**Всероссийская олимпиада школьников по английскому языку 2014- 2015 уч. г.**

**Школьный этап: 9‐11 классы.**

**READING**

**Time: 20 minutes**

**Task 1**

**Read the text and complete gaps 1-6 with phrases a-i below. There are three**

**phrases you do not need to use.**

**The rise of billboard advertising**

If you are launching a new product onto the market and want to reach as wide an

audience as possible, the chances are you’ll use TV advertising or radio. But those

options haven’t always been available to companies wanting to promote their

goods and services. When commercials first started on a large scale in the United

States, the main vehicle for promotion was the printed word, (1) ………………………. .

However, at the start of the twentieth century, (2) ……………………………. and people

were out and about more frequently. This social change presented a whole new

opportunity for advertisers; if they could somehow get their advertisements ‘on the

streets’, they would reach a potentially new audience of thousands.

People began to realize the possibilities of extending their advertisements to the

outdoors. One such example was the Odell family from Minnesota. They produced a

brushless shaving cream called Burma-Shave, (3)……………………, largely because not

enough people knew about it. So, they decided to try billboard advertising. And they

cleverly built on the idea of outdoor advertising by having one-line slogans posted

on billboards spread out along a highway, which, (4) ……………………. . For example,

the first billboard might have said, ‘SHAVE THE MODERN WAY’, then further along

the next one read, ‘FINE FOR THE SKIN’, while further down the highway was

another billboard, simply saying, ‘DRUGGISTS HAVE IT’, and finally, further on,

‘BURMA-SHAVE’.

Not only was it an innovative idea for 1925, it was also successful. The Odell family

soon extended their idea into other states. And, to make it even more original, they

decided to use rhymes in their adverts. Something like, ‘PAST SCHOOLHOUSES TAKE

IT SLOW, LET THE LITTLE SHAVERS GROW’.

This was a stunning move for the Odell family – they had made advertising fun.

Families made a game out of spotting the Burma-Shave adverts. In another clever

twist, (5) …………………………. , so people going in both directions would be exposed to

the virtues of brushless shaving cream.

Sales figures rose and by the early 1960s, the 40-year campaign had spawned 600

slogans emblazoned on more than 7,000 signs. But, (6) ………………………., people no

longer bothered to read the billboards they were passing. So, by the time the Odell

family sold out to the Philip Morris Company, the billboard campaign had had its day

and TV had taken over as the most effective method of advertising. But, for the

Odell family, billboards had certainly served their purpose.

a they posted different adverts on either side of the billboard

b in groups of four, made up the advert

c while motorists became more aware of the product

d as cars got faster and highways got ever bigger

e was when advertising moved to another phase

f mainly in the form of newspaper and magazine advertising

g and television advertising has proved far more costly

h things changed when cars started becoming popular

i which initially wasn’t proving too popular

**Task 2**

**Read the text about an unusual branch of archeology and answer the questions 7 –**

**12 with shipwreck A, shipwreck B or shipwreck C. According to the text, which**

**shipwreck(s):**

7. date(s) back to the 19th century?

…………….

8. is/are still under water?

…………….

9. was/were found on land?

…………….

10. has/have the most valuable cargo?

…………….

11. was/were found accidentally?

…………….

12. was/were found by people working on a fuel transportation system?

…………….

**Museums at the bottom of the sea**

A shipwreck is a special kind of archeological site as it is a time capsule representing

the particular moment in history when the ship was lost.

Many wrecks hold important archeological information about the circumstances

surrounding the wreck, the lives of the people on board, the cargo and the

construction and technology of the vessel.

Often, the key to solving a shipwreck mystery starts in the library, because that is

where clues can be found. Old newspaper stories of the wreck provide the essential

details of the five Ws – who, what, when, where, and why. With this information,

we can then find other records such as ship registration and government wreck

reports. But sometimes it is pure luck, and important finds are made by coincidence.

**[A]** Very recently, for example, a dozen centuries-old shipwrecks – some of them

unusually well preserved – were found in the Baltic Sea by a gas company building

an underwater pipeline between Russia and Germany. The oldest wreck probably

dates back to medieval times and could be up to 800 years old, while the others are

likely to be from the 17th to 19th centuries. Swedish marine archeology experts

analysed pictures of the wrecks and determined that they could be of a high

historical value.

**[B]** Another find wasn’t even made underwater, but covered in the sand of a rather

crowded beach in New Zealand. There, people uncovered a waka (a Maori canoe)

that was more than a thousand years old, and some Maori fish traps. Not far from

that, the submerged remains of wharves, and other structures that had been

covered by water for a long time, were found. Archeologists are excited about such

findings – they help us understand the lives and the cultures of the past, and

preserve them for the people of tomorrow.

**[C]** The story of the SS Central America, found by a professional team of explorers, is

both an interesting bit of history and a fascinating piece of the present. With the

vessel’s discovery and excavation, we in the 21st century have a unique opportunity

to make a physical connection with the 19th century. Not only were everyday

artefacts from the side-wheeler steamship recovered, but Gold Rush bounty – gold

dust, coins and bars – was found in great quantities. The treasure tells fascinating

tales of the 1850s that marked an extraordinary growth period for America.

**USE OF ENGLISH**

**Time: 35 minutes**

Task 1

Idioms

For questions 13-19 choose the word that best complete the sentence :

13. I don’t think we can plan this in advance. Time to improvise. We should just play it by \_\_\_\_\_\_\_\_\_\_\_.

A) nose B) eye

C) head D) ear

14. I just cannot seem to do any manual task today. I’m all fingers and \_\_\_\_\_\_\_\_.

A) nose B) thumbs

C) toes D) limb

15. I don’t really know what is going to happen in the next year, but sticking my \_\_\_\_\_\_\_\_\_\_\_ out, I would guess we will have a god year.

A) nose B) neck

C) head D) finger

16. I don’t like him very much as a person but you’ve got to \_\_\_\_\_\_\_\_\_ it to him,

He does his job well.

A) nose B) eye

C) hand D) finger

17. I’m worried about this. I can feel it in my \_\_\_\_\_\_\_\_\_ that this is going to be a failure.

A) nose B) eye

C) bones D) ear

18. I’m having a problem with English grammar. Could you lend me a \_\_\_\_\_\_\_\_\_?

A) nose B) hand

C) head D) finger

19. I wasn’t serious. I was pulling your \_\_\_\_\_\_\_\_\_\_\_\_.

A) nose B) leg

C) head D) finger

Task 2

Express the meaning of each of the following phrases in one word.

20. an answer expressing agreement – y\_ \_ (three letters)

21. to have a desire – w\_ \_ \_ (four letters)

22. very rude, low, or bad-mannered – v\_ \_ \_ \_ \_ (six letters)

23. up to the time when – u\_ \_ \_ \_ (five letters)

24. a group of people of the same race, beliefs, language –t\_ \_ \_ \_(five letters)

25. to die or suffer from lack of food – s\_ \_ \_ \_ \_ (six letters)

26. waste material to be thrown away – r\_ \_ \_ \_ \_ \_ (seven letters)

27. a stated number of people, without whom a meeting cannot be held- q\_ \_ \_ \_ \_ (six letters)

28. special right or advantage limited to one person or a few people- p\_ \_ \_ \_ \_ \_ \_ \_ (nine letters)

29.not unusual – o\_ \_ \_ \_ \_ \_ \_ (eight letters)

Task 3

Complete these sentences, using the words in brackets in the correct form.

The nearest thing to the theatre that many people 30 \_\_\_\_\_\_\_\_\_ (actual) manage to see is their 31 \_\_\_\_\_\_\_\_\_\_\_\_(favour) TV soap. For true fans it is an essential part of life, bringing emotionaI topics for 32\_\_\_\_\_\_\_\_\_\_\_\_(discuss) into the home and 33\_\_\_\_\_\_\_\_\_\_\_\_\_ (raise) issues that will be talked about in work-places and school playgrounds up and down the country the 34\_\_\_\_\_\_\_\_\_\_\_ (follow) day. Far from 35\_\_\_\_\_\_\_\_\_\_\_\_ (provide) Hollywood-style escapism, the storylines in today's soaps aim right at the heart of current moral dilemmas 36\_\_\_\_\_\_\_\_\_\_\_\_ (face) by ordinary people. The 37\_\_\_\_\_\_\_\_\_\_\_ (act) is often of the highest standard, with the leading actors managing to give top-class 38\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (perform) three times a week, week after week, 39\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (produce) what many consider to be some of the most 40\_\_\_\_\_\_\_\_ (power) drama in recent years.

Task 4

History and Culture

For items 48-58 fill in the blanks with the correct words from the list:

А) accepted

B) off

С) discrimination

D) Wales

E) Ulster

F) Commonwealth

G) inherited

H) historically

I) Eire

J) Germanic

K) Geographical

Northern Ireland is sometimes called 41\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Great Britain is 42\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ divided into three parts. The British Isles is the 43 \_\_\_\_\_\_\_\_\_\_\_\_ name that refers to all the islands situated 44 \_\_\_\_\_\_\_\_\_\_\_\_ the north-west coast of Europe. 45\_\_\_\_\_\_\_\_\_\_\_\_\_ is the name of the Republic of Southern Ireland. In 1536 Henry VIII united England and 46 \_\_\_\_\_\_\_\_\_\_\_\_ under one parliament. After the death of Elizabeth I King James VI of Scotland 47 \_\_\_\_\_\_\_\_\_\_ the crown of England. English is a language of the 48\_\_\_\_\_\_\_\_\_\_\_\_

Group. The southern accent is generally 49 \_\_\_\_\_\_\_\_\_\_\_ as Standard English. Many immigrants came to Britain from different countries of the 50 \_\_\_\_\_\_\_\_\_. Today British society faces an important task of settling the 51 \_\_\_\_\_\_\_problem.

**WRITING**

Time: 35 minutes

**Imagine that you want to get a summer job in a sports camp for children. Write a**

**letter to the head of the camp.**

1. Write what you would like to do in the camp.

2. Prove that you need this job.

3. Prove that you are the best person for this kind of job.

4. Observe the rules of letter writing.

Do NOT write down the address.

Do not write down your REAL name.

Write 100 -120 words.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**SPEAKING**

Карточка участника

**Student 1**

**Task 1**

**Look at the pictures and say which of these means of transport you think would be more in demand and thus more popular among the young people in a daily life** *- the**motorcycle or the bicycle ?*

**Give your reasons.**

*(Monologue; Time: 1.5 - 2 minutes)*

**Then answer 3 QUESTIONS of your partner.**

*(Dialogue; Time: 2 minutes)*

**Task 2**

**Listen to the presentation of your partner, ask your partner 3 QUESTIONS to get**

**ADDITIONAL INFORMATION not mentioned in the presentation.**

*(Dialogue; Time: 2 minutes)*

**SPEAKING**

Карточка участника

**Student 2**

**Task 1**

**Listen to the presentation of your partner, ask your partner 3 QUESTIONS to get**

**ADDITIONAL INFORMATION not mentioned in the presentation.**

*(Dialogue; Time: 2 minutes)*

**Task 2**

**Look at the pictures and say which of these means of transport you think would be more in demand and thus more popular among the grown-ups in a daily life –** *the car, the bus or the train ?*

**Give your reasons.**

*(Monologue; Time: 1.5 - 2 minutes)*

**Then answer 3 QUESTIONS of your partner.**

*(Dialogue; Time: 2 minutes)*

*Student 1 Pictures: The motorcycle and the bicycle*

*Student 2 Pictures: The car, the bus and the train.*

