

Фразовая связность

You are going to read an article. Match two halves of the sentences below. There is one extra ending you do not need to choose. The beginnings of the sentences below follow the same order as the full sentences in the original text.

Write out the number and the corresponding letter.

Example: 16 – M

1	Eboracum was the military capital of Roman Britain, and in AD 306	destruction through the Civil War and through both World Wars.	A
2	By the late fourth century there was already a Bishop of York, and by the seventh century the post	to be offered a spectacular view.	B
3	The walls of York	Constantine was proclaimed Emperor here.	C
4	The Romans originally protected their settlement with a high earth rampart, to which Severus added a stone wall with a tower at each corner and	took over 300 years to build.	D
5	Today we can walk for two or three miles along white walls from the Middle Ages, with a few breaks here and there and with the openings of four gates or bars	tell the story of successive powers.	E
6	Petergate enters through the western gate, Bootham Bar,	giving access to the heart of the city.	F
7	Along it there is an alluring view of the towers of the Cathedral of St Peter,	when a madman named Jonathan Martin set it on fire.	G
8	Begun in 1154 on the site of a wooden church in which the pagan king Edwin consented to be baptized, it	had been elevated to an archbishopric, still second only to that of Canterbury.	H
9	Its rich stained glass was saved from	which retains its porticullis (a strong, heavy iron gate that can be raised or let down at the entrance to a castle).	I
10	The Minster itself narrowly escaped destruction in 1829,	William the Conqueror set up earth and timber walls.	J
		usually known as York Minster.	K

Лексико-грамматическая часть

You are going to read an essay. Choose a word from the list to complete each gap (1-10). Change its form where necessary to make a word / a group of words that fits in the gap. *Different aspects of form change are possible: active or passive voice; indicative, imperative or subjunctive mood; finite or non-finite forms (infinitive, gerund, participle); tense for finite forms or aspect for non-finite forms; full or bare infinitive, etc.*

Each verb can be used only once.

Write out the number of the gap and the form of the verb (example: 0.was delivered)

carry	hope
display	leave
enjoy	offer
give	sell
go	win

Until the end of the eighteenth century, most artists worked on the basis of 1) _____ out specific commissions for churches, royal courts or wealthy private collectors, and thus 2) _____ a measure of financial security. This form of patronage declined in the following century, however, and painters and sculptors were increasingly obliged to try 3) _____ their works on the open market, with their main outlet being large official exhibitions in which their work 4) _____ along with that of their competitors. This made life hard for many artists, especially for innovators whose style did not coincide with public taste.

Since the second half of the nineteenth century the rise of small commercial galleries under private ownership 5) _____ artists better opportunities to display their work, but nevertheless many artists still 6) _____ through periods of considerable financial hardships.

Recently company sponsorship, especially in the form of prizes, has begun to partially fill the gap 7) _____ by the demise of private patrons. For example, the high-street bank NatWest 8) _____ an annual art prize worth a total of 50,000 GBP - including 11 awards of 2,000 GBP to all finalists.

However, unlike nominees for literature prizes such as the Booker, who usually enjoy increased sales as a spin-off from appearing on the shortlist, artists do not necessarily benefit from the media coverage generated by 9) _____ a prize. One recent winner of the controversial Turner Prize found that galleries did not offer her subsequent exhibitions, as she 10) _____, because they felt she was 'too obvious a candidate for invitation'.

ЧТЕНИЕ И ПИСЬМО

1. You are going to read an article. Answer the questions that follow. Decide whether each statement is *True* or *False* and provide your arguments drawn from the text to justify your choice.

Write out your answers in your answer sheet.

Example. 11-False because <quotation from the text>

A multilingual internet

As both Asian and European markets use the Internet more and more to conduct business, there will be an increasing need for language choices for the different markets.

English is so often used on the Internet that it might make you think everyone in the world speaks English, or at least give you the impression that it is the world's most widely-spoken language. If this were true, it would, of course, bring benefits for worldwide communication and understanding, though it could also possibly become a threat to cultural diversity. English certainly seems to be everywhere, from films to pop music and TV, and from business to science and other fields.

Information varies, but suggests that about 75% of the pages on the Web are in English. Yet English is the mother tongue for only 5,4% of the world's population, while a further 7% of the world's population are proficient speakers of English. This means that only around 12% of the world's population can communicate well in English. This figure is nowhere near the total number of people speaking Chinese languages, which, at 20,7%, is much higher.

More and more people are accessing the Internet nowadays, including many companies wanting to conduct e-business. As a consequence, the position of English is beginning to change. Both Europe and Asia are growth areas, with businesses increasing their use of the Internet and people would apparently rather buy things online if they can order in their own language.

It has been predicted that by 2025 only one third of Internet users will be speakers of English. As a result, companies wanting to reach world markets are beginning to realise that they will have to translate their websites for their various customers.

However, creating a multilingual website is not an easy task. Companies wishing to translate their sites for different markets basically face both technical and linguistic problems. They are unable to use automated translation systems, which already exist in the market, simply because the quality is not good enough for professional use. Businesses all over the world are now faced with this huge challenge.

Moreover, translating websites is only the beginning. Customers with questions or problems will need to discuss matters in their own language, for example, while prices will need to be in the local currency. Dates will also need to be in the right format to avoid confusion. Companies will need to adapt their advertising materials so as not to offend different cultures. They may also have to change their way of doing business to suit certain customers – in Japan, for example, as the Japanese do not tend to give their credit card details over the Web. There are also legal issues to take into consideration.

Such vast changes will not happen overnight. It is impossible to say exactly how many texts there are on the Web as the number is changing all the time. One thing which is certain, however, is that a growth in the use of Internet is guaranteed. Companies doing e-business simply need time to translate their sites into the various languages necessary to

do business. Meanwhile, more and more material in different languages is being added to the Web at a fast pace.

While all this is happening, local companies, with few employees, doing e-business only in the language of their target market and who are aware of the cultural aspects of that market, will certainly be at an advantage. The problems of language and culture could well limit larger companies from expanding and so offer more opportunities to smaller businesses in poorer areas of the world.

1. Approximately three fourths of web pages on the Internet are in Chinese.
2. Most people in the world speak English fluently.
3. Companies thinking of launching online business should use multilingual sites.
4. Adapting sites to multicultural audiences doesn't take much time.
5. International companies doing e-business in the poorer regions are likely to be at a disadvantage.

2. How far do you agree with the statement?

It is necessary to develop multilingual Internet.

Express your opinion about the issue providing two arguments (one from the text above, the other of your own) and two examples (one from the text above, the other of your own).

Do not quote the text: a copied sequence of 4 words and more is considered a quotation.

Your essay **must contain**

1. The introduction
2. Two paragraphs of the body
3. The conclusion

Write **170-200 words**.