

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. Расположите реплики так, чтобы получился связный диалог. Выберите один из предложенных вариантов ответа.

A. Well, school is something you have to do even if you hate it, but this is something that we all want to do.

B. How are you enjoying your time at the BRIT school (the London School for Performing Arts and Technology)?

C. What has been the best thing so far?

D. I'm still amazed that I was chosen. I've always wanted to be an actress and thought that this would help me out a bit.

E. Music technology — there's a programme where you can sample music and mix your own Song.

F. How is it different from a normal school?

- 1) BEFDCA    2) BDFACE    3) FECABD    4) FDBECA

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

Aren't you?

- 1) I think he is a bit lazy.    2) I am not going to join them.  
3) I am afraid I can't help.    4) I am in two minds.

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 (4) 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

Déjà vu is the feeling of having had exactly the same experience at some unknown time in the past. I (1) ... in the same college for many years, but I remember one occasion in particular when I had this feeling.

A few years ago I (2) ... a lesson of Physics to a student in an upstairs lecture room where I (3) ... before. I reached the part of the lesson where we began discussing radioactivity when I (4) ... (*захлестнуть*) by a feeling of déjàvu. I knew I was about to refer to a book in my office. I also knew that on a previous occasion I (5) ... to collect it from the office too. I (6) ... to my student and asked him if we had discussed the topic already. He looked puzzled and replied that we (7) ... anything like that before. However, my awareness of the experience didn't make the déjà vu feeling go away, even when I tried not to repeat the pre-set pattern.

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

1) have worked      2) am working      3) worked      4) am being worked

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

1) have given      2) was given      3) had given      4) was giving

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

1) had been turned      2) turned      3) was turned      4) was turning

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

1) hadn't done      2) wouldn't have been done      3) won't do  
4) haven't done

§ 1. Cruising over the pack-ice with our heavy snowmobiles, my guide, Arne, and I looked out across the dazzling expanse of snow. We had come to the tiny, remote island of Svalbard northeast of Greenland, to photograph polar bears, but now we were exhausted with searching. The day had been particularly **frustrating**, as every bear we'd slowly approached had run away from us. Fed up and hungry, we decided to abandon our search for the afternoon and stop for a snack beside one of the many tall, blue icebergs.

§ 2. As always, a good meal was followed by an intense desire to sleep, and we decided to give in to it, even though the temperature was down to  $-30^{\circ}\text{C}$ . Sleeping at the same time would be unwise with our furry friends around, so we decided to take it in turns. As Arne slept, I scanned the Snow with my binoculars, looking for anything moving. An hour passed. I was just about to wake my companion, when I noticed a dot on the horizon. I wiped the lens, but it was still there. I began to make out the typical mayonnaise colour and the striding walk — it was a polar bear and it was heading in our direction. I awoke Arne instantly. For the next thirty minutes, the bear continued on its direct course towards us, which was strange because the wind was blowing our scent straight towards him, so he must have been aware of our presence.

§ 3. When he was a couple of hundred metres away, I decided to lie down in the snow so as to get a better photograph. "You realise you look like seal like that, don't you?" warned Arne, for once sounding a bit worried. Ave for dinner. Onwards the bear came, and by now I could hear the crunching Seals are what polar bears like to sound of his feet on the ice. It struck me that this was a big bear, travelling at some speed. I turned to speak to Arne, and saw him pulling a gun from his bag. Polar bears are incredibly unpredictable animals, and to be in their environment without protection is foolish. But Arne had strict instructions from me only to use the gun to frighten the bear away, and then only if necessary.

§ 4. By now the animal was only 25 metres away and the atmosphere had changed. Arne sat up on the snowmobile calmly awaiting the bear's next move, while struggled to change the film in my camera with my cold, shaking hands. Then, just as I was thinking that there was no escape, as I tensed myself for the **inevitable attack**, the bear veered off (*изменил направление*) to one side and then went straight past us. "Look!" whispered Arne. "Behind us!" I turned and saw a second creamy head with two black eyes peering around the corner of an iceberg a few hundred metres behind us. A female bear. Our friend's goal had clearly been in his sight the whole time, and we were the only thing between him and his beloved.

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

Why did the writer stay awake while his guide slept?

- 1) They might have been approached by animals.
- 2) The temperature was low.
- 3) They needed to contact their colleagues.

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

What surprised the writer about the bear's behaviour?

- 1) It was moving very strangely.
- 2) It didn't seem put off by humans.
- 3) It was moving against the wind.

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

What did the writer feel about the gun?

- 1) He was annoyed that Arne had it in his bag.
- 2) He was surprised that Arne didn't use it.
- 3) He was keen that the bear shouldn't be hurt.

Did Marco Polo tell the truth when he wrote about his journey to China? Or did (1) ... 13th century Italian explorer just make up stories about places he would like to have visited?

According to some experts, when Marco was 17, he set (2) ... with his father and uncle (3) ... an adventure that lasted over 20 years. They passed through Turkey into (4) ... northern Iran, along the Great Silk Road and across (5) ... Gobi desert. Eventually, in 1275, they reached the summer capital where they met the emperor. The opportunity to return home only came 17 years later. Shortly after his return to Venice, Marco Polo was captured (6) ... sea, possibly by pirates. They put him (7) ... prison where he devoted his time (8) ... composing his book.

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

- 1) a      2) an      3) the      4) -

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

- 1) off      2) over      3) in      4) up

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

- 1) with      2) at      3) on      4) in

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

- 1) in      2) on      3) by      4) at

§ 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.

18. 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.

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

For example, some footballers get paid so an enormous amount of money but sometimes they don't seem to care about the team they are playing for, which makes the fans very angry. On the other hand, it could be argued about that the top players are so famous and under so much pressure both from fans and the media that they deserve the money they earn.

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

Take (никакого внимания) of what he said — he was just being silly.

**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.

**22.** Прочитайте предложения. Заполните пропуски ОДНИМ словом, подходящим по смыслу сразу для двух предложений. Запишите слово в бланке ответов только ОДИН раз.

Kelly walked hand in ... with her father on the beach.  
Could you lend me a ... with this piano? I need to move it across the room.

Many years ago, archaeology was about making discoveries and finding buried treasure. Now it has become a more scientific subject. Archaeologists are becoming (1) ... interested in finding out more about the lives of ordinary people rather than the dramatic lives of kings and emperors. 99% of archaeology is concerned with reading, excavating, recording, and classifying, and it is neither thrilling nor dangerous. However, the real (2) ... of archaeology comes through an (3) ... stream of new discoveries. Even the smallest piece of pottery, however (4) ... it may appear at first glance, can change our whole understanding of things that happened in the past.

**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 (1).

END, INCREASE, IMPORTANCE, EXCITE

**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 (2).

END, INCREASE, IMPORTANCE, EXCITE

**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 (3).

END, INCREASE, IMPORTANCE, EXCITE

**26.** 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).

END, INCREASE, IMPORTANCE, EXCITE

1. My cousin is a scientist and he is trying to find a cure ... cancer.
2. I'm very thankful ... all the advice you gave me.
3. The students were divided ... two teams.
4. You can wear ... of those two dresses. They don't suit you.
5. All students ... informed about the new IT course last week.
6. Scientists are doing research into this rare species ... natural habitat is the bottom of the ocean.

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

**28.** Прочитайте предложение 2. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

**29.** Прочитайте предложение 3. Заполните пропуск только ОДНИМ словом, подходящим по смыслу. Слово должно содержать не более 15 символов.

**30.** Прочитайте предложение 4. Заполните пропуск 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.