



Установите соответствие между текстами А–Г и заголовками 1–8. Занесите свои ответы в таблицу. Используйте каждую цифру только один раз. В задании один заголовок лишний.

1. Newspapers
2. TV
3. Book
4. Cinema

5. Radio
6. Internet
7. Magazine
8. Theatre

- A. Scientists in many countries worked to devise a system that could overcome the limitations of the telegraph wire. In 1895, Italian inventor Marconi transmitted a message in Morse code that was picked up about 3 km away by a receiving device that had no wired connection to Marconi's transmitting device. Marconi had demonstrated that an electronic signal could be cast *broadly* through space so that receivers at random points could capture it. The closed circuit of instant communication, bound by the necessity of wires, had at last been opened by. The invention was called a wireless telegraph *or* radiotelegraph, because its signal moved outward in all directions, or radially, from the point of transmission.
- B. First, news editors assign newsworthy events to reporters. The reporters research the events and write their own stories on computers. Copy editors edit the stories and write headlines for them. The stories go back to the news editor, who checks over the stories and headlines. Meanwhile, photographers shoot pictures to accompany the stories, and graphic artists create any charts and diagrams that that will accompany the stories in the paper.
- C. Media and entertainment companies use it to broadcast audio and video, including live radio and television programs. They also offer online chat groups, in which people carry on discussions using written text, and online news and weather programs.
- D. Periodicals are publications released on a regular basis that feature articles, poems, stories, and other types of writing. Many periodicals also include photographs and drawings. Periodicals focus on more specialized material, and when they deal with the news they tend do so in the form of summaries or commentaries. For centuries periodicals generally appeared on fine paper, and at intervals longer than a day (weekly, every two weeks, monthly, quarterly, or even annually).
- E. The invention was a lengthy, collaborative process. An early milestone was the successful transmission of an image in 1884 by German inventor Paul Nipkow. His mechanical system, known as the rotating disk, was further developed by Scottish scientist John Logie Baird, who broadcast a televised image in 1926 to an audience at the Royal Academy of Science in London.
- F. A motion picture is a series of images that are projected onto a screen to create the illusion of motion. Motion pictures, also called movies, are one of the most popular forms of entertainment, enabling people to immerse themselves in an imaginary world for a short period of time.
- G. The arena stage places the stage at the center of a square or circle. Seating for the audience surrounds the stage. This stage offers more intimacy between actor and audience, since the playing space has no barrier separating them.

ОТВЕТ:

A	B	C	D	E	F	G

2

1. Physicist
2. Physician
3. Lawyer
4. Cook

5. Meteorologist
6. Historian
7. Statistician
8. Economist

- A. The Aztec Calendar is a system of measuring time used by the Aztecs, a people who ruled what is now central and southern Mexico in the 15th and early 16th centuries. The Aztec calendar was central to a complex system of religious beliefs and ceremonies, which included ritualized warfare and human sacrifice. An agricultural people, the Aztecs believed that such practices guaranteed the continuity of natural cycles that affected the fertility of their fields, such as the daily reappearance of the sun and the annual return of summer rains.
- B. Fever is a rise in the body's temperature above 37°C. The first signs of fever may be chilly sensations, with associated periods of flushed or warm feelings. The temperature may rise slowly or rapidly and may fluctuate. A rise in temperature may be accompanied by shaking chills. A falling temperature may bring on heavy sweating.
- C. Essential modern kitchen equipment includes the following: a stove, or range; sink; work surface; various knives, pots and pans; such utensils as spatulas, whisks, specialized spoons, and rolling pins; and a more highly specialized array of gear for producing pastries and other baked goods. In recent years such sophisticated equipment as blenders, food processors, and microwave ovens have become common. Although such tools do save considerable preparation and cooking time, none of them has improved on the results to be achieved by more traditional techniques.
- D. Power is the rate of performing work or transferring energy. Work is equal to the force applied to move an object multiplied by the distance the object travels. Power measures how quickly the work is done.
- E. Demographic data may include analysis of the population on the basis of age, parentage, physical condition, ethnicity, occupation, and civil position, giving the size and density of each composite division; changes in the population as a result of birth, marriage, and death; data on migrations, their effects, and their relation to economic conditions.
- F. Weather forecasting entails predicting how the present state of the atmosphere will change. Present weather conditions are obtained by ground observations, observations from ships and aircraft, radiosondes, Doppler radar, and satellites. This information is sent to centers where the data are collected, analyzed, and made into a variety of charts, maps, and graphs. These charts, maps, and graphs are then sent electronically to forecast offices where local and regional weather forecasts are made.
- G. In 1961, Clarence Earl Gideon, a 51-year-old criminal, was arrested and charged with burglary. When he was brought to court, Gideon informed

the judge that he could not afford to hire an attorney. He asked the court to provide one for him, asserting that "the Supreme Court of the United States says I am entitled to be represented by counsel." The trial judge rejected Gideon's request because the crime with which he was charged was not a capital offense.

ОТВЕТ:	A	B	C	D	E	F	G

3.

1. Theatre

2. Medicine

3. Sport

4. Mathematics

5. Literature

6. Transportation

7. Physics

8. Architecture

- A.** The availability of suitable materials fostered the crafts to exploit them and influenced the shapes of buildings. Large areas of the world were once forested, and their inhabitants developed carpentry. Although it has become relatively scarce, timber remains an important building material.
- B.** The course of the Tour de France changes each year. It lies mostly in France, but it has also passed through neighboring countries such as Belgium, Spain, England, Ireland, Germany, and Switzerland. The Final stretch of the course always runs along the Champs-Elysees, a famous avenue in Paris. Only about half of the cyclists who enter finish the race.
- C.** Special equipment, such as skis and snowshoes, has long been used to help people move over difficult terrain, such as snow-covered ground. Other inventions, such as the bicycle, make travel over flat terrain faster and more efficient. Today, in Beijing residents own over 7 million bicycles. In cities in Denmark, between 20 and 30 percent of daily trips are made on bicycles.
- D.** Like detectives, physicians and other health care professionals use clues to identify, or diagnose, a specific disease or injury. They check the patient's medical history for past symptoms or diseases, perform a physical examination, and check the results of various tests. After making a diagnosis, physicians pick the best treatment.
- E.** It can serve many ends. It can be designed to entertain, instruct, motivate, persuade, and even shock. But whatever the intentions of the director, performers, and crew, the result depends on the interaction with an audience. In addition to the actor and the audience in a space, other elements include a written or improvised text, costumes, scenery, lights, sound, and properties (props). Most performances require the collaborative efforts of many creative people working toward a common goal: the production.
- F.** In the 5th century BC, some of the great geometers were the atom-ist philosopher Democritus of Abdera, who discovered the correct formula for the volume of a pyramid, and Hippocrates of Chios, who discovered that the areas of crescent-shaped figures bounded by arcs of circles are equal to areas of certain triangles. This discovery is related to the famous problem

of squaring the circle — that is, constructing a square equal in area to a given circle.

- G.** In 1913, the New Zealand-born British physicist Ernest Rutherford, making use of the newly discovered radiations from radioactive nuclei, found Thomson's earlier model of an atom with uniformly distributed positive and negative charged particles to be untenable. The very fast, massive, positively charged alpha particles he employed were found to deflect sharply in their passage through matter. This effect required an atomic model with a heavy positive scattering center.

Ответ:

A	B	C	D	E	F	G

4.

1. Agriculture

2. Climate

3. Economy

4. Fauna

5. Industry

6. Land

7. Political structure

8. Population grows

- A.** The West Indies is a region of ministates, partly due to the area's colonial history and partly due to the area's thousands of tiny islands. The islands of the West Indies comprise 13 independent nations and a number of colonial dependencies, territories, and possessions.
- B.** The West Indies archipelago consists of four island chains: The Bahamas, the Greater Antilles, and the eastern and southern islands of the Lesser Antilles. Together, these islands cover more than 236,000 sq km of land area. The northernmost island chain is The Bahamas. The Bahamas include 29 inhabited islands and nearly 3,000 islets stretching southeastward from Florida. Most of them are flat islands formed from coral and limestone.
- C.** The course of the Tour de France changes each year. It lies mostly in Except for the northern half of The Bahamas, the islands of the West Indies are all in the tropics. The sun's heat is moderated by the cool temperatures of the Atlantic Ocean and by the trade winds, which blow from the northeast throughout the year. Temperatures vary little between winter and summer in the West Indies. Average January temperatures range between 22°C to 25°C, and average July temperatures range from 25°C to 29°C. There are no sharply marked changes in the seasons. Hurricanes are part of West Indian life through the summer and autumn months. On average an island is hit infrequently, but these storms, which can bring high winds and torrential rains, leave a lasting impact on inhabitants.
- D.** The ecology of the islands of the West Indies is typical of other island ecosystems. The variety of native animals is relatively limited. Only a handful of mammal and amphibious species are indigenous. Native species include iguanas, green turtles, hawksbill turtles, and agoutis, rodents which can be destructive to farm crops. The number and diversity of bird and saltwater aquatic species, however, is greater than that of the native animals.

- E.** The West Indies depends largely on agriculture and tourism. A few islands have mineral deposits, and many of the island nations have tried to encourage manufacturing with varying success. Per capita income varies from island to island. By 1996, the Bahamas had the highest annual per capita income in the region, \$ 13,200, largely a result of tourism, which attracted 1.6 million visitors in 1998. In Puerto Rico per capita income was \$11,350; in Barbados, \$6,600; and in Trinidad and Tobago, \$4,510. Haiti has the region's lowest per capita income, \$380 annually.
- F.** Most of the islands produce similar crops because their climate and land formations are comparable. On the tiny plots of land that dot the steep mountain slopes of the smaller islands, farmers grow sweet potatoes; cassava, or manioc; beans; corn, or maize; and sometimes tobacco. These crops are all indigenous to the region. In addition imported plants flourish, such as sugarcane, yams, bananas, citrus fruits, and coffee.
- G.** The West Indies number of people has grown rapidly since the 1960s as the mortality rate — especially the rate of infant deaths — fell and the birth rate remained high. Mortality rates fell as improved public health measures led to better sanitation, sewerage systems, and safer water supplies.

Ответ:

A	B	C	D	E	F	G

5.

- 1. Opera**
- 2. Play**
- 3. Circus**
- 4. Ballet**

- 5. Conservatoire**
- 6. Puppet show**
- 7. Musical**
- 8. Rock music**

- A.** The introduction of wild animals to the performance dates from about 1831, when the French trainer Henri Martin performed with his lions, elephant, and other animals at the Cirque Olympique in Paris. He was soon followed by the American trainer Isaac A. Van Amburgh, reputedly the first man to stick his head into a lion's mouth, who in 1838 took his act to England and so fascinated the young Queen Victoria that she commissioned the artist Edwin Landseer to paint a portrait of the brave American with his "big cats."
- B.** It is one of the world's most prestigious dance competitions, open to both male and female dancers of all countries, and much like the Olympic Games in purpose. It was first held in Bulgaria in July 1964. The competitions were organized by the Bulgarian Ministry of Culture to sponsor a dance event of international interest, creating opportunities for dancers, choreographers, directors, and teachers to demonstrate and exchange skills. Following the original competitions the next were held in 1965, 1966, 1968, and every two years thereafter.

- C. Britain's worldwide influence in music in the second half of the 20th century, especially in the area of popular music, is enormous. Such groups and singers as the Beatles, the Rolling Stones, The Who, Elton John, and Sting are famous all over the world. The British people are of opinion that pop and rock music remain the most popular kinds of music in Britain, although jazz also has a large following.
- D. Throughout the world the name *Shakespeare* is associated with the greatest achievements of England in the performing arts. Unfortunately, we have vague facts about Shakespeare's life. He apparently arrived in London about 1588 and by 1592 had attained success as an actor and a playwright.
- E. The genre had taken a new turn with the production in 1927 of *Show Boat*; it was the first musical to provide a cohesive plot and initiate the use of music that was integral to the narrative, a practice that took hold until the 1940s. Based on a novel by Edna Ferber, the performance presented a serious drama based on American themes incorporating music that was derived from American folk melodies and spirituals.
- F. "Chinese shadows", the European version of the Chinese shadow- puppet show, was introduced in Europe in the mid-18th century by returning travelers. Soon adopted by French and English showmen, the form gained prominence in the shows of the French puppeteer Dominique S6raphin, who presented the first popular performance in Paris in 1776. In 1781 he moved his show to Versailles, where he entertained the French court, and three years later he established a highly successful puppet theatre in Paris.
- G. Although stage plays have been set to music since the era of the ancient Greeks, when the dramas of Sophocles and Aeschylus were accompanied by lyres and flutes, the usually accepted date for the beginning of opera as we know it is 1600. As part of the celebration of the marriage of King Henry IV of France to the Italian aristocrat Maria de Medici, the Florentine composer Jacopo Peri produced his famous *Euridice*, generally considered to be the first opera.

ОТВЕТ:

A	B	C	D	E	F	G

6.

1. An unexpected queen
2. Childhood
3. Victoria's duty as a queen
4. Married life

5. Widowhood
6. Grandmother of Europe
7. People's recognition
8. Victorian age

- A. During the years after Albert's death, the queen remained concerned with her ever-growing family. All nine of her children married, and eight of them had children of their own. Some of Victoria's children and grandchildren eventually married the heirs to thrones of Spain, Russia, Sweden, Norway, and Romania.
- B. Immediately after becoming queen, Victoria began regular meetings with William Lamb, 2nd Viscount Melbourne, the British prime minister at the

time. The two grew very close, and Melbourne taught Victoria how the British government worked on a day-to-day basis. In the course of her reign, Queen Victoria played a role in appointing some cabinet ministers (and even a prime minister), as well as particular ambassadors and bishops of the Church of England, and she consulted regularly with her prime ministers by letter and in person.

- C. Sometimes in history, a child or a teenager has actually become a king or queen. One such case happened in 1837, when King William IV of Great Britain died and the crown passed to his 18-year-old niece, Alexandria Victoria. Suddenly, the teenager became Queen Victoria, ruler of the British Empire.
- D. Queen Victoria never truly recovered from Albert's death in December 1861 at the age of 42. For almost a decade she remained in strict mourning. She rarely set foot in London, and she avoided most public occasions, including the state opening of Parliament. She made an exception, however, for the unveiling of statues dedicated to Prince Albert and, after a few years, for attendance at army reviews. In the course of the later 1870s and the 1880s, she gradually returned to the public arena, and her popularity rose once more.
- E. The length of Queen Victoria's reign gave an impression of continuity to what was actually a period of dynamic change as Britain grew to become a powerful industrialized trading nation. The queen sympathized with some of these changes — such as the camera, the railroad, and the use of anesthetics in childbirth. She felt doubtful about others, however, such as giving the vote to many more people, establishing tax-supported schools, and allowing women into professions such as medicine. During her reign, the popularity of the British monarchy underwent both ups and downs but ultimately increased. Victoria was important because she brought morality, good manners, and a devotion to hard work to her role as constitutional monarch. She took pride in her role as formal head of the world's largest multiracial and multireligious empire, and her honesty, patriotism, and devotion to family life made the queen an appropriate symbol of the Victorian era.
- F. In 1839, Victoria fell in love with her first cousin. Prince Albert, of the small German principality of Saxe-Coburg-Gotha. They were married in February 1840, and Albert soon developed a keen interest in the government of his new country. Albert was an unusually studious and serious young man, and he served as his wife's private secretary. The royal couple offered an example of family life that contrasted sharply with the images of previous British monarchs. Between 1840 and 1857, Victoria and Albert had nine children. They took an intense personal interest in the upbringing of their children, and they did not leave them solely in the care of nannies and governesses. They increasingly enjoyed a private family life, particularly at Osborne House on the Isle of Wight and Balmoral Castle in Scotland, both of them rebuilt on the basis of Albert's designs.
- G. By the 1880s, Victoria had again become the popular symbol of dutiful public service. She appeared in public more often. Excerpts from her

private journals that she published in 1868 and 1884 helped to humanize her in the eyes of her subjects. In 1887, her Golden Jubilee, the 50th anniversary of her accession to the throne, was celebrated with great enthusiasm. The Diamond Jubilee of 1897 brought representatives of all the different parts of the British Empire to London and led to the first meeting of the prime ministers of Britain's colonies; it was then that Victoria's popularity reached its peak. Four years later, after a reign of 63 years, she died on January 22, 1901, in Osborne House.

Ответ:	A	B	C	D	E	F	G

7.

1. Antibiotics
2. Compass
3. Electric
4. Glass lens

5. Mechanical clock
6. Printing press
7. Steam engine
8. Telegraph

A. Methods for keeping approximate track of time date from antiquity. Sundials, for example, were used by the ancient Egyptians. In the cloudier climates of Europe, however, sundials proved inadequate.

The achievement of artificial timekeeping has reverberated throughout civilization. It became an important part of navigation, as mariners relied on accurate time measurements to calculate longitude. It was a boon to science, as scientific observations often require accurate measurements of time. The same is true for many of the operations of business and industry, which require coordination of events and human activities. Today, an increasingly industrialized world is highly structured by time: timekeeping governs when we work, play, eat, and sleep.

B. Early-17th-century Holland was a hotbed of optics development. It was here around the year 1600 that the microscope was invented, although sole credit for this achievement is difficult to determine. It was also during the 1600s that Dutch naturalist Antoni van Leeuwenhoek built his own microscope and discovered what he called animalcules, which are now known as bacteria and protozoa. Much of our knowledge of disease and how to fight it, including the concept of immunization, has flowed from the use of the microscope.

C. Until the 15th century few people knew how to read or write, and those that did had precious little to choose from in the way of reading material. For thousands of years the dissemination of knowledge was limited to word of mouth and extremely costly manuscripts.

It was the invention of movable metal type in the 1400s that proved the major breakthrough. Sometime around 1450, a German goldsmith named Johannes Gutenberg combined several key printing technologies. The most important was a method of creating uniformly shaped pieces of metal, each

with a different letter of the alphabet on its face, that could be endlessly rearranged to form new test.

D. It is tempting to think of the car or the airplane as among the most important inventions of the millennium. But these were merely evolutionary refinements of the first machine to convert burning fuel into mechanical energy on a large scale. This invention liberated people from the limitations of their own muscles and those of beasts of burden. It made possible the factories that drove the Industrial Revolution. And it was at the heart of the first form of high-speed mechanized transportation: the locomotive.

E. The innovation that made electricity available in large quantities for human use was the dynamo, a machine that converted mechanical motion into electrical power. The dynamo is based on a discovery made by the British scientist Michael Faraday in 1831. Faraday found that moving a coil of wire through a magnetic field produces an electric current in the wire.

This allowed a straightforward conversion of steam, used to spin a rotor, into electricity. Once created, the electricity needed only a system of cables and transformers to carry it to the houses, factories, and office buildings that used it to power light bulbs and other electric appliances.

F. The principle is simple: pulses of electrical current are sent through a wire by manually tapping on a key to operate a simple switch. At the receiving end, the pulses create a magnetic field that causes a needle to punch holes in a strip of paper or that creates an audible click as a contact closes. When relayed in a coded fashion, these pulses can transmit a message, potentially over great distances.

G. For most of human history, infectious diseases have killed people with brutal regularity. As recently as World War I more battlefield deaths came from infection than from the direct trauma of gunshot. Physicians had very few weapons to combat cholera, pneumonia, meningitis, scarlet fever, gonorrhea, tuberculosis, or any of dozens of other diseases.

In 1928, Scottish researcher Alexander Fleming noticed that the presence of a certain mold in petri dishes stopped the growth of bacteria. He identified the mold as coming from the penicillium family and called it penicillin.

The development of penicillin and the huge range of similar drugs that followed may have had a more profound effect on the health of humanity than any other in medical history. Within the space of a few decades following World War II, whole classes of once-fatal or life-threatening diseases became treatable.

Ответ:

A	B	C	D	E	F	G

- 1. Essential environmental issues**
- 2. Do you love history?**
- 3. National customs are carefully preserved**
- 4. Improved utilities**

- 5. Risky hobby**
- 6. National cuisine**
- 7. Amateurs can play as well as professionals**
- 8. Future politician**

- A.** The system includes a wide variety of features that help you run your PC smoothly and resolve most system problems. For example, the Simple File Checker utility repairs corrupted or changed system files; the new backup applet copies files to another disk easily; the ScanDisk and Defragmenter accessories help you keep your hard disk working properly.
- B.** During his senior year, Clinton won a Rhodes Scholarship to the University of Oxford in England, and he spent two years in Oxford's graduate program after graduating from Georgetown. In 1970, Clinton enrolled at Yale University Law School, where he studied for a law degree. He paid his way with a scholarship and by working two or three jobs at the same time. At Yale he met fellow law student Hillary Diane Rodham from the Chicago area. They began dating and in 1972 Clinton and Rodham worked in Texas for the presidential campaign of Democrat George S. McGovern of South Dakota.
- C.** Although rates of population increase are now much slower in the developed world than in the developing world, it would be a mistake to assume that population growth is primarily a problem of developing countries. In fact, because larger amounts of resources per person are used in developed nations, each individual from the developed world has a much greater environmental impact than does a person from a developing country. Conservation strategies that would not significantly alter lifestyles but that would greatly lessen environmental impact are essential in the developed world.
- D.** Killarney Lakes contain numerous islands and are part of a national park. The wooded slopes of the mountains of Kerry rise abruptly from the lakeshores. On the Island of Ross in Lough Leane, the largest lake, stands an ancient ruined castle. Between Lough Leane and Muckross Lake is the ruin of a Franciscan abbey founded in 1440. The outlet of the lakes is the Laune River, which flows northwest into Dingle Bay, an arm of the Atlantic Ocean.
- E.** Achill Island is the largest island off the coast of Ireland. Located in county Mayo, it is 24 km long, with an area of 146 sq km. It lies off the west central coast of Ireland and is rather mountainous. The impressive Minaun cliffs located on the island have a sheer drop of 250m down to the sea. The waters surrounding the island are popular for deep-sea fishing, primarily for tuna and sharks.
- F.** This dish is haggis, which is made from ground sheep entrails, mixed with oats and spices, and tied in a sheep's stomach and cooked.
- G.** Highland Games are held in many parts of the Scottish Highlands during the summer. They are a traditional kind of track and field meeting where the events include tossing the caber (a roughly trimmed tree trunk) and

throwing the hammer (a heavy metal ball attached to a chain). Participants often wear traditional dress, and musicians play traditional bagpipe music.

Ответ:	A	B	C	D	E	F	G

9.

- | | |
|---|---|
| 1. The best targets for future exploration | 5. Computer games – evil or blessing |
| 2. Buy at home | 6. Stop the killing now! |
| 3. What do the stars say | 7. Bill Gates – we are working |
| 4. Strange but true | 8. 14 nights for £879 |

- A.** E-commerce offers buyers convenience. They can visit the World Wide Web sites 24 hours a day and seven days a week to compare prices and make purchases, without having to leave their homes or offices. In some cases, consumers can immediately obtain a product or service, such as an electronic book, a music file, or computer software, by downloading it over the Internet.
- B.** Dolphins are not fish at all. They are mammals, smaller relatives of the great whales. And some dolphins are among the most intelligent animals on the planet, in the respected company of chimpanzees and elephants. One thing is clear. For the past two decades dolphins around the world have come under intense pressure. A million or more dolphins and porpoises of many species are dying each year in nets. Most are not even wanted but are the "bycatch" of fishermen seeking other prey, usually fish or squid.
- C.** In 2001, Microsoft released a new operating system known as Windows XP, the company's first operating system for consumers that was not based on MS-DOS. The same year the company also released Xbox, its first venture into video-game consoles. Microsoft announced a new business strategy in 2001 known as .Net (pronounced dot-net). The strategy sought to enable a variety of hardware devices, from PCs to PDAs to cell phones, to communicate with each other via the Internet, while also automating many computer functions. Confusion over the term .Net led to the adoption of the slogan "seamless computing" in 2003.
- D.** Fly into New York's John F. Kennedy Airport and upon arrival our Jetsave representative will arrange your transfer to the Century Paramount Hotel, situated just off Broadway, which will be your home for the first seven nights. During your first week you will have plenty of opportunity to see the sights of this fascinating city.
- E.** Upcoming missions will investigate the sun and the powerful solar wind that it hurls toward the planets.

F. The blue whale, the largest animal ever to exist, may grow over 24 m in length. The loud moans of blue whales may carry through deep waters to distances more than 160 km away, allowing them to communicate across vast areas of water.

Whales and elephants are the only animals whose brain mass exceeds that of humans.

G. Most people will say there is nothing in horoscopes. So you would expect that most people wouldn't read them. But they do.

First of all we asked 1,000 people whether they read horoscopes, whether they found them useful, and what their reactions were. Their reaction ranged from "nonsense" through "they're fun" to one person who always looked at them "before making any major decision."

OTBET:	A	B	C	D	E	F	G

10.

1. Use Silence

2. Gestures and Posture

3. Audience Awareness

4. Sensible Dress

5. Distinct and Audible Speech

6. Consider Context

7. Speaking Through Eyes

8. Strategic Listening

- A.** The first thing that a good speaker does is looks at the audience and takes a pause before beginning his speech. This helps to create a good impression on the audience. Throughout the speech, the speaker should maintain eye contact with the listeners, otherwise they will feel that they are being ignored and it is quite likely that they also ignore whatever he is trying to convey.
- B.** Proper variation in emotion and tempo of the voice improves the quality of performance. Accurate pronunciation of words with due stresses wherever required must be done. One more important thing while communicating is that your voice must be clear and loud enough for the audience to hear it. A loud voice can be a strong point for being an effective speaker.
- C.** Concentrate on your ideas and do not get distracted by the activities performed by the audience, for example, smiling or whispering. To make your communication successful get the clue about the listeners and their interests. Think over the age, sex and background of the people. See whether the audience is patient enough to handle you for hours. Check out if they are friendly or hostile.
- D.** Facial expressions reveal what thoughts are running through a person's mind. So while communicating, make sure that your facial expressions reveal your interest for the subject on which you are communicating. The body movements while speaking must coordinate with your convincing power. They must add to the things which are more effectively caught visually than verbally.
- E.** If you are trying to improve your own communication, concentrate on ways to make your nonverbal signals match the level of formality necessitated by the situation. Some situations require more formal behaviour that might be

interpreted very differently in any other setting. So when you are communicating with others, always take into account the situation in which the communication occurs.

- F.** Don't be afraid to pause and breathe. Listeners need time to reflect on what you are saying. Just like we need 'white space' and punctuation on the written page, we need pauses when we speak. Talking non-stop is a huge drawback. Having the confidence to pause for a few seconds in between sentences commands attention rather than diverts it.
- G.** The appearance plays an important role in presenting ourselves to society. The people who wear clothes suitable to their body structure look attractive. A person's physical appearance creates a definite impact on the communication process. Our clothes should not be too modern for the people whom we are interacting with. However, they should be able to create a positive impression on them.

Ответ:

A	B	C	D	E	F	G

11.

- 1. Old word – new meaning**
- 2. Not for profit**
- 3. Generosity to taste**
- 4. New word - old service**

- 5. For travellers' needs**
- 6. For body and mind**
- 7. Under lock and key**
- 8. Cheap yet safe**

- A.** The residents of the southern United States are particularly warm to visitors, ready to welcome them to their homes and to the South in general. Food places an important role in the traditions of southern hospitality. A cake or other delicacy is often brought to the door of a new neighbor as a means of introduction. When a serious illness occurs, neighbors, friends, and church members generally bring food to that family as a form of support and encouragement.
- B.** Destination spas exist for those who only can take a short term trip, but still want to develop healthy habits. Guests reside and participate in the program at a destination spa instead of just visiting it for a treatment or pure vacation. Typically over a seven-day stay, such facilities provide a program that includes spa services, physical fitness activities, wellness education, healthy cuisine and special interest programming.
- C.** When people travel, stay in a hotel, eat out, or go to the movies, they rarely think that they are experiencing many-sided, vast and very diverse hospitality industry. The tourism industry is very challenging for those who work there, as they should be able to meet a wide variety of needs and to be flexible enough to anticipate them. The right person to help us feel at home likes working with the public, and enjoys solving puzzles.
- D.** Ten years ago, with the help of friends and family, Veit Kühne founded Hospitality Club as a general-purpose Internet-based hospitality exchange organization. Now, it is one of the largest hospitality networks with members in

226 countries. This is a completely free organization, which involves no money. The core activity is the exchange of accommodation, when hosts offer their guests the possibility to stay free at their homes.

- E. To the ancient Greeks and Romans, hospitality was a divine right. The host was expected to make sure the needs of his guests were seen to. In the contemporary West, hospitality is rarely associated with generously provided care and kindness to whoever is in need or strangers. Now it is only a service that includes hotels, casinos, and resorts, which offer comfort and guidance to strangers, but only as part of a business relationship.
- F. A bed and breakfast is a type of overnight accommodation with breakfast offered in someone's private home. This type of service was established in Europe many years ago and its roots lie a long way back in history when monasteries provided bed and breakfasts for travelers. But the term appeared in the UK only after World War II, when numerous foreigners needed a place to stay and local people opened their homes and started serving breakfast to those overnight guests.
- G. Hostels are nothing more than budget oriented, sociable accommodation where guests can rent a bed, and share a bathroom, lounge and sometimes a kitchen. But somehow there are misconceptions that a hostel is a kind of homeless shelter, a dangerous place where young people can face potential threat. This does not reflect the high quality and level of professionalism in many modern hostels.

Ответ:

A	B	C	D	E	F	G

12.

- 1. Earth is not enough
- 2. The word came first
- 3. Challenging the skilful
- 4. Coloured stereotype

- 5. Taste of culture
- 6. Not only exercising
- 7. To preserve and respect
- 8. Follow the idol

- A. Entering the English language in the late nineteenth century, the word *safari* meant a trip to Africa for a big-game hunt. Today the term refers to a trip taken not to hunt, but to observe and photograph the animals and other wildlife. This activity had become so popular that it has originated a certain style of fashion. It includes khaki clothing, belted bush jackets, helmets and animal skin prints, like leopard's skin, for example.
- B. The purpose of ecological tourism is to educate the traveler, provide funds for conservation and promote respect for different cultures and human rights. The participants of ecotourism want the environment to stay relatively untouched by human intervention, so that coming generations can experience it fully. That is why ecotourism appeals to ecologically and socially conscious individuals, who don't mind volunteering.

- C. People who like seeing dangerous places, such as mountains, jungles and deserts, participating in dangerous events, and experiencing extreme sport definitely appreciate extreme tourism or shock tourism. This type of tourism is based on two key factors. The first one is an addiction to adrenaline caused by an element of risk. And another one is the opportunity to show a high degree of engagement and professionalism.
- D. Culinary tourism is something you can enjoy if you like good food and want each of your dishes to be a unique and memorable experience. But culinary tourism also considers food to be a vital component of traditions and history of any country, region or city. The tourists believe that by experiencing each other's foods people can learn something new about each other's lives.
- E. Space tourism used to mean ordinary members of the public buying tickets to travel to space and back. That is why many people find this idea revolutionary. But over the past few years a growing volume of work has been done on the subject, and it's clear that commercial space tourism is a realistic target for business today. Market research has shown that many people in the developed countries would like to take a trip to space if it were possible.
- F. The sports tourism industry has earned an international reputation because it is open to everyone: amateurs, fans, and professional athletes with their trainers and coaches who come for a range of activities from training camps through friendship games to international championship competitions. Sport tourism combines the opportunity for athletes and sportspeople to benefit from sports activities with a relaxing and enjoyable vacation
- G. To go to Tunisia to explore the place where the film *Star Wars* was made or to New Zealand after *The Lord of the Rings* is very easy for those who practice pop-culture tourism and like to travel to locations featured in literature, films, music, or any other form of popular entertainment. But pop-culture tourism is not only about going to popular destinations. In some respects it is very similar to a pilgrimage, only the places are new, for example Elvis Presley's Graceland.

ОТВЕТ:

A	B	C	D	E	F	G

13.

1. Inspired by noble goals
2. Protected by law
3. Small size – great opportunities
4. Little experience – big success

5. Hard to see and to believe
6. Hard to explain how they could
7. Breathtaking just to watch
8. From travelling to discovery

- A. Charles Darwin's five-year voyage on H.M.S. Beagle has become legendary and greatly influenced his masterwork, the book, *On the Origin of Species*. Darwin

didn't actually formulate his theory of evolution while sailing around the world aboard the Royal Navy ship. But the exotic plants and animals he encountered challenged his thinking and led him to consider scientific evidence in new ways.

- B.** The 19th century was a remarkable time for exploration. Vast portions of the globe, such as the interior of Africa, were mapped by explorers and adventurers. It was the time when David Livingstone became convinced of his mission to reach new peoples in Africa and introduce them to Christianity, as well as free them from slavery.
- C.** Louis Pasteur's various investigations convinced him of the rightness of his germ theory of disease, which holds that germs attack the body from outside. Many felt that such tiny organisms as germs could not possibly kill larger ones such as humans. But Pasteur extended this theory to explain the causes of many diseases – including cholera, TB and smallpox – and their prevention by vaccination.
- D.** Frederick Law Olmsted, the architect who designed New York City's Central Park, called the Yosemite Valley "the greatest glory of nature." Californians convinced one of their representatives, Senator John Conness, to do something about its protection. In May 1864, Conness introduced legislation to bring the Yosemite Valley under the control of the state of California. President Abraham Lincoln signed the bill into law.
- E.** The Maya thrived for nearly 2,000 years. Without the use of the cartwheel or metal tools, they built massive stone structures. They were accomplished scientists. They tracked a solar year of 365 days and one of the few surviving ancient Maya books contains tables of eclipses. From observatories, like the one at Chichen Itza, they tracked the progress of the war star, Mars.
- F.** Bali has been a surfing hotspot since the early 20th century, and continues to attract surfers from all over the world. The island's small size and unique geography provides wonderful surfing conditions, in all seasons, for surfers of any level of experience. Inexperienced surfers might like to try Kuta's kind waves, while more able surfers will try Nusa Dua's powerful waves.
- G.** Base jumping is an extreme sport, one which only very adventurous travelers enjoy. Some base jumpers leap off bridges, others off buildings and the most extreme off cliffs in Norway. Once a year, base jumpers in the US get to leap off the New River Bridge in West Virginia. During the annual Bridge Day, hundreds of jumpers can go off the bridge legally. Thousands of spectators show up to watch.

Ответ:

A	B	C	D	E	F	G

14.

- 1. Reaching a target audience**
- 2. Let the air in**
- 3. Using modern technology**

- 4. Violating regulations**
- 5. Careless behaviour**
- 6. Original meaning**

7. Needs protection

8. Use of a dead language

- A. Distance education or e-learning offers several advantages. Students participating in e-learning programs are often able to set their own schedules and work at their own pace. The learning experience can be supported by multimedia such as videos, interactive websites, and real-time conferencing with experts from anywhere in the world. Additionally, e-learning programs are less expensive than traditional ones.
- B. Jacob and Wilhelm Grimm did not expect to create a children's collection of fairy tales. Instead, they wanted to preserve Germany's oral tradition by collecting different stories. Not until several editions of their collection were published did the brothers realize that children were to be a major audience. Once the Brothers Grimm saw this new public, they tried to refine and soften their tales, which had originated centuries earlier as folklore.
- C. The five Potter books have sold 250 million copies worldwide in 55 languages, including Latin and Ancient Greek. In *Harry Potter and the Half-Blood Prince*, J.K. Rowling uses spells and charms that are largely based on Latin. But one of the most serious spells, Avada Kedavra, may be a variant of "abracadabra". In the Harry Potter series, it is a spell that causes death. Harry Potter is the only one known to have survived it.
- D. Critics of the Harry Potter books point out that the main characters who are supposed to be "good" are consistently and regularly portrayed as breaking all manner of ethical rules like those against lying, cheating, and stealing. They also regularly break school rules against behavior like going out at night, using magic in the Muggle world, and so forth.
- E. On Christmas Eve of 1968, NASA astronaut William Anders, while orbiting the moon with the Apollo 8 mission, took a photograph that provided a foundation for the modern green movement. His photo shows a small, blue planet Earth peeking over the horizon of the Moon. The image of a small planet, alone in a vast ocean of space, showed billions of people the fragility of our planet and the importance of preserving and protecting Earth.
- F. There are many indoor air pollutants that can be harmful. Indoor air can be up to 100 times more polluted than outdoor air. Organic compounds from some paints, carpets, synthetic fabrics and adhesives are a known health hazard, contributing to the disease known as Sick Building Syndrome. Proper technology can help – open windows to let fresh air in and bad air out.
- G. Some people, especially in rural areas, burn their trash in pits or barrels. It seems an easy way to get rid of your garbage, but the smoke it creates has a lot of really unhealthy toxic chemicals. Burning things like foam cups, plastics, and colored and bleached paper in backyards or even fireplaces causes toxic smoke that can spread throughout the neighbourhood.

Ответ:

A	B	C	D	E	F	G

15.

- 1. The best viewpoints**
- 2. Plan beforehand**
- 3. Carnival roots**
- 4. The time to attend the Carnival**
- 5. Carnival's music**
- 6. Styles of dancing**
- 7. A music group for a street**
- 8. The time for pleasure**

- A.** Carnival is the most famous holiday in Brazil and has become a world-famous annual celebration. It is celebrated in towns and villages throughout Brazil for almost a week 40 days before Easter, which is usually in February, the hottest month in the Southern Hemisphere. Officially, it starts on Saturday and finishes on Fat Tuesday with the beginning of Lent on Ash Wednesday, during which some Christians give up something that they enjoy.
- B.** The most colourful events take place in the Carnival World Capital, Rio de Janeiro. It was the original place where, in 1723, Portuguese immigrants went out onto the streets soaking each other with buckets of water and throwing mud and food, often ending up in street brawls and riots. The concept kept changing throughout the 1800s with more organized parades, where the Emperor with a group of aristocrats joined in masks with luxurious costumes and music.
- C.** Now the parade varies from state to state. It is a mixture of arts. The music played during Rio Carnival is samba – a unique Brazilian music originating from Rio. It's also a dance form that was invented by the poor Afro-Brazilians as a type of ritual music. The word "samba" meant to pray to the spirits of the ancestors and the gods of the African Pantheon. As a noun, it could mean a complaint or a cry.
- D.** Even today, the most involved groups in Rio Carnival are the poorest, the so-called "favelas", where houses are made of cardboard or other metal remains, and there is often no water, electricity or sewage system. However, the favelas' residents always join in the festivities and actually make the Carnival, which really means a lot to them. Because, for once during the year, they get to go out and have as much fun as they can.
- E.** Residents of the favelas are often members of local samba schools and are deeply involved with the performance and costumes of their groups. Each neighborhood in Rio has its favorite Carnival street band. There are more than 300 of them in Rio nowadays, and each year this number increases. Each band has its place or street for its parade and the big ones usually close the streets to the traffic
- F.** Rio de Janeiro is usually divided into three zones. The so-called Zona Sul is by far the most pleasant place to stay in Rio, as it is by the sea and is the most civilized part of the city. Districts Copacabana and Ipanema together form a big stage offering a carnival happening at every corner. Leblon, being a bit more upscale, is also an excellent location.
- G.** Except the industries, malls and the carnival-related workers, the country stops completely for almost a week and festivities are intense, day and night. If you plan to go to watch the Carnival, you should organize your trip well in advance. The best hotels, especially in the Zona Sul, are booked up early, so it's a good idea to make a reservation at least 3 or 4 months in advance.

Ответ:

A	B	C	D	E	F	G

Вопрос