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**Межрегиональная предметная олимпиада КФУ
по предмету «Иностранный язык (английский язык)»**

заключительный этап

2019-2020 учебный год

9 класс

PART 1. READING COMPREHENSION. TIME: 35 minutes. Maximum: 26 points.

TASK 1.1. Read the text and mark the statements below as True (T), False (F) or No Information (NI).

Study proves power of TV advertising

Television advertising really does work, according to the most detailed study yet of the links between commercials and shopping habits.

Researchers claim to have found the first ‘conclusive proof’ that watching an advert makes you more likely to pick a particular product, after a high-tech investigation into the influence of television. The survey found that people who watch the most television were most responsive to adverts on the box, although even the lightest viewers were influenced by commercials.

The researchers also found that adverts shown during peak-time television had a bigger impact on people’s shopping habits. This suggests that people concentrate more when watching peak-time soaps and films than at other times of the day.

The biggest impact was made when adverts were seen up to three days before a shopping trip, although they could still influence choices made fourteen days later. Repeat viewing of adverts had an effect, showing the value of those shown during popular shows on several times a week.

To reach their conclusions researchers used devices fitted to televisions in 750 homes to find out what adverts people had seen. This was then matched to a record of purchases of household items at the supermarket. Sue Moseley, a spokesperson for the company which carried out the research, said that the results of the study were fascinating. ‘When people see adverts for a product, they will buy it at a greater rate than people who don’t see them. It’s conclusive evidence that advertising does have an effect.’

The data of the research was collected by asking the viewers about their preferences. (1) _____

Adverts also affect those who watch TV occasionally. (2) _____

There are more commercials on TV at peak-viewing hours than at other times. (3) _____

The frequency of commercials on TV is connected with people’s buying capacity. (4) _____

People are more eager to buy a product if they have seen it advertised right before going shopping. (5) _____

There is a direct connection between buying habits and duration of a commercial. (6) _____

The survey involved comparing two types of information. (7) _____

The spokesperson didn’t expect to get such results of the survey. (8) _____

Task 1.2. Fill in the gaps with correct parts of sentences. Two parts of sentences are extra. You can get 1 point for each correct answer.

The end of life on Earth?

It weighed about 10,000 tons, entered the atmosphere at a speed of 64,000km/h and exploded over a city with a blast of 500 kilotons. But on 15 February 2013, we were lucky. The meteorite that (9) _____, was relatively small, at only about 17 metres wide. Although many people were injured by falling glass, the damage was nothing compared to what (10) _____. Another relatively small object (approximately 50 metres in diameter)

exploded in mid-air over a forest region, flattening about 80 million trees. If it had exploded over **(11)** _____, millions of people would have been killed.

By a strange coincidence, the same day that the meteorite terrified the people of Chelyabinsk, another 50m-wide asteroid passed relatively close to Earth. Scientists were expecting that visit and know that the asteroid will return to fly close by us in 2046, but the Russian meteorite earlier in the day **(12)** _____.

Most scientists agree that comets and asteroids pose the biggest natural threat to human existence. It was probably a large asteroid or comet colliding with Earth which **(13)** _____. An enormous object, 10 to 16km in diameter, struck the Yucatan region of Mexico with the force of 100 megatons. That is the equivalent of one Hiroshima bomb for every person alive on Earth today.

Many scientists, including the late Stephen Hawking, say that any comet or asteroid greater than 20km in diameter that hits Earth will result in the complete destruction of complex life, **(14)** _____. As we have seen, even a much smaller asteroid can cause great damage.

The Earth has been kept fairly safe for the last 65 million years by good fortune and the massive gravitational field of the planet Jupiter. Our cosmic guardian, with its stable circular orbit far from the sun, sweeps up and scatters away most of the dangerous comets and asteroids **(15)** _____. After the Chelyabinsk meteorite, scientists are now monitoring potential hazards even more carefully but, as far as they know, **(16)** _____.

- A. a city such as Moscow or London
- B. including all animals and most plants
- C. there is no danger in the foreseeable future
- D. was travelling through epochs
- E. has been on display for a decade
- F. had happened in Siberia nearly one hundred years ago
- G. had been too small for anyone to spot
- H. showered pieces of rock over Chelyabinsk, Russia
- I. wiped out the dinosaurs about 65 million years ago
- J. which might cross Earth's orbit

Task 1.3. Unscramble the word for each of the gaps in the text. You can get 1 point for each correct answer.

Zoos are hugely popular attractions for adults and children alike. But are they actually a good thing?

Critics of zoos would argue that animals often suffer physically and mentally by being enclosed. Even the best **(17)** _____ (A A C F I I I L R T) environments can't come close to matching the space, diversity, and freedom that animals have in their natural habitats. This **(18)** _____ (A D E I I O N P R T V) causes many zoo animals to become stressed or mentally ill. Capturing animals in the wild also causes much suffering by splitting up families. Some zoos make animals behave unnaturally: for example, marine parks often force dolphins and whales to perform tricks. These mammals may die decades earlier than their wild relatives.

On the other hand, by bringing people and animals together, zoos have the potential to (19) _____ (A C D E E U T) the public about conservation issues and (20) _____ (E I I N S P R) people to protect animals and their habitats. Some zoos provide a safe environment for animals which have been mistreated in circuses, or pets which have been (21) _____ (A A B D D E N N O). Zoos also carry out important research into subjects like animal behaviour and how to treat illnesses.

One of the most important modern functions of zoos is supporting international breeding programmes, particularly for (22) _____ (A D D E E E G N N R) species. In the wild, some of the rarest species have difficulty in finding mates and breeding, and they might also be threatened by poachers, loss of their habitat and (23) _____ (A D E O P R R S T). A good zoo will enable these species to live and (24) _____ (B D E E R) in a secure environment. In addition, as numbers of some wild species drop, there is an increased danger of populations becoming too genetically similar. Breeding programmes provide a safeguard: zoo-bred animals can be released into the wild to increase genetic (25) _____ (D E I I R S T V Y).

So, are zoos good for animals or not? Perhaps it all depends on how well individual zoos are managed, and the benefits of zoos can surely (26) _____ (E G H I O T U W) their harmful effects. However, it is understandable that many people believe imprisoning animals for any reason is simply wrong.

PART 2. USE OF ENGLISH. TIME: 40 minutes. Maximum: 44 points.

Task 2.1. Complete the gaps with correct idioms. You can get 2 points for each correct answer.

1. I know it is her turn to do the dishes tonight, but if I say anything to her, she will be so angry with me and I don't want that. I'd rather do the dishes myself and _____.
2. I've lived here for so long. Why should I leave now? I will only move houses _____.
3. Teaching is _____ to me by now. I've been doing this for 20 years.
4. "We had two hours to complete our English writing test and it felt like _____."
5. Taking a photo with my phone was _____!
6. If you want to build a swimming pool, then you will have to say goodbye to all of the grass in the backyard. You can't _____.
7. Don't worry, the new haircut doesn't look too bad, anyway, don't _____.
8. My boss _____ when I told him that the new office opening day is going to be delayed.
9. He loves all his kids dearly, but I can tell that his only daughter is the _____.
10. 'It was supposed to be a surprise party, but I think I just _____.'

- A. a race against the clock
- B. cry over spilt milk
- C. second nature
- D. let the cat out of the bag
- E. a piece of cake
- F. have your cake and eat it too
- G. when pigs fly
- H. went bananas
- I. let sleeping dogs lie
- J. apple of his eye

Task 2.2. Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given. You can get 1 point for each correct answer.

12. My friend was saving his pocket money because he wanted to buy a present for his girlfriend.

order

My friend was saving his pocket money _____ a present for his girlfriend.

13. Everybody thinks she has got her mother's looks.

takes after

Everybody thinks that _____ her mother.

14. How long was the journey to the village?

get

How long did it _____ to the village?

15. The only person they didn't visit was Robert.

except

They _____ Robert.

16. I hope you have fun at the disco.

yourself

I hope _____ at the disco.

17. I don't feel like going to the party tomorrow.

rather

I _____ to the party tomorrow.

18. Cucumbers should be washed before you put them in the salad.

washing

Cucumbers _____ you put them in the salad.

19. The garage is fixing my car.

am

I _____ fixed by the garage.

20. He didn't text me; he didn't call me either.

nor

He neither texted me _____ me.

Task 2.3. Read the text and think of the word which best fits each space. Use only one word in each space. You can get 1 point for each correct answer.

Human (21) _____ may be the most intelligent animal species, but most of us (22) _____ not too sure what we mean when we talk about intelligence. One moment we will use the word to describe someone who knows the answer (23) _____ a difficult question, and the next we will say that someone is intelligent because they (24) _____ made a lot of money.

Intelligence is the ability to come (25) _____ with new approaches to solve problems, as opposed (26) _____ doing things out of habit or conditioning. Rats in a maze can learn (27) _____ the mistakes that they (28) _____, but this isn't really intelligence. A good (29) _____ of intelligence is the way that humans use tools to make life easier (30) _____ themselves.

One measure of intelligence is the speed of learning, or how long it takes to find a solution (31) _____ a problem. The ability to learn a language isn't directly related (32) _____ intelligence. As children, we are all programmed to learn to speak and it is not (33) _____ case that intelligent children always speak (34) _____

_____ a younger age. But as we grow (35)_____, intelligent people have an advantage because they will find ways of making the most of the abilities they have.

PART 3. COUNTRY STUDY. TIME: 10 minutes. Maximum: 10 points.

Task 3.1. Choose the correct proper name for each of the questions. You can get 1 point for each correct answer.

- | | |
|----------------------------|-----------------------------|
| A Ben Nevis | J New York City |
| B Buckingham Palace | K Plymouth |
| C Covent Garden | L Southampton |
| D Downing Street | M Snowdonia |
| E Dublin | N Trafalgar Square |
| F Greenwich | O Westminster Palace |
| G Kensington Palace | P Whitehall |
| H Leicester Square | Q Whitehall Palace |
| I London | R Windsor |

1. In which street is the British Prime Minister's residence located? _____
2. In which street can you find principal British government offices? _____
3. In which building is the British Parliament located? _____
4. Which site is associated with pigeons, four identical lions, a gallery and a column? _____
5. Where is the ceremony of the Changing of the Guard performed daily? _____
6. Which port did the Mayflower sail from? _____
7. Which is the highest point in the British Isles? _____
8. Where was the Royal Observatory founded in 1675? _____
9. Which city was founded by the Romans? _____
10. Which city or town is the current British royal house named after?

Part 4. WRITING. TIME: 60 minutes. Maximum: 20 points.

A student magazine has asked for reviews of a popular blog or website you have read recently. Write a review between 200 and 250 words.