

При выполнении заданий с кратким ответом впишите в поле для ответа цифру, которая соответствует номеру правильного ответа, или число, слово, последовательность букв (слов) или цифр. Ответ следует записывать без пробелов и каких-либо дополнительных символов. Так как на экзамене распознавание апострофа в бланках ответов будет затруднено, записывайте ответ в полной форме, например: donotknow, вместо don'tknow.

В заданиях, где нужно установить соответствие между двумя столбцами, ответ запишите в виде сочетания букв и цифр, соблюдая алфавитную последовательность букв левого столбца. Некоторые данные правого столбца могут использоваться несколько раз или не использоваться вообще. Например: A1B1B4Г2.

Если вариант задан учителем, вы можете вписать или загрузить в систему ответы к заданиям с развернутым ответом. Учитель увидит результаты выполнения заданий с кратким ответом и сможет оценить загруженные ответы к заданиям с развернутым ответом. Выставленные учителем баллы отобразятся в вашей статистике.

1. Выберите ответную реплику, подходящую по смыслу к предложенной реплике-стимулу.

I don't know how to play chess.

- 1) Either I do. 2) So do I. 3) Nor do I. 4) So is me.

2. Выберите реплику-стимул, подходящую по смыслу к предложенной ответной реплике.

I don't think it's a good idea.

- 1) Shall I book a single or a double room?
2) The committee are said to be arriving tomorrow.
3) Do you have any idea who will speak at the meeting?
4) Let's drive up the hill in my dad's car.

A few years ago, a company called Space Marketing came up with a plan to send a mile-long advertisement into space. Using light reflected from the sun, it would beam out a message as large as the moon that could be seen by every single person on the planet as it orbited the Earth.

This would have been one advert that couldn't have been thrown out with the junk mail or switched off by remote control. (1)___ Advertising standards agencies eventually decided not to allow Space Marketing to go ahead with their plans and they were forced to abandon them, but not before several major companies had made serious enquiries about launching their logos into space.

Space may indeed be the final frontier for advertisers, because on Earth we are already surrounded by advertising wherever we are and whatever we are doing. (2)___ There are the promises of health and vitality on the cereal packet we ate from this morning, for example, and the ad that we saw on the side of the bus we caught to work. Most of the time, we are probably not even aware of these less obvious advertising tactics, but that doesn't mean that they aren't effective. (3)___ You are in a packed cinema, watching the latest Hollywood blockbuster. There are adverts before the film or during a break in the film, but are there any during the film? Well, look carefully at the make of car your favourite actor is driving. And what about his watch? Can you see what brand it is? Chances are, you can, and the company that owns the brand is likely to have paid thousands for it to appear in the film.

Whilst products are most often placed in this way in movies and TV series, they also sometimes appear in music videos, video games, plays and even books. (4)___ You may not realise you are being influenced by a technique that sounds so simple, but advertisers consider product placement to be a highly effective form of advertising. After all, they would not be willing to spend as much money as they do on it if they didn't truly believe it worked.

In fact, associating products with cool, exciting lives seems to be one of the most common forms of advertising. (5)___

And let's not forget the power of pure entertainment (6)___ If the consumers are looking forward to the next 'episode' of an ad, once again the product has become

associated with something 'cool' and is therefore likely to see a considerable rise in popularity.

So, whether Space Marketing eventually succeeds in launching ads into space or not is perhaps a less important issue than it might seem.

3. Прочитайте текст. Заполните пропуск (1) одним из предложенных текстовых фрагментов.

1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

2 — However, this is a truly inescapable form of advertising.

3 — To advertising executives and agencies, it would have been 'a dream come true'.

4 — Take 'product placement', for example.

1) 1 2) 2 3) 3 4) 4

4. Прочитайте текст. Заполните пропуск (2) одним из предложенных текстовых фрагментов.

1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

2 — However, this is a truly inescapable form of advertising.

3 — To advertising executives and agencies, it would have been 'a dream come true'.

4 — Take 'product placement', for example.

1) 1 2) 2 3) 3 4) 4

5. Прочитайте текст. Заполните пропуск (3) одним из предложенных текстовых фрагментов.

1 — Apart from the obvious adverts that we see every day on TV, on billboards and in newspapers and magazines, there is a whole 'other world' of advertising messages fighting for our attention.

2 — However, this is a truly inescapable form of advertising.

3 — To advertising executives and agencies, it would have been 'a dream come true'.

4 — Take 'product placement', for example.

1) 1 2) 2 3) 3 4) 4

6. Прочитайте текст. Заполните пропуск (5) одним из предложенных текстовых фрагментов.

1 — To a certain extent, this would not change a thing.

2 — The hope is to convince people to believe that if they can have the products, then they can have the cool, happy lifestyles of their heroes, too.

3 — Nowadays, many TV adverts have become more like soap operas with a series of humorous adventures complete with their own cast.

4 — Some advertising companies even employ 'cool hunters' or marketing professionals to find out for them exactly what young people find cool.

1) 1 2) 2 3) 3 4) 4

Everyone, whatever their age, can share in the joy and fulfillment of learning, as June Weatherall found out.

§ 1. When I first retired, I thought I'd love spending more time on the gardening, needlework, and other creative activities I'd found so relaxing after my demanding job. But it didn't turn out that way. I found that I didn't want, or need, that kind of relaxation anymore, I wanted to stimulate my mind instead.

§ 2. So, with a couple of friends, I went along to an art appreciation evening class at our local regional college. It was wonderful, but only lasted a year. At the end, I asked my tutor, "What next?" He suggested I attend his history of art access course. "Whatever's that?" I asked. The college had an open evening coming up, so I went along to find out. A full-time access course takes one year and gives you access to university if, like me, you left school without any qualifications, and it's free if you do it full-time. I only wanted to do the art history bit.

§ 3. Lyn, who organises the courses for the college, was enthusiastic. "Why don't you do the whole course? You could start in the spring term with art history, do another module in the summer, then go full-time in the autumn and do all the subjects." It sounded wonderful, but wasn't I a bit old, at 63, to start being a student? A definite 'no'. One of the students that year was 82. That decided it. It must be worth having **a go**.

§ 4. The art history part of the course, which I've just completed, was stimulating. The tutors are enthusiasts and infect us all with their enjoyment of the subjects they teach. 'Lively' would be the word to describe the classes. My fellow students, who are also doing subjects like psychology, maths, biology, etc., are good company. They're mainly people in their thirties with children, taking a second bite at the educational cherry.

§ 5. We have homework and have to do an essay each term for each subject, and sit exams. For art history, we had to produce a journal about all the painters we'd learnt about — which was fun, but rather time-consuming. Occasionally, I envy the more typical mature students, who just do courses for fun and don't have to do exams or essays, but really I'm a very happy lady. There are drawbacks, however. The main one is you have to **make a commitment**. During term time, you can't just drop everything and go out for the day if the sun shines — one of the supposed joys of retirement.

§ 6. Will I go on to university if I'm successful? I'll see how next year goes. Meanwhile, exercising my brain cells is working well for me. I feel alive. The garden's getting a bit out of control, but that's the least of my worries!

7. Прочитайте текст. Ответьте на вопросы.

What did June discover when she first retired?

- 1) She had more free time than she expected.
- 2) She had not really been very happy in her job.
- 3) She no longer found her old hobbies satisfying.

8. Прочитайте текст. Ответьте на вопросы.

What does June say about the teachers on the access course?

- 1) They are very patient with the more mature students.
- 2) They appear to be genuinely interested in what they teach.
- 3) They have problems dealing with such a variety of students.

9. Прочитайте текст. Ответьте на вопросы.

What disadvantage of the access course does June mention?

- 1) It limits her freedom in some ways.
- 2) It involves homework which is rather boring.
- 3) It attracts students who are not really committed.

We (1) ... along this mountain road, miles from anywhere, when we (2) ... across a trail of tins of food and bottles of water along the road. I looked out of the car window and noticed this camper van about ten metres below us in a field, with its back door hanging off. It (3) ... off the road. We stopped the car. A young man (4) ... back up towards the road. He (5) ... in blood, so we offered to take him to hospital. As we drove off, with him lying on the back seat, he (6) ... asking about his girlfriend — was she all right? When we (7) ... the hospital we found that she (8) ... up and taken to casualty by someone else. Luckily, she was okay — and so was he, eventually.

10. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (1).

- 1) were driving 2) have been driven 3) had driven 4) have driven

11. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (2).

- 1) had come 2) were coming 3) came 4) have come

12. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (6).

- 1) starts 2) had been started 3) was started 4) started

13. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (7).

- 1) reached 2) have reached 3) had been reaching 4) reach

14. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (8).

- 1) was picking 2) has been picking 3) had been picked
4) would be picked

§ 1. If you've ever thought that talking to someone was a waste of breath, you might be comforted to know that in some cases you are right — the words we utter have very little effect on people compared with how we say them and what we are doing when we say them.

§ 2. Recent research has shown that in a presentation before a group of people, 55 per cent of the effect on the audience is determined by the body language of the speaker, 38 per cent by their tone of voice and only 7 per cent by the actual content of what is being said. Body language speaks louder than words.

§ 3. So can performance and communication skills really be improved? It would appear so, according to Neuro-Linguistic Programming, or NLP, which was developed in the 1970s by therapist Richard Bandler and linguistics professor John Grinder. They asked: "What makes the difference between someone who is competent at something and someone who is excellent?" They examined the behaviour of people generally considered to be examples of excellence in their respective fields to identify what they were doing consciously (*осознанно*) and unconsciously. Surprisingly, they discovered patterns of communication which all these high achievers were using to produce **consistently** positive results. They found that they were able to copy these strategies and achieve similar success, so they developed a way of teaching these skills to other people, a method they called Neuro-Linguistic Programming.

§ 4. They have discovered how people achieve mutual understanding, both consciously and unconsciously, by observing the body language and voice patterns of the person they are talking to. If you're dealing with someone who is painfully shy, you're not going to make a good connection by overwhelming them with your cheerfulness. By matching someone's behaviour we can gain their **confidence**, achieve a good relationship and improve the quality of communication — in other words, we can get on someone's wavelength. NLP practitioners claim anyone can learn how to do this, and quite quickly. NLP is all about taking one's unconscious, not very highly developed skills and practising them consciously.

§ 5. Another powerful aspect of NLP is its use of positive thinking. We can become aware of the negative and turn it to the positive. Once it is framed in a positive way as a goal, the brain can begin to cope with it and then apply itself to achieving that outcome. To put it another way, if you don't know where you're going, it makes it harder to get there.

15. Прочитайте текст и выберите вариант ответа, соответствующий его содержанию.

What has recent research into the way people speak shown?

- 1) Certain kinds of body language create distrust.
2) A person's tone of voice often does not match what they are saying.
3) Failure to communicate well has little to do with what you say.

Not many creatures can (1) ... alive in the freezing cold of the far north. However, there are a number of creatures which (2) ... to survive in places where the temperatures can fall as (3) ... as minus 28 degrees. One of the most remarkable of these creatures is the Alaskan wood frog. When it gets (4) ... cold in the winter months, up to two thirds of the water in the frog's body actually freezes. But once the days begin to (5) ... slightly warmer in spring, the frogs thaw out (оттаивать) again. Scientists have long been trying to discover the process that makes this rebirth (возрождение) (6) ... and now they have discovered how it is done. The frogs produce a chemical in their body that (7) ... the antifreeze that people use to (8) ... their cars from freezing. This chemical in the frog's body (9) ... in a very similar way in (10) ... to protect its most important organs.

16. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (1).

- 1) hold 2) stand 3) stay 4) exist

17. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (2).

- 1) succeed 2) manage 3) enable 4) achieve

18. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (5).

- 1) turn 2) come 3) move 4) start

19. Переведите на английский язык фрагмент предложения, данный в скобках.

Nobody called on the phone while I was out, (не так ли)?

20. Переведите на английский язык фрагмент предложения, данный в скобках.

Tea or coffee? — (Ничего), thanks. I've got to go in a minute to catch my train.

21. Переведите на английский язык фрагмент предложения, данный в скобках.

I think you have to (принять) into account that he's a good deal younger than the rest of us.

We have been trying to organise a hobbies and crafts fair (ярмарка) in my school for the last two weeks. The number of interesting activities is (1) ... but so many students are just too (2) ... to the needs of others. It makes me wonder if all teens are always so difficult to deal with. One problem concerns (3) ... as we need a number of volunteers to help us arrange the (4) ... in such a way that won't make anyone feel left out. Some students have been making good progress in setting up a number of detached displays which give an excellent view of the variety of activities on offer.

22. Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (1).

GENEROUS, DIFFERENT, EXHIBIT, IMPRESS

23. Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (2).

GENEROUS, DIFFERENT, EXHIBIT, IMPRESS

24. Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (3).

GENEROUS, DIFFERENT, EXHIBIT, IMPRESS

25. Прочитайте текст. Выберите подходящее по смыслу слово из предложенных. В ответ запишите слово в той форме, в которой оно должно стоять в предложении. Помните, что каждое слово может быть использовано только один раз и что заданную форму слова необходимо изменить. Заполните пропуск (4).

GENEROUS, DIFFERENT, EXHIBIT, IMPRESS

(1) ... school, college or university would be as effective without a library. Libraries are essential in these places, as are public libraries in our towns and cities. But we have to accept that times are changing, books are cheaper to buy, people spend less time reading books, and consequently, libraries aren't as busy (2) ... they once were. Besides that, the Internet provides us with so (3) ... to read, that old books in libraries now have some serious competition. But despite this, I think that we still need libraries, and they must adapt in order (4) ... to disappear.

26. Прочитайте текст. Заполните пропуск (1) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

27. Прочитайте текст. Заполните пропуск (4) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

1. I have visited many countries, but it was Brazil that impressed me rather more than any other.
 2. Having graduated from university with a degree in biology, I would wanted to travel and see
 3. either wild animals and plants in their natural habitat. People who had visited Brazil described
 4. how much beautiful it was and I discovered that what they had told me was true. First of all,
 5. approximately a quarter of the world's plant species they are found in the Amazon basin, so no
 6. other matter where you go, you see the most beautiful plants, including orchids. Whatever part of
 7. Brazil you go to it, you won't be disappointed. However, I believe the southern states can be the most
 8. magical and it is because I very love flowers that I enjoyed myself so much. Having lost my camera, I
 9. wasn't been able to take photos, but I saw a lot of the local fauna and flora. It was a wonderful experience
 10. and, taking into my consideration the amount of time I had at my disposal, I managed to see a lot.

28. Прочитайте текст. Из строки (1) выпишите ОДНО лишнее слово.

29. Прочитайте текст. Из строки (2) выпишите ОДНО лишнее слово.

30. Прочитайте текст. Из строки (3) выпишите ОДНО лишнее слово.

31. Прочитайте текст. Из строки (4) выпишите ОДНО лишнее слово.

32. Прочитайте текст. Из строки (5) выпишите ОДНО лишнее слово.

33. Прочитайте текст. Из строки (6) выпишите ОДНО лишнее слово.

34. Прочитайте текст. Из строки (7) выпишите ОДНО лишнее слово.

35. Прочитайте текст. Из строки (8) выпишите ОДНО лишнее слово.

36. Прочитайте текст. Из строки (9) выпишите ОДНО лишнее слово.

37. Прочитайте текст. Из строки (10) выпишите ОДНО лишнее слово.

1. She described the whole play to us ... detail.
 2. Both my sons are crazy ... old motorbikes.
 3. The restaurant prides itself ... having the best pizza in town.
 4. There are so ... lemons in the fridge that I can't make lemonade.
 5. ... Susan use to be slim when she was at university?
 6. Bob Dylan ... original name was Robert Zimmerman won the Nobel Prize in Literature in 2016.

38. Прочитайте предложение (1). Заполните пропуск ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

39. Прочитайте предложение (2). Заполните каждый из пропусков только **ОДНИМ** словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

40. Прочитайте предложение (6). Заполните каждый из пропусков только **ОДНИМ** словом, подходящим по смыслу. Слово должно содержать не более 15 символов.