gunman who killed eight people and injured at least 14 others near Belgrade, according to Serbia's Interior Ministry.

The shooting late Thursday was the nation's second mass shooting in as many days and rattled a country still reeling from an attack at a school that killed eight students.

The arrest was made near the city of Kragujevac, about 40 miles south of where the shootings began, according to the ministry.

Hundreds of police officers had gone door to door in the search for a 21-year-old male suspect, according to RTS, Serbia's public broadcaster. They deployed helicopters and surrounded the area where they believed he was hiding, the report said.

The gunman, who was in a moving vehicle, used an automatic weapon and fled the scene, according to RTS, which said the attack took place around Mladenovac, a municipality in the southern part of the capital, Belgrade.

The shooting took place at 11 p.m. local time, Serbia's Interior Ministry told CNN. It is not clear how long it lasted.

The gunman first opened fire in a schoolyard in the village of Dubona, killing a police officer and his sister, in addition to others there, RTS reported. He then moved on to the neighboring villages of Mali Orasje and Sepsin, the broadcaster said.

Serbia's interior minister, Bratislav Gasic, called the shooting "a terrorist act," RTS reported.

Prova orale – scheda n. 4

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri cosa si intende per comunicazione digitale per un Ateneo.

Domanda C

Il candidato illustri come si sviluppa una campagna di comunicazione finalizzata all'organizzazione di eventi di Ateneo.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano**TEXT 4*****Meet GPT-3. It Has Learned to Code (and Blog and Argue).***

The latest natural-language system generates tweets, pens poetry, summarizes emails, answers trivia questions, translates languages and even writes its own computer programs.

This summer, an artificial intelligence lab in San Francisco called OpenAI unveiled a technology several months in the making. This new system, GPT-3, had spent those months learning the ins and outs of natural language by analyzing thousands of digital books, the length and breadth of Wikipedia, and nearly a trillion words posted to blogs, social media and the rest of the internet.

Mckay Wrigley, a 23-year-old computer programmer from Salt Lake City, was one of the few invited to tinker with the system, which uses everything it has learned from that vast sea of digital text to generate new language on its own. Mr. Wrigley wondered if it could imitate public figures – write like them, perhaps even chat like them.

One of his experiments involved a pop psychologist, Scott Barry Kaufman. The system took in Mr. Kaufman's name and a topic for discussion: creativity. Then, when asked "How do we become more creative?" GPT-3 responded instantly:

I think creative expression is a natural byproduct of growing up in a diverse world. The more diverse the world is, the more you get exposed to different people, to different opportunities, to different places and to different challenges. And the more diverse that is, the more likely you'll be to be able to put the dots together to form something new. And in many ways, I think if you want to be creative, you have to go for it. If you want to be a writer, you have to write, if you want to be a musician, you have to create music, if you want to be a comedian, you have to create comedy, and the more you create, the more likely it is that you'll stumble onto some interesting stuff.

Prova orale - scheda n. 5**Domanda A**

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri quali sono i principali strumenti di comunicazione per un Ateneo.

Domanda C

Il candidato illustri come può essere gestito un attacco all'immagine di un Ateneo.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano**TEXT 5**

European Central Bank Raises Rates Again, and Isn't Ready to Quit

The quarter-point increase was a slowdown in the bank's monetary tightening, but it said there was "more ground to cover" because inflation was still too high.

The European Central Bank had a clear message as it raised interest rates by a quarter of a percentage point on Thursday: It's not done yet.

Even as the central bank, which sets interest rates for the 20 countries that use the euro, slowed down the pace of its monetary policy tightening, Christine Lagarde, the president of the bank, made plain that the fight against inflation was not complete.

"We are not pausing, that is very clear," Ms. Lagarde told reporters in Frankfurt on Thursday. "We know we have more ground to cover."

The quarter-point move is the smallest rise that policymakers have imposed since they started raising rates last summer, a campaign of seven consecutive increases, which has become the fastest pace of tightening in bank's two-decade history. Thursday's downshift came as the bank acknowledged the impact that past rate increases are now having across the eurozone.

But the insistence that the European Central Bank wasn't ready to halt its rate-rising cycle follows speculation that other major central banks, particularly the Federal Reserve and Bank of England, are much closer to pausing rate increases. On Wednesday, the Federal Reserve raised rates by a quarter point, bringing them above 5 percent for the first time since mid-2007, while signaling that future increases were no longer a certainty.

Prova orale - scheda n. 6

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri con quali strumenti è possibile pianificare una strategia comunicativa di Ateneo.

Domanda C

Il candidato illustri cosa si intende per identità grafica di un Ateneo.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano

TEXT 6

Trump's Charges Bring Doubts, Hopes and Uncertainty in Both Parties

To some Republicans and Democrats, the charges appeared flimsy and less consequential than many had hoped. To others, the case had the potential to reverberate politically.

In an ordinary presidential-primary season, the indictment of a front-runner over hush money paid to a porn star would, at the least, be an opening for rivals to attack. But a day after the arraignment of former President Donald J. Trump on 34 felony counts, one thing was clear: This will not be an ordinary political season.

The failure of Mr. Trump's rivals for the Republican nomination to go on offense – indeed, their willingness to defend him – underscored the centrality of the former president in the G.O.P. His opponents appeared to be using the same playbook that a crowded field of White House hopefuls ran in 2016, laying back, absorbing Mr. Trump's blows and hoping external factors would take him down.

"The sad thing is that so many people accept it as part of the character and conduct of the former president," Asa Hutchinson, a former governor of Arkansas who on Sunday announced that he was running for the Republican presidential nomination, said of the charges. "That's not something from a candidate perspective that I'm wanting to dwell on."

Still, the political landscape remains uncertain as Mr. Trump's legal peril grows.

To some Republican and Democratic leaders, including former and current elected officials, strategists and others, the charges appeared to be flimsy, a hodgepodge of bookkeeping accusations that felt far less consequential than many had hoped. To others in both parties, the charges and attendant spectacle were troubling and had the potential to reverberate and hurt the former president politically.

Prova orale - scheda n. 7 (non estratta)

Domanda A

Il candidato illustri la propria motivazione rispetto al profilo ricercato, anche in relazione alle proprie esperienze professionali.

Domanda B

Il candidato illustri come si sceglie il linguaggio più efficace in una campagna di comunicazione di Ateneo.

Domanda C

Il candidato illustri i principali strumenti di comunicazione interna di un Ateneo.

Lettura, sintesi in lingua straniera e traduzione dall'inglese all'italiano

TEXT 7

Does America Realize That Sudan Is Too Big to Fail?

Two heavily armed groups, led by sworn enemies, square off in a dense metropolitan area that is home to about as many people as New York City. Hundreds of civilians have died, and thousands have been wounded, though the true toll may be much higher. People are pinned down in their homes by street-to-street fighting and aerial bombardment. They are running out of food and water; hospitals are running out of supplies. International humanitarian workers have packed up their white sport utility vehicles and high-tailed it to safety. Western and regional diplomats have boarded helicopters, buses and planes to get out.

The 45 million people of Sudan have been all but abandoned in the crossfire of a fight to the death between the two men who want to rule them, Gen. Abdel Fattah al-Burhan, the head of the country's army, and his onetime deputy, Lt. Gen. Mohamed Hamdan, the leader of a brutal paramilitary force central to the ethnic cleansing in Darfur. The fighting in the capital, Khartoum, has been going on for more than two weeks. There is no end in sight.

Like many people who have spent time in Sudan, I have been watching this crisis unfold with horror and dismay, trying to understand how a disaster of this scale in such a strategically significant part of the world could have happened. Where was the high-level maneuvering that might have found a path to peace and democratic self-rule for the long-suffering Sudanese people?

As I learned more about what's happened in Sudan, my ears were practically singed by the scathing critiques of the bungled diplomacy from current and former diplomats in the region. Strikingly, some diplomats have spoken out publicly about the failure to head off this crisis or even reach a durable cease-fire to allow more people to escape the battle zone or even get basic supplies.

"We've been watching a train wreck gather speed," Alex Rondos, a former European Union envoy to the Horn of Africa, told me. "Why did we get to something as catastrophic as this?"

Four years ago, after decades of military rule, an astonishing protest movement rolled into the streets and toppled Sudan's longtime dictator,