

ВСЕРОССИЙСКАЯ ОЛИМПИАДА ШКОЛЬНИКОВ ШКОЛЬНЫЙ ЭТАП 2017-2018  
УЧЕБНЫЙ ГОД

АНГЛИЙСКИЙ ЯЗЫК  
7-8 КЛАСС

Максимально возможное количество баллов: 100

Комплект заданий для учащихся 7-8 классов

Part 1  
LISTENING  
Time: 20 minutes

Task 1

Listen to four people (Laszlo, Paula, Melik and Renata) who have lived in England answering the question 'Are English people *too* polite?'. Decide if each sentence 1 – 10 is correct or incorrect. If it is correct, write T (TRUE). If it is not correct, write F (FALSE).

- 1. Laszlo went to Hungary to study English. T
2. It was a special training for foreign teachers. T
- 3. During the course their tutors talked very little about their achievements. T
- 4. All of them passed the test. T
- 5. He thinks English people need to be more straightforward. F
6. Paula says Latin people are cold. F
- 7. Latin people think English people are very noisy and extrovert. T
8. When English people are quiet and polite for Latin people it means unfriendliness. T
- 9. Paula thinks English people should relax more. F
- 10. Melik has met few English people in his job. T
- 11. They are much more polite than Turkish. F
12. English people respect other's people's points of view. T
- 13. It is true about all English people. T
14. Tourists in Turkey drink too much. T
15. Renata has never been to London. F
- 16. Rainy weather is scarce in London. T
17. She was walking along the street and people hit her with their umbrellas. T
18. People did not apologize. F
19. She did not mind being hit by umbrellas. F
20. She believes 'sorry' does not really mean anything for English people. T

TASK 2

You will hear a radio interview with a musician Rafael Lloyd. For each question, fill in the missing information in the numbered space.

His mother was (21) Spanish and his father's (22) English.  
Rafael is the (23) Stage name of Cordoba.  
He has been living in Oxford for the last (24) 10 years.  
He feels more Spanish in some (25) aspects, especially as a big part of his life  
(26) refold around Spanish culture.  
He has an international face... maybe he should be a (27) spy.  
He started learning to play the guitar when he was (28) nine. A teacher (29) used  
to come to their flat and give lessons.  
He has been a professional (30) 22 years guitarist.

Transfer your answers to the answer sheet

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- 13 The tradition of rock painting was popular on the other continents. T / F / NS  
 14 Printing made advertising more diverse. T / F / NS  
 15 Handbills became popular. T / F / NS  
 16 Classified adverts could be used for hairdressers advertising T / F / NS  
 17 Mail order catalogues turned out to be very convenient. T / F / NS  
 18 Product placement means a TV star uses a particular product in his every day life. T / F / NS  
 19 Bulgari produces watches for mass market. T / F / NS  
 20 Well-to-do companies can afford TV commercials during popular shows. T / F / NS  
 21 Endorsement can be made by any citizen. T / F / NS  
 22 Endorsement is a good way to earn money. T / F / NS  
 23 Michael Jordan never wear Adidas clothes T / F / NS  
 24 Endorsement decreases a product's sale T / F / NS  
 25 A positive image of a celebrity is important for advertising. T / F / NS

Transfer your answers to the answer sheet!

PART 3  
USE OF ENGLISH  
Time: 20 minutes

TASK 1

Read the text below and choose the correct word for each space. For each question 1 - 10, mark the correct letter A, B, C or D on your answer sheet.

James Cook

James Cook sailed around the world in the late 18<sup>th</sup> century and (0) \_\_\_\_\_ famous as an explorer. He first went to sea in 1746. Eleven years later, he (1) \_\_\_\_\_ the navy. He was a very good sailor and (2) \_\_\_\_\_ was not long before he was given his own ship.

In 1768, the Royal Society (3) \_\_\_\_\_ a scientific voyage to Tahiti. Cook was asked to command the ship, Endeavour, and to take a group of scientists (4) \_\_\_\_\_ board. The voyage lasted three years. Cook made (5) \_\_\_\_\_ that his sailors ate fresh fruit. In this way, he was able to (6) \_\_\_\_\_ them from terrible illnesses (7) \_\_\_\_\_ by a bad diet. Cook was the first European to draw maps of New Zealand and to (8) \_\_\_\_\_ eastern Australia. He also sailed to Antarctica and drew maps of the Pacific and its (9) \_\_\_\_\_ islands. In 1779, he died (10) \_\_\_\_\_ a fight in Hawaii.

Example: 0 A became B changed C reached D earned Answer A

- |               |                   |                    |                   |
|---------------|-------------------|--------------------|-------------------|
| 1 A connected | B met             | <u>C</u> joined    | D added           |
| 2 A there     | <u>B</u> it       | C that             | D he              |
| 3 A developed | B fetched         | <u>C</u> organised | D performed       |
| 4 A at        | <u>B</u> on       | C for              | D with            |
| 5 A true      | B real            | <u>C</u> exact     | D sure            |
| 6 A avoid     | B mind            | <u>C</u> save      | D help            |
| 7 A caused    | <u>B</u> supplied | C appeared         | D happened        |
| 8 A realise   | B know            | C learn            | <u>D</u> discover |
| 9 A most      | B more            | C much             | <u>D</u> many     |
| 10 A while    | <u>B</u> during   | C since            | D until           |

## TASK 2

Read the text below. Use the words given in capitals to form a word that fits each gap.

Many people who think they have a professional future in films go to Hollywood only to find (11) succeed instead of (12) disappoint.

The often have to give up the more (13) perform aspects of their (14) choose

career to play parts in (15) advertise

because these provide financial (16) secure

- but they are not satisfying. For many (17) \_\_\_\_\_,

even basic (18) survive can be difficult.

Some do not earn enough to pay their rent or (19) electrical

bills, and the time and money they invest in the (20) prepare

of a portfolio for interviews is often wasted. Of course there is a possible

(21) explain why only 1% of actors are really EXPLAIN

(22) succeed. There are just too many people who SUCCEED

(23) belief that their next BELIEF

(24) act will be the one that makes PERFORM

(25) they a star. THEY

разочарованы  
DISAPPOINT

успех  
SUCCEED

ENJOY

CHOOSE

рекламировать  
ADVERTISE

безопасный  
SECURE

ACT

выживать  
SURVIVE

ELECTICAL

подготавливать  
PREPARE

EXPLAIN

SUCCEED

вера  
BELIEF

выполнять  
PERFORM

THEY

**PART 2**  
**READING**  
**Time: 20 minutes**

**TASK 1**

Read the text below and match each paragraph 1 - 6 with the topic it covers A - G. One topic is extra:

- 4
- A advertising during prime time 3
  - B how it all began 1
  - C expensive business 4
  - D <sup>benefits</sup> benefits of being good 6
  - E celebrities' belongings 5
  - F <sup>hidden</sup> hidden advertising
  - G printing helps 2

**ADVERTISING. THEN AND NOW.**

1 Most advertising in ancient times was word-of-mouth, that is, people liked something and told others about it. But even then, people advertised by putting inscriptions on walls, for example to display political slogans and to offer household goods for sale. Also, at Rome and Greece, in ancient times, it was common for people to use papyrus, a kind of paper, to advertise things they had lost or found. Papyrus was also used for posters to advertise political campaigns. Many traces of these advertisements have been found in the ruins of Pompeii, a city destroyed by a volcano which erupted in 79 AD. The tradition of wall rock painting as a way of advertising goods is even more ancient and examples can still be found in parts of Asia, Africa and South America.

2 Printing developed in the 15<sup>th</sup> and 16<sup>th</sup> centuries, and this increased the forms of advertising. Handbills – small printed notices and advertisements – became common. Then, by the 17<sup>th</sup> century, advertisements started appearing in weekly newspapers in England, including classified adverts for personal goods and services. In the 19<sup>th</sup> century mail order catalogues appeared, promoting all kinds of goods.

3 These days, advertisers have come up with new ways of promoting their products. For example, product placement is now common. This is advertising in TV programmes or films by having a character, preferably played by a famous actor, use a particular product. For example, Tom Cruise's character in the movie, Minority Report, had a computer with Nokia logo on it, and his watch was clearly made by Bulgari.

4 TV commercials are a very effective medium for advertisers, though these are very expensive. If an organization wants to have a 30-second TV advert during the annual Superbowl game in the United States, they have to pay about \$ 2.5 million.

5 Perhaps the most interesting development is the use of famous personalities to endorse a product. The basketball player, Michael Jordan, endorsed Nike products and wore them while playing. Davis Beckham, the footballer, endorsed Police sunglasses.

6 Getting well-known personalities to endorse a product can be very expensive, but endorsements certainly increase a product's sales, especially if the personality has a positive image in the eyes of the public.

**TASK 2**

14 Read the text again. For questions 7 – 25 decide if these statements are true (T), false (F) or the information is not stated (NS). **Circle the correct answer on your answer sheet.**

7 Word-of-mouth advertising means to display your political slogans. T/ F/ NS

8 People made marks on the walls because they wanted to express their feeling. T/ F/ NS

9 In Rome and Greece only rich people can use papyrus. T/F/NS

- 10 Papyrus was also used in elections. T/F/NS

11 Pompeii was destroyed by a flood. T/ F/ NS

12 The ruins of Pompeii is a popular tourist attraction. T/ F/ NS