ПЛЕХАНОВСКАЯ ОЛИМПИАДА ШКОЛЬНИКОВ Заочный тур 2016-2017

Reading

Task 1 Read some reviews of art events. For questions $\underline{1-12}$ choose from the reviews $\underline{A-F}$. The reviews may be chosen more than once.

A Iwan Gwyn Parry

It was a significant event for Martin Tinney Gallery in Cardiff when they had first solo exhibition of Iwan Gwyn Parry. Until now the artist has shown mostly in North Wales. Now there is an opportunity to experience, further south, a coherent and powerful assemblage of his latest work. It is clear the show will be something special. For these remarkable landscapes and seascapes appear to have emerged from deep within his psyche and are a highly imaginative response to a costal terrain familiar to the artist. There is a strong sense of mysticism, the painting suffused with ethereal vapours and incandescent light; there are restless swathes of deep orange and yellow. The seascapes are haunting and elemental while the landscapes are more reflective studies in grey, black and white. His oil *The Irish Sea*, for example is on an awesome scale, its seething waters of churning paint intensely lit by a low sun. Definitely a show not to be missed.

B Andrew Grassie

Andrew Grassie's exhibition at Maureen Paley Gallery is aptly entitled 'Installation', since it provides a look backstage at the rituals involved in hanging an exhibition before it officially opens to the public. To achieve this, Grassie devised and followed a pre-determined strategy, namely: "Install a series of paintings at the gallery depicting last year's previous exhibitions during their installation. Each painting should hang at the very spot from which the image was taken, enabling the viewer to compare views of the space." The result is five jewel-like paintings, each one painstakingly copied from a mid-installation photograph taken by Grassie before the opening of the previous year's shows. The paintings are executed with such detail that it is difficult at times to uncover the illusion that these are photographs rather than paintings.

C Ben Cook and Phil Whiting

Landscape, such a dominant theme in Cornwall, has the chalk and cheese treatment from two artists showing in Penzance this month. At Cornwall Contemporary Gallery Ben Cook uses abstract vocabulary to make almost entirely conceptual references. His use of found objects and time spent **surf**ing drew him to look at the processes involved in surfboard manufacture. Based on these, his constructions and paintings combine areas of high resist, high speed, water deflecting sheen with those tempered by wax to produce mottled, opaque, non-slip surfaces that smack of stone and solidity. Phil Whiting is a painter. His vigorous use of materials - acrylics in thick impasto inks, charcoal applied with a brush, knife and 'whatever' - recalls a terrain smarting from the brute force of man's misuse of it. This is not the celebrated, picturesque Cornwall we so often see but its dirty, rain-soaked underbelly, a landscape left bereft by voracious mining and haphazard industrial development.

D Story

Fourteen artists from different countries were chosen by Alexia Goethe for her show 'Story'. She seeks to demonstrate that whatever technique is used - painting, text, video, photograph or concept - and regardless of style, the artist is telling a story. The tales being told made me come away feeling a sense of recovery. Tales of politics, war, social unrest, personal tragedy, to name just a few, are depicted here. Jin Meng who now resides in Europe, produces exquisitely framed views from the present onto China's past. Political statues, glimpsed from a deserted bedroom, evoke the vast changes sweeping his birthplace. Jean Tinguely's kinetic assemblages illustrate how the mechanical is subverted into the amusing and the desirable. This is an eclectic mix of treasures that can't fail to shock, amuse and move.

E Shanti Panchal

Indian painter Shanti Panchal first came to study art in London thirty years ago, where he has lived ever since. This retrospective at Chelmsford Museum elucidates his distinctive, radical water-colourist's achievement.

Growing up in a Gujarati village, he decorated local houses with images of birds and animals. As a Bombay art student, cave paintings and images from Jain temples inspired him, and as a student in Europe, he was drawn to medieval icons. It is erroneous to say that his work is characterized by poignant nostalgia for India. The paintings are not nostalgic.

Rather they evoke with subtle clarity what it is like to be exiled and dispossessed while at the same time rooted inalienably in nature and the cosmos.

Every watercolor is multi-layered, giving a similar surface to Buddhist cave paintings. It can take days in order to face what is going to happen in a piece. Each picture takes weeks and sometimes months. Recent pictures include portraits and even a homage to Frida Kahlo, a painter that Shanti respects immensely.

F Art auctions

Among the top three Modern British sales last month, it was Christie's who kicked off the proceedings, but not without controversy. Bury district council, in their wisdom, auctioned a major painting by LS. Lowry so as to cover a £10'million shortfall in their finances. The £1.2 million hammer price, less expenses, will not make all that much difference but the issue has raised the wrath of the Museums Association, who in future, could block lottery and National Arts Collection Fund resources in all aspects of museum and gallery development. Bury may well live to regret their foolhardy action as current and future donators will also not be encouraged to gift works of art which could be sold on a whim.

Bonhams followed ten days later with a good but not exceptional sale of which a solid 70% was sold and totalled £2.3 million.

It was then Sotheby's turn to shine which they succeeded in doing, with 80% of lots sold and an impressive total of £7.7 million, though some way behind their arch rival. Records were broken for works by Sir Winston Churchill, former British Prime Minister.

In which review is the following mentioned?

1 institutions could suffer because of a thoughtless act ABCDEF

2 expressing the emotions of someone torn from their homeland A B C D E F

3 many different styles offered by artists in Europe A B C D E F

4 two different styles of work by artists shown together A B C D E F

5 a substantial amount of time needed to complete one piece of work A B C D E F

6 land and sea treated very differently A B C D E F

7 never before has such a high price been paid for this artist's work A B C D E F

8 narration through different mediums ABCDEF

9 finding ways to pay off debts A B C D E F

10 sport having an influence on art	A	В	C D E F
11 a primitive style of interior decoration	A	В	C D E F
12 showing how something is set up for public viewing	A	В	CDEF

Task 2 For questions 13-19 read the text and choose the best answer A,B,C or D

THE ORIGINS OF ADVERTISING IN THE USA

Advertising is a tremendous institution which deserves study in its own right. The potential richness of advertising as a source through which great insight might be obtained has long been recognized. A late nineteenth-century issue of Harper's weekly (1897) said that advertisements were 'a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time'. Few if any historians today would claim that they could compose a complete history of an era from its advertisements, but in recent years scholars have creatively probed advertisements for clues about the society and the business environment that produced them. The presence of many excellent online collections of past advertisements provides learners as well as established scholars with the opportunity to examine these sources in new ways. The experience can be tantalizing and frustrating, since advertisements don't readily proclaim their intent or display the social and cultural context of their creation. Yet studying advertisements as historical sources can also be fascinating and revealing.

Despite or because of its ubiquity, advertising is not an easy term to define. Usually, advertising attempts to persuade its audience to purchase a product or a service. But 'institutional' advertising has for a century sought to build corporate reputations without appealing for sales. Political advertising solicits a vote (or a contribution), not a purchase. Usually, too, authors distinguish advertising from salesmanship by defining it as mediated persuasion aimed at an audience rather than one-to-one communication with a potential customer. The boundaries blur here, too. When you visit a major online retailer, a screen often addresses you by name and suggests that, based on your past purchases, you might want to buy certain books or CDs, selected just for you. A telephone call with an automated telemarketing message is equally irritating whether we classify it as advertising or sales

effort.

In the history of the United States, advertising has responded to changing business demands, media technologies and cultural contexts, and it is here, not in a fruitless search for the very first advertisement, that we should begin. In the eighteenth century, in colonial America, advertisements were most frequently announcements of available goods, but even in this early period, persuasive appeals accompanied dry descriptions. Benjamin Franklin's *Pennsylvania Gazette* reached out to readers with new devices like headlines, illustrations, and advertising placed next to editorial material.

Despite the ongoing 'market revolution', early and mid-nineteenth-century advertisements rarely demonstrate striking changes in advertising appeals. Newspapers almost never printed ads wider than a single column and generally eschewed illustrations and even special typefaces. Magazine ad styles were also restrained, with most publications relegating advertisements to the back pages. Equally significant, until late in the nineteenth century, there were few companies mass-producing branded consumer products. Patent medicine ads proved the main exception to this pattern. In an era when conventional medicine seldom provided cures, these manufacturers vied for consumer attention with large, often outrageous, promises and colorful, dramatic advertisements.

In the 1880s, several industries adopted new production techniques that created standardized products in unheard-of quantities, and sought to find and persuade buyers. National advertising of branded goods emerged in this period in response to profound changes in the business environment. Along with the manufacturers, other entities also turned to advertising. Large department stores in rapidly-growing cities, such as Wanamaker's in Philadelphia and New York, Macy's in New York, and Marshall Field's in Chicago, also pioneered new advertising styles. For rural markets, the Sears Roebuck and Montgomery Ward mail-order catalogues offered everything from buttons to kits with designs and materials for building homes, to Americans who lived in the countryside - a majority of the US population until about 1920.

While advertising generated modern anxieties about its social and ethical implications,

it nevertheless acquired a new centrality in the 1920s. Consumer spending was fuelled in part by the increased availability of consumer credit on automobiles, radios, and household appliances, and leisure-time activities like spectator sports and movies gained popularity in the generally prosperous 1920s. Advertising promoted these products and services. The rise of mass circulation magazines, radio broadcasting and, to a lesser extent, motion pictures provided new media for advertisements to reach consumers. Advertisements, as historian Roland Marchand pointed out, sought to adjust Americans to modern life, a life lived in a consumer society.

13 What is the purpose of the first paragraph?

- **A** To state that advertisements can teach us a certain amount about the past.
- **B** To tell us about the magazine which first printed advertisements.
- C To explain how much advertisements have changed in the last 100 years.
- **D** To introduce the idea that advertisements have a long history in business.

14 What point does the writer make about advertisements on the internet?

- **A** The internet helps people who are studying historical advertisements.
- **B** The constant advertisements on some internet websites can be annoying.
- **G** The internet is a good medium for advertising any product.
- **D** Internet sources can help us to understand the cultural significance of advertisements.

15 According to the second paragraph, it is difficult to

- A sell products through advertisements alone.
- **B** put advertisements into one neat category.
- C buy advertising space for political means
- **D** produce an advertisement that appeals to everyone.

16 What connection does the writer make between major online retailers and telemarketing?

- A Both offer a cheap means of selling a product.
- **B** Both offer a less personal way of advertising.
- C Both show that advertising can be as annoying as salesmanship.
- **D** Both have overtaken print advertisements in their popularity.

17 In early and mid-nineteenth century adverts in magazines:

- **A** generally appeared on the back pages
- **B** contained a lot of illustrations

- C advertised only branded goods
- **D** were dry descriptions of available goods and services.

18 Customers living in remote areas could order products

- A directly from producers in rapidly growing cities
- **B** from large department stores
- C from mail-order catalogues
- **D** from farmers in local markets

19 Why did consumer spending increase in the 20th century?

- A household goods became cheaper
- **B** consumer credit was easier to obtain
- C advertising became very persuasive
- **D** Americans wanted to live in a consumer society

Use of English

Task 3 For questions $\underline{20\text{-}31}$ read the text of the letter. The paragraphs have been jumbled up. Put the paragraphs $\underline{A} - \underline{L}$ in the right order.

London, a tourist trap that lives up to its name

A I worked at a language school once where the principal was a retired actor with no educational qualifications; the teachers were completely untrained, the students were not graded into different language levels (so you had nearly fluent students in the same class as people who could just say, 'Hello, how are you?') and the language laboratory, though advertised, didn't exist, And the students were each paying £110 a month.

B Sir,

There is much alarm about the declining tourist figures in London this year: various reasons have been put forward including the strength of the pound and the oil shortage.

C The Germans (and myself) found it amazing that there was no useful information service available — not even some central clearing house we could telephone to find a

bed for the night. Surprising though it may seem, trains and planes do arrive outside office hours.

D Until we have a similar system in London, or until we at least make an effort towards looking after our tourists, then the numbers coming to London will continue to decline. The word is being passed back along the line: 'Don't go to London — it disappoints.'

Yours,

Steve Elsworth,

London N5

- E If the tourist manages to find an accommodation agency, the next hurdle is the price. I spent an hour telephoning agencies advertised in the Evening Standard for an Argentinian student, whose maximum was £50 a week. 'Oh, no,' said the agencies, 'we haven't got anything for £50, don't you know this is the tourist season?' One agency offered me a double bedsit for £40. 1 know the floors of London are paved with gold but this is ridiculous.
- **F** I spend my working hours with tourists and foreign students, and I can give another reason for the tourist decline: it's a growing awareness among foreigners of what a voracious and insatiable tourist trap London is.
- G Do you remember the feeling of relief when you're abroad, on guard against being ripped off and you see the sign on the wall of a restaurant or hotel 'This establishment is subject to Touristic Control'; in other words, the price and conditions offered are regularly checked?

H When the tourist has fought his way through Immigration Control, his next problem is accommodation. If he arrives after 9 p.m., then he's just had it. All the hostels and B&B places are full.

- I And next, the 'language' schools. A lot of people come here because they want to learn English since in many countries a sound knowledge of English is very useful for job promotion. But you don't need a licence to open a language school; there are 400 language schools in London, some of which are quite reputable and others which are downright atrocious. Tarzan could come over to London and open the 'Me Tarzan, You Jane School of English' and no one would blink an eyelid.
- **J** If you look at London from a foreigner's point of view, it isn't really a holiday city, more a type of steeplechase in which the tourist has to jump over a set of hurdles at the same time as righting off the clutches of some of the more unscrupulous inhabitants.
- **K** I arrived with two German students at Euston at 11 p.m. last Thursday. After half an hour's working through Yellow Pages, we still hadn't found them anywhere to stay. We tried the BR information office: 'Ask a policeman,' they said.
- L The first hurdle is Immigration, a service not renowned among foreigners for its tact and diplomacy. The UK and the USA apparently have the worst reputation in the West for the belligerence of their immigration officers.
- 20 ABCDEFGHIJKL
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- 31 ABCDEFGHIJK L

Use of English

Task 4 For questions $\underline{32\text{-}45}$ complete the text with the correct verb form from the list (a-r). There are more words than you will need.

- a) contained; b) existed; c) found; d) consisted; e) has allowed;
- f) have been digging; g) was dead; h) has produced; i) walked; j) has been trying;
- **k**) were excavating; **l**) has been; **m**) have been found; **n**) have unearthed;
- o) perished; p) has discovered; q) were discovered; r) had been discovering;

Palaeontologists in New Mexico (32) the remains of at least one dinosaur from the late Jurassic period. The palaeontologists, from Canada, (33) in a formerly unexplored part of the Morrison Formation - a vast fossil bed - for the last eight months. Early last week one of the group (34) a section of rock which (35) a number of bones from one, or possibly more, large herbivorous dinosaurs. Since then, the group (36) to release the bones from the rock and piece them together. The palaeontologists believe that the bones may form a whole dinosaur family. It is possible that the whole family (37) while trying to protect the young from predators.

According to Bryce Larson, the group's leader, the bones are from a large brachiosaurus. These animals (38) approximately 150 million years ago and are counted amongst the largest dinosaurs that ever (39) on the Earth. Other brachiosaurus remains (40) in the Morrison, but these latent bones are very large and may prove to come from the largest dinosaur anyone (41) to date.

For a long time the Morrison Formation (42) one of the most productive fossil beds in the world. Since the first bones (43) there in 1877, it (44) tones of material. The

Morrison, more than any other fossil bed, (45) us an insight into the late Jurassic period in North America. It seems that the latest find could reveal even more about the giants of the Jurassic.

Task 5 For questions 46-56 choose the best variant A,B or C

WORDS, WORDS, WORDS

The words that caught the mood of the decade are all there in a book published yesterday - *clone*, *concentration camp*, *gene*, *depression* - except that the decade was not the 1990s; these words (46) current in the 1900s.

The Guinness Book of the Twentieth Century cites lists of buzzwords for each decade of the last century. At the outset of the 20th century, few people would have guessed that it (47)... more language change than ever before. Of course, before the days of the communications revolution language evolved much more slowly. Many people today (48)... language not to change at all, but that is an unrealistic dream in the age of the global village.

Words you (49)... every day, such as *chat line* and *trainers*, (50)... only thirty years ago. And a word as universal as *teenager* gained common currency only in the 1940s. Words change in meaning too: a scientist in the 1960s (51)... *clone* to refer only to plants. And anyone who asked '(52)... we watch the soap tonight?' would have encountered total incomprehension before the Second World War. (*Soap* was what you washed with.)

There is a more worrying side to this, if you consider that new coinage reflects the society it comes from. Only twenty years ago few people (53)... stalking, ethnic cleansing or road rage - concepts that the world (54)... perhaps be better without. It (55)... nice to think that the 21 st century (56) .. us happier words, but don't hold your breath!

46 A would have been B would be C will have been

47 A will bring B brought C would bring

48 A would rather B would prefer C had better

49 A will hear B will be hearing C will have heard

50A would not have been recognized B have been unrecognizable C will not recognize

51A wouldn't understand	B will be understanding	C would have understood
52 A Won't	B Would	C Shall
53 A could be understanding	B would have understood C mi	ght have been understood
54 A would	B will	C had
55 A shall be	B would be	C would have been
56 A were brought	B would have brought	C will bring
Task 6 For questions <u>57 -7</u>	71 read the following story and	replace the words in
brackets with an appropriat	te phrasal verb from the list <u>(a -</u>	o). Phrasal verbs are
given in the correct form.		
\ 11 1	^ 1 1 1	
a) pulled up	j) looked on to	
b) ripped off	k) pulled over	
c) jumped out of	l) shot off	
d) started up	m) pulled off	
e) build up	n) looking out for	
f) pull out	o) taken aback	
g) go through with		
h) stubbed out		
i) dropped off to		
	THE HOLD-UP	
The hold-up had started going	wrong. Clyde, who was supposed	d to be (57)(wait to
see) the security van from a fla	at which (58) (give a vi	ew of) the main street, had
(59) (go to) sleep du	e to the fact that he had been drin	king double brandies all
morning to (60) (incre	ease) his courage.	
So Bugsy, Danny and Stud	s were completely (61) (ama	aze) when the security van
(62)(stop) outside the ban	k without a word of warning from	Clyde. Bugsy (63)
(extinguish) his cigarette. "We	e've gotta (64)it (not leave	e unfinished) now – it's too
late to (65) (abandon a	a difficult plan)!	
Studs (66) (put in m	otion) the getaway car and (67)	(move) to a spot just
past the bank. Bugsy and Dani		

quickly) towards the bank. Studs suddenly realized how shaky he felt after the recent events and got out of the car for a breath of fresh air. A few minutes later Bugsy and Danny came running back from the bank shouting to the still dazed Studs that they had (70) it _____ (succeeded in a difficult plan). Studs, however, didn't seem too interested and stood glued to the spot where he had left the car. "Good God! Is nothing sacred these days? Some crook's just (71)______the car (steal)!" For questions 72 - 82 choose the appropriate idiom from the list a - m to Task 7 complete the sentences. There are more idioms than you will need. 72. I was unhappy when she tried to _____of reminding me about my previous grades 73 I just need to complete this essay, and then my coursework will be _____. It'll be a real relief. 74 Our boss can't be , making a stupid decision like that. **75** You shouldn't _____ and make your own decisions. **76** Try to _____ of your time when you're in New York. 77 I understand the theory, but I _____ when I try to describe it on paper. **78** Don't worry about the exam. Just _____ and hope for the best. **79** I wasn't sure whether to apply for History course, but in the end I decided and see what happens. **80** Many people believe that it's more money was invested in education. **81** I have never been _____ science; I have always preferred the arts. 82 When you first start a new job, it can take a while to _____ and become familiar with the way things work. a) too big on **b)** give it all you've got c) once and for all. **d**) in his right mind e) get mixed up

f) to go for it

g) learn ropes

- h) go over his head
- i) make a point of
- j) make the most
- k) make ends meet
- **l)** one way or the other
- m) about time

Task 8 For questions 83 - 91 think of one word from the list a - p which can be used appropriately in all three sentences. There are more words than you will need

83	- If the weather is fine on Sunday, let's go for a in the country.
	- The for survival kept the castaway for weeks.
	- The new manager has plenty of and enthusiasm.
84	- Denis Stephon has beenas the greatest portraitist of his century.
	- Although she had a cultivated accent, she obviously from a working-class
	background.
	- He a taxi, jumped in and sped away.
85	- Theof this needle is so small that I can't thread it.
	- Suddenly they found themselves at the of the storm.
	- Joe has an for recognizing new gifted artists.
86	- The painterhis gaze on the hypnotist's swinging watch.
	- Although the plumber the broken drainpipe, he charged a fortune for it.
	- Well, have you the date for your wedding?
87	- Before signing the contract, make sure you read the small
	- Pat wore a dress with a pretty floral
	- The wild cat didn't leave a single for us to follow.
88	- You needn't take the pot out of its in order to water it.
	- The government is taking a firm on the issue.
	- The witness was asked to take the witness and testify under oath.
89	- The discussion covered the same and still no one could find a solution to
	the problem.
	**** P*******

- After the volcanic eruption, the	in the surrounding area was much more				
fertile.					
- The school governors made a big mistal	ke when they sold off the playing				
opposite the school.					
90 - Gavin has a for sports cars	•				
- I love the of that spicy toma	to sauce.				
- After a brief of the city life, the	e farmer returned to the country.				
91 - Debors's lack of higher education is a	to her getting promotion.				
- If you are going to take a shower, there'	s a new of soap in the bathroom.				
- Oh look, there is a coffee over	there; let's pop in for something to eat.				
a) barrier b) taste c) bar d) territory	e) stand f) position g) pattern				
h) ground i) eye j) arranged k) print	l) spot m) fixed n) hailed o) named				
p) drive					
ENGLISH LANGUAGE QUIZ					
Task 9 For questions <u>92-96</u> choose th	ne correct answer from the list $a-i$				
<u> </u>					
92 A <i>fiver</i> is					
93 Auld Lang Syne is					
94 The Old Bailey is					
95 The Old Bill is					
96 Oxfam is					
a) The name of the UK's national anthe	em				
b) A nickname for the police					
c) A charity organization that raises mo	c) A charity organization that raises money for poor people in other countries				
d) The motto of UK.					
e) An informal word for a typical work	ing week (i.e five days a week, from nine to				
five).					
f) A song that traditionally sung at mid					

- g) A traditional British alcoholic drink
- **h**) An informal word given for a five pound note.
- i) A common name for the Central criminal court in London.
- **j**) A government-backed organization that helps British farmers get more money for their products

Task 10 For questions 97 - 100 choose the best answer A,B,C or D.

97 In the USA, executive and legislative officials are elected by a _____ of citizens

A majority rule **B** plurality vote

C proportional representation D minority right

98 Which President was the first in the White House

A George Washington B John Adams

C Abraham Linkoln D Thomas Jefferson

99 Which of the following differs from the rest?

A "Child Harold's Pilgrimage" **B** "Don Juan"

C "The age of Bronze" **D** "Song to the Men of England"

100 Which work is different from the rest?

A "Uncle Tom's Cabin" **B** "White Fang"

C "The old man and the Sea" **D** "The Arrow and the Song"