

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.

Does your neighbour keep complaining about your loud music?

- 1) Oh, not so bad. 2) I'm afraid not. 3) Luckily, no longer. 4) Nothing at all.

2. Дополните мини-диалог, выбрав подходящую по смыслу реплику.

X: I'm having a washing machine delivered this evening.

Y: ...

X: No, it's fine, thanks.

- 1) Can you give me a hand with it? 2) I'd rather you didn't. 3) Do you need a hand?
4) Well, couldn't be better. 5) That would be great!

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

Hi, Rob!

How are you doing? I'm OK. My day didn't start too well though. My alarm didn't go off and I (1) (My mum (2) ... to work early today so she wasn't around in the morning to get me up.) Then I got held up on the way to school because the bus I was on (3) ... down. When I finally made it into class, I (4) ... off by the teacher and had to stay on after school for a detention (*оставление после урока*)! Then on the way back home I bumped into Craig. He (5) ... a few family dramas to deal with recently. Apparently his dad has been laid off from the bank where he worked and his sister (6) ... out of the university so they're both at home feeling miserable.

What are you up to at the weekend? A few of us (7) ... together for a game of beach volleyball. Why don't you come along?

Archie

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

1) have been oversleeping 2) had been overslept 3) was oversleeping 4) overslept

6. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (3).

1) breaks 2) broke 3) was breaking 4) had been breaking

§ 1. Imagine an entire town made up of spectacular buildings of multi-coloured ice. A town devoted to pleasure where you can ride in a horse-drawn carriage, go down ice slides (*горки*) and watch swimming events by an icy river. It sounds like a setting for a work of children's fiction, but this magical scene appears every January on an island just outside the Chinese city of Harbin.

§ 2. Winter in Harbin would be very boring indeed without its annual month-long Ice and Snow Sculpture Festival. Harbin has average temperatures of -16°C at the time of the festival. So what better way to brighten up winter than with a colourful winter wonderland that recreates some of the world's most impressive architectural landmarks? It's possible to reproduce them using blocks of ice at Harbin because its winters, though freezing cold, are dry. There is a tradition of ice sculpture in the region that goes back hundreds of years and began with ice lantern (*фонарь*) artworks lit by candles.

§ 3. People who have been to the festival say the sculptures are most impressive at night, when they are lit by floodlights or from inside by clever use of LED (*светодиодный*) bulbs that change colour periodically. You can also **appreciate** the amazing detail of the snow sculptures better when there's no sunshine. If you want to see as many sculptures as possible, you should plan your trip for a few weeks into the festival. That's because by then the international snow-sculpting competition that is held during every festival is over and you can admire the creations in all their beauty.

§ 4. If you are more interested in physical activities than art, you'll still find plenty to **amuse** you at the festival. The event is well-known for the long snow slides that are incorporated into the designs of the ice buildings.

§ 5. Perhaps the most extreme event at the festival is the river swimming. Even setting up the event is a challenge. The organisers have to remove enough ice from the surface of the River Songhua to make a pool for the friendly competitions. The brave participants jump into the water wearing nothing but swimming costumes and caps, surrounded by spectators in winter hats, coats and gloves! Although the festival has become well-known enough to attract visitors from outside China, it's rare to see a non-local swimmer in the competitions. In northern China, however, there is a strong tradition of winter outdoor swimming, especially among the middle-aged and the elderly.

7. Прочитайте текст. Ответьте на вопросы.

According to the writer, Harbin produces a spectacle every year that's like

- 1) child's fantasy. 2) a place described in literature. 3) a town from the past.

8. Прочитайте текст. Ответьте на вопросы.

Why does the writer say it's better to go to the festival at night?

- 1) Some parts of the sculptures melt in the daytime.
2) You can't see the artificial light effects in the day. 3) The sculptures look much better after dark.

9. Прочитайте текст. Ответьте на вопросы.

Why does the writer recommend going to the festival towards the end?

- 1) It is less busy then. 2) Competition entries (*скульптуры*) are on show then.
3) More activities are available then.

10. Прочитайте текст. Ответьте на вопросы.

What problem with the swimming events does the article mention?

- 1) The river freezes over. 2) The clothing rules are very strict. 3) There's no practice area.

Sociologists have been carrying (1) ... research into the social pressures of being a teenager. Many adolescents are unhappy at school because they find it difficult to make friends. This stress can bring on illness or result (2) ... poor grades. They may also worry about their appearance and often feel under enormous pressure to dress, talk and behave the same as others. This phenomenon is called peer pressure, and it is very common in today's society. Advertising contributes a lot (3) ... the social pressures teenagers feel. Advertisers know how important it is to feel that you belong (4) ... a group when you are in your teens, so they try to persuade teenagers that certain products will make them popular (5) ... their classmates.

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

- 1) out 2) off 3) away 4) over 5) —

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

- 1) at 2) with 3) by 4) to 5) in

13. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (3).

- 1) for 2) with 3) at 4) to 5) in

14. Прочитайте текст. Выберите один из предложенных вариантов ответа. Заполните пропуск (4).

- 1) for 2) to 3) about 4) at 5) —

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

- 1) for 2) to 3) with 4) in 5) of

(1) How many times have you been unable to make a call on your mobile phone because ... battery has gone flat? If your answer is at least once, then there is ... good news in the form of a dynamo powered by human motion.

(2) This new gadget could put ... end to the excuse of a flat battery. Even on a gentle stroll the gadget generates enough energy to run a mobile phone. Although the device is quite large, it has little effect on the wearer. During initial trials, the invention was worn by six people walking on a treadmill (беговая дорожка) at ... speed of three kilometres an hour.

(3) With two devices, one on each leg, the volunteers generated just under five watts of electricity. The test results were excellent, but the inventor believes that improvements need to be made. His first aim is to make ... device even easier to carry than it is at ... present.

16. Какое слово (словосочетание) пропущено на позиции (1)?

- 1) — , the 2) the, a 3) the 4) a, a 5) the, —

17. Какое слово (словосочетание) пропущено на позиции (2)?

- 1) the, the 2) the, — 3) — ,the 4) an, a 5) an, —

18. Какое слово (словосочетание) пропущено на позиции (3)?

- 1) the, — 2) a, the 3) — , — 4) a, a 5) — , the

19. Прочитайте текст. Выпишите по два лишних слова в порядке их предъявления в тексте.

A large part of the north of England it was hit by a raging storm which swept across the country yesterday, leaving a trail of damaged buildings behind it. Large numbers of injured people which were treated in hospitals. One man, a retired postman who lived in Leeds, died after he was struck on the head by a falling roof tile (*черепица*).

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

Andrew never goes out with his dog, (не так ли)?

21. 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.

Rising temperatures and a hotter climate? Well, if you are fortunate enough to live in a country with a (1) ... climate, it sounds great, doesn't it? But there is a dark side. This climate might bring with it mosquitoes, (2) ... of malaria. It is important to remember that malaria is not an (3) ... disease providing it is dealt with promptly. So if you should come back from the tropics feeling ill, it is (4) ... to receive medical treatment as quickly as possible.

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).

ESSENCE, CARRY, MISERY, CURE

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).

ESSENCE, CARRY, MISERY, CURE

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).

ESSENCE, CARRY, MISERY, CURE

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).

ESSENCE, CARRY, MISERY, CURE

(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 (3) только одним словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

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.

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

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

29. Прочитайте предложение (3). Заполните каждый из пропусков только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

30. Прочитайте предложение (4). Заполните каждый из пропусков только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

1. The tallest trees in the world are called redwoods and they have grow in California. These
2. trees which can reach heights of around 91 metres. Among the enormous redwoods,
3. one other giant tree beats them all. This tree was discovered and measured in 2006.
4. The National Park Service then announced itself that at 115.7 metres, it was the tallest
5. tree in the world. Now it is so enough famous that it even has a name, 'Hyperion'.
6. In California there are every other giant redwoods which are just a little shorter than
7. Hyperion. The exact location of many of these enormous trees is been kept secret to
8. prevent them from being damaged. A typical redwood tree may lives for 500 to 700 years.
9. The National Park Service says that the redwoods' great height it is mainly due to the
10. climate in California; there is many heavy rain every year and the temperatures are mild.

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

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

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

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

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

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

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

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

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

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