

$$8 + 2 + 4 = 14$$

Всероссийская олимпиада школьников по английскому языку.
Школьный этап. 2022-2023 уч. год.
9-11 класс

Время выполнения – 45 минут. Максимальное количество баллов – 22 балла

LISTENING - 8 баллов (1 балл за правильный ответ)

Task 1. Listen and complete the table below. The recording is played TWICE.

	TRINIDAD	TOBAGO
AREA	4,828 km ²	300 km ²
SHAPE	1) <u>round</u> +	2) <u>long and thin</u> +
ELEVATION	3) <u>940</u> m +	4) <u>576</u> m +
PERCENTAGE OF POPULATION	5) <u>96</u>% +	6) <u>4</u>% +
YEAR COLONISED BY BRITAIN	7) <u>1494</u> +	8) <u>1814</u> +

READING - 4 балла (1 балл за правильный ответ)

Task 1.

History of advertising in the USA

Over a century ago, Harper's Weekly commented 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 advertisements provides learners as well as established scholars 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

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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 probed 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 colourful, 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.

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While advertising generated modern anxieties about its social and ethical implications, it nevertheless acquired a new centrality in the 1920s. Consumer spending was fueled 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.

Questions 1-4

Choose the correct letter, A, B, C or D.

1. 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.

2. In the first paragraph, 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.
- C. The internet is a good medium for advertising any product.
- D. Internet sources can help us to understand the cultural significance of advertisements.

3. According to the second paragraph, it is difficult to

- ☒ A. sell products through advertisements alone.

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

4. 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.

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USE OF ENGLISH - 10 баллов

Task 1. Use a main verb from the first box and a preposition from the second box to create the answers below. The prepositions can be used more than once. The form of the verb can be changed, for example, touched or passing.

Example: Go and _____ (him)! It's nearly 9am!!

Answer: Go and wake him up! It's nearly 9am!!

blow	head	cover	end	pass
let	live	run	talk	touch

out	up	over	on
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- 1) Don't worry about the argument you had with your sister. It will soon pass out.
- 2) If you see Jane tomorrow, let over my best wishes to her.
- 3) We went to that new cinema first, then the pizza restaurant and we ended up in the dancing club.
- 4) Parents often worry about their teenage children living on a huge phone bill.
- 5) It's been raining for three hours now and it doesn't look like it will blow up today.
- 6) He tried to cover up his deception but he was discovered when he left documents on his desk.

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— 7) He isn't a good boxer but his trainer keeps talking (him) as though he was world champion. *over him*

+ 8) The professor spent two hours speaking about the economy without even touching on globalisation.

+ 9) We need to head out early tomorrow if we want to catch the first bus into town.

— 10) I will never run up to the expectations of my father. I can do nothing right in his eyes!