

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	Although speech is the most advanced form of communication, there	will fulfill an important function in society.	A
2	Signals, signs, and symbols may	when placed in front of a shop.	B
3	The basic function of a signal is to	contain meaning in and of themselves.	C
4	For example, the flashing lights at an intersection are	be found in every known culture.	D
5	Smoke from a distant fire can also send a message, as	are many ways of communicating without using speech.	E
6	Unlike signals, which, in general, are coded to refer to speech, signs	not be written out on the red octagon.	F
7	A barber pole or a picture of a loaf of bread can convey meaning quickly and conveniently	applauding can mean that the performance was not well received.	G
8	A stop sign means <i>stop</i> even though the words may	does the more detailed version in the dots and dashes of a telegraph.	H
9	Finally, gestures are actions, which are more difficult to describe because	designed to direct the driver's attention to the road.	I
10	For instance, in some cultures, applauding in a theatre provides performers with an auditory symbol of approval while in other cultures,	of their relationship with an auditory symbol of approval.	J
		impinge upon the environment in such a way that it attracts attention.	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)

<i>appeal</i>	<i>introduce</i>
<i>become</i>	<i>open</i>
<i>buy</i>	<i>segment</i>
<i>encourage</i>	<i>serve</i>
<i>fly</i>	<i>take</i>

In April 1955, former jazz pianist Ray A. Krock **1)**..... a fast-food franchise (in partnership with the Mc Donald brothers) in the Chicago suburb of Des Plaines. No one could have guessed it at the time, but a revolution in American eating habits and a world-wide empire were about to be born. By 1961, when Krock **2)**..... out the McDonald brothers, the chain had more than 200 branches in the United States. A self-described “superpatriot” who ordered franchise operators **3)**..... the US flag, Krock built his success on an almost military uniformity of product and presentation. By 1996, with 18,000-plus units, the McDonald’s Corporation was the world’s largest food-service company **4)**..... 30 million customers a day worldwide, the biggest owner of commercial real estate in the United States, and one of the nation’s major employers. Stamped across the physical and cultural landscape from Paris to Beijing, the restaurant’s trademark, golden arches, **5)**..... a supreme symbol of consumerism, American style, the posting of national sales figures at every store (“Over 2 Billion Sold”), and the advertising jingle *You Deserve A Break Today*. In 1994, McDonald’s spent \$1.4 billion on advertising world-wide. It **6)**..... its market demographically by key age groupings – children, teens, young adults, and seniors. Any parent of a young child can tell you of McDonald’s knacks for promotional tie-ins involving drinking tumblers, trinkets, or posters with images that **7)**..... to kids. Krock’s policy was: “If you are going **8)**..... money out of a community, give something back. It’s only good business.” Many special social programmes **9)**..... with the chain, for examples, 153 Ronald McDonald Houses offer families of seriously ill children to stay at a very low price (from \$5 to \$15 a night); job-training for American youth of every ethnic hue. McDonald’s hires physically and mentally challenged. **10)**..... young people to study, they pay them for staying in school, etc. The impact of McDonald’s on American culture is great.

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>

The Works of William Shakespeare

William Shakespeare was born in Stratford-upon-Avon, England, in 1564. He is considered the greatest English language dramatic writer of all time. In the 20 years of his writing career, he wrote plays that would be performed for the next five hundred. His plays explore themes of love, redemption, avarice, cruelty, and heartbreak. He created some of the most admirable and some of the most despicable characters of all time.

Shakespeare's early works were considered uneven, with elaborate metaphors, long rhetorical speeches, and confusing events. However, Shakespeare was an innovative writer and adapted his style to linear storylines and captivating poetic verses. In the first part of his life, Shakespeare wrote histories such as *Julius Caesar*, *Richard III*, *Henry VI* and *Henry V* which dramatized the destructiveness of weak or corrupt rulers. Shakespeare enjoyed studying history and wrote so convincingly of real historical characters that even today we tend to think of these figures the way Shakespeare presented them.

It was also during this period that he wrote his most famous comedies: *A Midsummer Night's Dream*, *As You Like It*, *The Merchant of Venice*, and *The Taming of the Shrew*. Comedies of Shakespeare's time shared common elements. The emphasis was more on the situation than the characters. Usually, they recount absurd or difficult situations that were brought upon the characters by forces beyond their control. Cases of mistaken identity are common themes. This could be the mix-up of identical twins, clever disguises, or gender switching in order to deceive others. Women often disguised themselves as men with amusing results. For example, in *As You Like It*, Rosalind dresses up as a man and continues with the deception even when she meets up with her love interest, Orlando. She then tricks Orlando into confessing his true feelings for her, only revealing herself much later.

Comedies also involve complex plots with several storylines intertwining at once. These plots contain many twists and turns to keep the audience guessing. Shakespeare loved wordplay and used it liberally. Characters make frequent use of puns. They hurl cutting insults at each other. In *The Taming of the Shrew*, the adventurer Petruchio arrives in Padua to hear of Kate, a beautiful heiress whose sarcastic, acerbic wit has repelled all romantic overtures from potential suitors. Professing to admire a woman of such spirit, Petruchio immediately sets about to win her heart. The initial encounter between Kate and her clever suitor is spiked with a passionate exchange of insults and verbal barbs. After an outrageous wedding ceremony, Kate is whisked away and becomes a loving wife. Such a happy ending is fundamental to a comedy: true identities are revealed, justice is served, and lovers unite. The message is that justice prevails and that love overcomes all obstacles.

In the later period of his writing, Shakespeare wrote the tragedies *King Lear*, *Othello*, *Hamlet*, and *Macbeth*. The hero of a tragedy is someone of affluence and power, so his fall is all the more compelling to the audience. The psychological makeup of the protagonist of tragedies follows a pattern: he is a hero, but a tragically flawed one. Hamlet, the Prince of Denmark, may be noble in intention, but procrastinates and then acts rashly. Othello is a general in the Venetian army; powerful and respected, yet cannot control his

jealously. Macbeth begins the play as a noble fighter for his country but is easily manipulated by those around him into committing horrible acts of treachery. The tragic flaw of the hero is what eventually leads to his downfall. These moral failures propel the twists and turns of the story, finally destroying the hero and those he loves.

Tragedies often contain supernatural elements which contribute to this downfall but do not cause it directly. In these stories, the supernatural presence of witches and ghosts are not merely a figment of the character's imagination but are actual forces that act upon him. Sometimes they are seen only by the hero; other times they can be seen by other players. These beings are manipulative and use the hero's weaknesses for their own purposes. Opportunities for redemption or the avoidance of danger are offered but rejected. Tragedies do not resolve peacefully, but rather in the death of the hero and often those closest to him. Probably the best-known tragic ending is that of *Romeo and Juliet*, in which the young lovers are so impatient to be together that they cannot wait until a resolution is found for their separation, and commit suicide.

1. All characters created by W. Shakespeare are very appealing.
2. Historic plays contain fictional events and characters.
3. Shakespeare's comedies are full of interesting storylines.
4. The main characters in Shakespearean tragedies are perfect.
5. Paranormal powers are typical of Shakespeare's tragedies

2. How far do you agree with the statement?

Shakespearean themes are timeless.

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**.