



**ПЛЕХАНОВСКАЯ ОЛИМПИАДА ШКОЛЬНИКОВ
ПО ЭКОНОМИКЕ 2017/18 гг.
Заочный (отборочный) тур**

HOW TO LOOK GOOD ON TV

Is it possible at all if you are not a TV personality, if you haven't been specially trained? Yes, it is – I assure you. TV can make you look absolutely different from what you really are – worse or better – it depends.

Personally, I hate myself on TV. I think I am awful. I sit with my shoulders bent forward, squirm and jeer. I speak with a lot of pauses and repeated sounds as if I have speech problems, omit the lines and swallow the ends of my words. It rankles, because I know inside I am scintillating, sensitive and sincere. Television can make any fool look like an intellectual.

Newsreaders can contrive to look nice and even the worst presenters can seem sensible, but I come over as a shifty subversive. The single television program I have presented was so awful that even my mother couldn't find a good word for it. After a catastrophic radio show last year, when I addressed the interviewer by the wrong name throughout, I swore I'd never do broadcasting again.

Until now, that is. I have my first novel out next month, which is called *Do It Again*, and the PR people inform me that I just have to get out there and promote it. Scotland one day, the south coast of England the next. It's going to be hectic and I have to get my act together. Which is how I find myself being scrutinized for televisual potential by two svelte creatures from *Public Image Ltd*, while cameraman Alastair focuses on my trembling upper lip. *Public Image* is the outfit which has been teaching MPs how to look good on TV. They also groom executives from major companies in everything from corporate presentations to handling broadcast interrogation, but as far as I'm concerned, if they can make politicians look like real people, they are good enough for me.

'He blinks a lot, doesn't he?' says Diana, the speech specialist, studying my image on a video monitor. 'And the crossed legs look defensive. But the voice isn't bad.' Jeannie, who is introduced to me as Public Image's 'charisma consultant', takes a step backwards to study the general posture. 'Needs to get his bottom back in the sofa. And the jacket makes him look a bit deformed. Where *does* he get his clothes from?'

'Honesty is the most important thing,' says Diana. 'We don't want to turn people into actors. We want to bring out the personality. And, of course, speech is most important too. Lots of politicians don't breathe properly, so they have to shout. They give themselves sore throats and polyps on the vocal chords. Breathe from the diaphragm and you can speak quite loudly and for quite a long time without strain. Then most importantly, there are the three E's: Energy, Enthusiasm and Enjoyment. And do try to stop blinking.'

And so, as I breathe from the diaphragm, clench my eyelids apart and desperately try to project honesty as well as the three Es at once, the camera rolls. 'Today we are visiting the home of Martyn Harris,' says Diana dishonestly, 'a journalist who has recently published his first novel *Do It Again*. So, what can you tell us about the plot, Martyn?' 'Umm ...' A long pause. 'Errr ...' A longer pause. 'Tee hee, hargh' An asinine giggle. 'All right Alastair,' says Diana patiently, 'we'll try that again.'

We try it again, many, many times, each time chipping away at another tic and mannerism and gaucherie. On the second run-through, my crossed legs keep bobbing up and down, which makes me look as if I want to run away (I do, I do). On the third run they are uncrossed, but my hands are clenched in my lap. On the fourth I have wrenched my hands from my lap, but now they are fiddling with my ears. On the fifth, I'm throwing away the ends of my sentences, which sounds as if I think my audience is thick (I don't really).

Television does curious things to your face dragging it towards the edges of the screen. If you have a long face, as I have, it makes you look like a cadaverous mule. It emphasises the darkness of lipstick and eyeshadow, so make-up should be minimal, and used mainly to soften facial shadows. Does Diana think it is wicked, I wonder, to mould politicians in this way? 'As soon as anyone gets on telly these days, we expect

them to be as good as the professionals, because that's where we get our standards from. It's unfair, but that's the way of the world. As for the ethics, I leave that to others and get on with my job.'

And it's a job she does very well, because on the final run-through, after three hours or so, I really don't look too bad. Steady gaze, breathing from the diaphragm, no twitches, no blinking. Not a consummate professional in the business, but not bad.

I'm brimming with honesty, energy, enthusiasm and enjoyment and I'm talking a lot of twaddle, but you'd hardly notice. When you watch politicians on TV, you will see a lot more like me.

1. The writer believes that one reason he is terrible on TV is that
 - A his personality differs from that of newsreaders and presenters
 - B his personality seems unappealing to viewers
 - C he can't help being rude to interviewers
 - D he doesn't make enough effort to perform well
2. The writer has become involved with Public Image Ltd because
 - A he has been told that the company is good at promoting novels
 - B he is intrigued by the work they do for politicians
 - C he has been told that it is in his interests to do
 - D he wants to find out what such companies do
3. Diana and Jeannie both say that one of the writer's problems when appearing on TV concerns
 - A the way he moves
 - B the ways his eyes move
 - C the clothes he wears
 - D the way he sits
4. What does Diana tell the writer about politicians?
 - A They frequently speak in a way that is harmful to them
 - B They are frequently nervous when they appear on TV.
 - C They frequently fail to realise that they are shouting.
 - D They are usually reluctant to tell the truth.
5. The writer believes that his response to Diana's first question sounds
 - A predictable
 - B rude
 - C silly
 - D insincere
6. When the writer asks Diana about her job, she
 - A agrees that it is hard to justify it
 - B says that it frequently involves frustrations
 - C admits that sometimes it results in people looking foolish
 - D says that she is only interested in doing it well
7. In the final paragraph, the writer concludes that
 - A viewers are more perceptive than is generally believed
 - B some people can be trained to do absolutely anything
 - C he has underestimated how challenging appearing on TV can be for politicians
 - D he has learned how to sound convincing without saying anything meaningful

Task 2 For questions 8 – 21 choose from reviews A – F. The reviews may be chosen more than once and one review is extra.

SOME RECOMMENDATIONS FOR CRIME FICTION FANS

A Sharp, streetwise and totally engaging contemporary thriller *Good Bad Woman* by E. Woodcraft (who is a barrister herself) is a slice of London life and the first in a new series featuring irresistible Frankie Richmond. Frankie, a feisty working class London barrister heroine, is a diehard *soul music* fan. As the title suggests, despite her job on the right side of the law, she ends up on the wrong side - arrested for murder. No favorite of the police - who are happy to see her go down - in order to prove her innocence she must solve the case, one that involves an old friend and some uncomfortable truths a bit too close to home.

B *Dialogues*, R. Hill's latest book in a series of gripping detective novels, featuring Detective Superintendent Dalziel and his subordinate inspector Pascoe, was published last month. The weird semblance between stories submitted to a Yorkshire short story competition and mysterious situations of two seemingly random accidents attracts the attention of Mid-Yorkshire Police. Superintendent Andy Dalziel realizes they may have a dangerous criminal on their hands - one the media are soon calling the Wordman. There are enough clues around to weave a tapestry, but it's not clear who's playing with whom. Is it the Wordman versus the police, or the criminal versus his victims? And just how far will the games go?

C Andrew Roth's deservedly celebrated Roth Trilogy has drawn to a close with the paperback publication of the third book, *The Office*, set in a 1950s cathedral city. Janet Byfield has everything that Wendy Appleyard lacks: she's beautiful, she has a handsome husband, and an adorable little daughter, Rosie. At first it seems to Wendy as though nothing can touch the Byfields' perfect existence, but old sins gradually come back to haunt the present, and new sins are bred in their place. The shadows seep through the neighborhood and only Wendy, the outsider looking in, is able to glimpse the truth. But can she grasp its twisted logic in time to prevent a tragedy whose roots lie buried deep in the past?

D Zouache may not be the obvious heroine for a crime novel, but November sees her debut in Fidelis Morgan's wonderful Restoration thriller *Unnatural Fire*. From debtor to private eye, this Countess is an aristocrat, fleeing for her life through the streets of 17th-century London. Featuring a colourful cast of misfits and brilliantly researched period detail, *Unnatural Fire* has a base in the mysterious science of alchemy, and will appeal to adherents of both crime and historical fiction.

E *Black Dog* is Stephen Booth's hugely accomplished debut, now published in paperback. It follows the mysterious disappearance of teenager Laura Vernon in the Peak District. Ben Cooper, a young Detective Constable, has known the villagers all his life, but his instinctive feelings about the case are called into question by the arrival of Diane Fry, a ruthlessly ambitious detective from another division. As the investigation twists and turns, Ben and Diane discover that to understand the present, they must also understand the past - and, in a world where none of the suspects is entirely innocent, misery and suffering can be the only outcome.

F And finally, *The Sculptress* by M. Walters, one of the most celebrated writers in British crime fiction, like many of her books, has made successful transition to our TV screens. Preoccupied with developing strong plots and characterization rather than with crime itself, she has created some disturbing and innovative psychological narratives. *The Shape of Snakes* is set in the winter of 1978. Once again Walters uses her narrative skills to lead the reader astray (there is a clever use of correspondence between characters), before resolving the mystery in her latest intricately plotted bestseller which is full of suspense. Once again she shows why she is such a star of British crime fiction.

In which review the following are mentioned?

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|---|-------------|
| 8. the disturbing similarity between reality and fiction within a novel | a b c d e f |
| 9. an original and provocative line in storytelling | a b c d e f |
| 10. the main character having a personal connection which brings disturbing revelations | a b c d e f |
| 11. the completion of an outstanding series of works | a b c d e f |
| 12. the interweaving of current lives and previous acts of wickedness | a b c d e f |
| 13. a deliberately misleading use of the written word | a b c d e f |
| 14. an abundant amount of inconclusive information about the case | a b c d e f |
| 15. a character seeing through complexity in an attempt to avert disaster | a b c d e f |
| 16. a novel which displays the talent of a new author | a b c d e f |
| 17. the characters' involvement in a crime inevitably leading to a painful conclusion | a b c d e f |
| 18. a book successfully adapted for another medium | a b c d e f |
| 19. characters whose ideal world seems totally secure | a b c d e f |
| 20. a gripping book which introduces an impressive main character | a b c d e f |
| 21. a character whose intuition is challenged | a b c d e f |

Task 3 For questions 22 – 28 read the text and decide which statements are true and which are false

A language is a system of communication used within a particular social group. Inevitably, the emotions created by group loyalty get in the way of objective judgements about language. When we think we are making such a judgement, we are often merely making a statement about our prejudices.

Within the national group, our prejudices tend to be very mixed and, because they operate mainly on an unconscious level, not easily recognisable. We can be natives of great cities and still find a town dialect less pleasant than a country one. And yet, hearing prettiness and quaintness in a Dorset or Devon twang, we can also despise it, because we associate it with rural stupidity or backwardness. The ugly tones of Manchester or Birmingham will, because of their great civic associations, be at the same time somehow admirable. The whole business of ugliness and beauty works strangely. A BBC announcer says 'pay day'; a Cockney says 'pie die'. The former is thought to be beautiful, the latter ugly, and yet the announcer can use the Cockney sounds in a statement like 'Eat that pie and you will die' without anybody's face turning sour. In fact, terms like 'ugly' and 'beautiful' cannot really apply to languages at all. Poets can make beautiful patterns out of words, but there are no standards we can use to formulate aesthetic judgements on the words themselves. We all have our pet hates and loves among words, but these always have to be referred to associations. A person who dislikes beetroot as a vegetable is not likely to love 'beetroot' as a word. A poet who, in childhood, had a panful of hot stewed prunes spilled on him is, if he is a rather stupid poet, quite capable of writing 'And death, terrible as prunes'. We have to watch associations carefully, remembering that language is a public, not a private, medium, and that questions of word-hatred and word-love had best be tackled very

coldly and rationally.

We are normally quick to observe regional variations in the use of the national language, but we feel less strongly about these than we do about class divisions in speech. If we speak with a Lancashire accent, we will often be good-humored and only slightly derisive when we hear the accent of Wolverhampton or Tyneside. Sometimes we will even express a strong admiration of alien forms of English - the speech of the Scottish Highlands, for instance, or Canadian as opposed to American. But we feel very differently about English speech when it seems to be a badge or banner of class. The dialect known variously as the Queen's English or BBC English or Standard English was, originally, a pure regional form - so-called East Midland English, with no claim to any special intrinsic merit. But it was spoken in an area that was, and still is, socially and economically pre-eminent - the area which contains London, Oxford and Cambridge. Thus it gained a special glamour as the language of the Court and the language of learning. It has ever since - often falsely - been associated with wealth, position, and education - the supra-regional dialect of the masters, while the regional dialects remain the property of the men. In certain industrial areas it can still excite resentment, despite the fact that it no longer necessarily goes along with power or privilege.

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|---|------|-------|
| 22. Although a rural accent may sound attractive, it may also be looked down on | True | False |
| 23. The writer believes that a Cockney (London) accent doesn't sound as attractive as BBC announcer's accent. | True | False |
| 24. Languages shouldn't be described as either "beautiful" or "ugly" | True | False |
| 25. Prunes are associated with death in English poetry | True | False |
| 26. British people's accent may not just tell a listener what region they come from, but also the social class they belong to | True | False |
| 27. East Midland English was once a regional dialect used by the elite in England | True | False |
| 28. People who use standard English may have more power than people who use regional dialects | True | False |

Task 4 For questions 29 – 42 match idioms a - o with situations. One situation is extra.

29. Jim is complaining about how hard it has been to keep his business going.
30. Sara's boss is explaining to her that she shouldn't try to get a job done by leaving out certain parts of the task.
31. Jill is complaining about her flat-mate, who is lazy and does no housework.
32. Edward is congratulating a friend who has just got a promotion and a new flat, in the same week.
33. A teacher is telling a student not to spend too long on a question that doesn't demand more than a few sentences as an answer.
34. The coach is persuading his team to make an enormous effort to win the game.
35. The teacher wondered who hadn't delivered the work on time.
36. Who needs to work harder at school?
37. We may as well stop trying to achieve victory on this issue – we are just wasting time.
38. Nick suffers from knee injury – as many tennis players do.
39. Arthur boasts of entering a golf tournament even though he has never played before.
40. I know you probably can't help me but I thought I'd ask just in case there's a possibility.
41. Helen has exhausted herself by attempting to do too much.
42. Peter blames his problems on his parents

60. _____ his word John felt too ashamed to carry on.
a) Not keeping b) Not having kept c) Not to have kept

TASK 6 For questions 61 -68 choose the best continuation a – j . There are more sentences than you will need.

61. I'm still waiting for the money the bank is supposed to have sent me.
62. It's getting rather late to deal with this now.
63. I wish you wouldn't leave your bag near the door like that.
64. You'd better take your umbrella with you.
65. This piece is the right shape, but it doesn't fit.
66. There should be a filling station here.
67. Oh sorry, yes, these are your keys,
68. Leave yourself plenty of time for the journey.

- a. You're bound to need it if you don't.
b. Surely you can't have finished it already.
c. It should have got here by now.
d. It can take quite a long time in the rush hour.
e. It can't be the right one after all.
f. That's strange! I can't see one anywhere!
g. You could always come back tomorrow.
h. He may have missed the train I suppose,
i. I must have picked them up by mistake.
j. Someone could easily fall over it and hurt themselves.

Task 7 For questions 69 -76 read the following paragraphs and replace the words in brackets with an appropriate phrasal verb from the list (a - l). There are more phrasal verbs than you will need.

- | | | |
|-------------|-----------------|-------------|
| a) sort out | f) drop off | k) pick up |
| b) turn up | g) find out | l) call for |
| c) call on | h) get by | |
| d) check in | i) keep down | |
| e) draw up | j) look through | |

Mr Yamaonaka will be arriving at the airport at 11.00 tomorrow morning. Can you pick him up from there and drop him off at his hotel? He's staying at the Marriot. I won't be able to (69) _____ (arrive) there until about 1 p.m., so perhaps you could stay with him and make sure there are no problems checking in. Then I will be with our guest for most of the afternoon, so Mike and Jane will have to (70) _____ (manage) without me in the sales meeting.

I'm trying to (71) _____ (organize) the itinerary for my trip to Spain next month. Can you (72) _____ (think about, then write) a list of all our Spanish customers? I don't think it will take much time to (73) _____ (examine) our customer accounts database? I'd like to know exactly who I need to (74) _____ (visit). Also the flight needs to be booked – you can ring up the travel agency and check fly times and prices? We are trying to (75) _____ (control to stop them increasing) travel expenses at the moment so just (76) _____ (discover) prices for Eurotraveller class.

Task 8 For questions 77 -83 think of one word from the list a - n which can be used appropriately in all three sentences. There are more words than you will need.

77. * Our local _____ of Floyd's bank has closed down, so now I have to trek all the way to the town centre to cash my checks.
- A great-aunt of mine was a millionaires but I belong to the poorer _____ of the family.
 - Sid ducked just in time to avoid a large _____ which fell from the old apple tree.
78. * They build a cottage on their _____ of land.
- The play had too many characters and a confused _____ .
 - Guy Fawkes Night commemorates a _____ to blow up parliament.
79. * The politician insisted that she was addressing the audience in her _____ as a mother and not as a Member of Parliament.
- The pop group were delighted to discover that they were playing in a hall that was filled to _____.
 - Since animals lack the _____ for reproach, our relationships with them tend to cause us less concern than those with our fellow human beings.
80. * The baby looked up pitifully at his mother, aware that he had not received a fair _____ when the cake had been handed out.
- The manager informed his staff that despite the economic downturn, there was every reason to believe that that forthcoming _____ would go ahead as usual.
 - It's a sad fact that in every newspaper there's a good _____ of material that you can flick through mindlessly.
81. * Although students on the course should be familiar with basic theories of economics, they are not expected to have any great _____ of understanding.
- In the company of such well-known figures as the town's mayor and a presenter from the local radio station, Paola felt out of her _____ , and so remained quiet.
 - When planting asparagus, it is necessary to dig a trench of sufficient _____ to ensure that the roots will be entirely covered.
82. * I was on the _____ of my seat during the grand prix because it was such a close race.
- If you drink a glass of water before each meal, you'll find that it takes the _____ off your appetite.
 - Jean appeared to be rather on _____ during the evening and the other guests wondered if she was worried about something.
83. * Let me give you a _____ of advice about how to make a favorable impression at the interview
- By nightfall, there was still no _____ of the missing hikers.
 - Dan knew Steven could not be trusted to keep his _____ .
- a) capacity b) power c) piece d) edge e) position f) depth g) deal h) branch i) plot, j) end, k) ability l) word m) area n) plan

<p>Task 9 For questions 84-92 fill in the blanks with one of the prepositions a-j. Some of them you will have to use several times and some are extra</p>
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a) at, b) off, c) in, d) out, e) out of, f) down on, g) back, h) up on, i) on j) of

84. The interviewer kept cutting _____ when the Minister was trying to answer the question on environmental policy.
85. Sales of records and cassettes have dropped _____ considerably this year .
86. She's trying to get on with her schoolmates but she doesn't really fit _____ .
87. I wish you wouldn't fly _____ me like that every time I make a mistake.
88. Yes, I've already heard the news. Simon dropped _____ to tell me this morning.
89. During the power workers' strike the electricity was cut _____ at regular intervals.
90. He was told to cut _____ sugar and fats or he would suffer serious health problems.
91. He was forced to drop _____ college when his father died.

92. Could you check _____ the children and see what they are up to?

Task 10 For questions **93-97** match the kings with the information about them **(a – f)**.
One information is extra.

- | | |
|------------------|--|
| 93. King John | a) Organized resistance to the Vikings and could win the great |
| 94. Charles I | victory over the Danes |
| 95. Alfred | b) Signed Magna Carta |
| 96. Elizabeth II | c) the second Head of the Commonwealth |
| 97. James I | d) the only English king who was put on trial and beheaded |
| | e) was a cruel tyrant, who murdered his wives, friends, advisers |
| | f) on November 5, 1605 Catholics plotted to blow up the king |
| | while he was in the Parliament |

Task 11 For questions **98-100** choose the best answer **a, b or c**

98. The Pilgrim Fathers left England for America

- a) because they wanted to find gold
- b) because they were persecuted in England
- c) because they wanted to find a new way to the Far East

99. The Liberty Bell was rung on July 8, 1776

- a) to call the Americans to defend Philadelphia against the English army
- b) to announce that the Americans had won a great victory over the British army.
- c) for the first public reading of the Declaration of Independence, which proclaimed the independence of the American colonies.

100. Inaugurations of president and vice-president are held in front of

- a) The White House
- b) The Lincoln Memorial
- c) The Capitol