

МИНОБРНАУКИ РОССИИ



Федеральное государственное бюджетное образовательное учреждение
высшего образования

«Российский государственный гуманитарный университет»
(ФГБОУ ВО «РГГУ»)

ОЛИМПИАДА РГГУ ДЛЯ ШКОЛЬНИКОВ ПО ИНОСТРАННОМУ ЯЗЫКУ

АНГЛИЙСКИЙ ЯЗЫК

2021 г.

Заключительный этап

10 класс

Вариант № 21-ОШ-2-10 Английский язык-3

На выполнение олимпиадных заданий отводится 150 минут. Вам предлагается выполнить четыре категории заданий. При выполнении заданий внимательно читайте инструкцию к каждому заданию.

Максимальное количество баллов за ответы:

- Часть 1. (Reading) - 35 баллов;
- Часть 2. (Writing) - 25 баллов;
- Часть 3. (Use of English) - 20 баллов;
- Часть 4. (Cultural Studies) - 20 баллов.

Part 1. Reading

You are the editor of a magazine. You have come across two interesting articles but some parts of the articles have been mixed up. Use the headline and the initial paragraphs of the articles and put the parts to the right title and in the right order so that you should receive the original articles.

Task 1.

Article 1.

CHEW ON THIS: THE HISTORY OF GUM

You might guess it's a custom dreamed up by a modern-day, real-life Willy Wonka, but people have been chewing gum, in various forms, since ancient times. There's evidence that some northern Europeans were chewing birch bark tar 9,000 years ago, possibly for enjoyment as well as medicinal purposes as relieving toothaches. The ancient Maya chewed a substance called chicle, derived from the sapodilla tree, as a way to quench thirst or fight hunger, according to 'Chicle: The Chewing Gum of the Americas' by Jennifer P. Mathews. The Aztecs also used chicle and even had rules about its social acceptability. Only kids and single women were allowed to chew it in public, notes Mathews. Married women and widows could chew it privately to freshen up their breath, while men could chew it in secret to clean their teeth.

A) In 1893, he launched two new gum brands, Juicy Fruit and Wrigley's Spearmint. Because the chewing gum field had grown crowded with competitors, Wrigley decided he'd make his products **stand out** by spending heavily on advertising and direct-marketing. In 1915, the Wrigley Company kicked off a campaign in which it sent free samples of its gum to millions of Americans listed in phone books. Another promotion entailed sending sticks of gum to U.S. children on their second birthday. Adams began experimenting with chicle but when his work failed to yield the desired results, Santa Anna abandoned the project. Adams eventually realized that rather than trying to create a rubber alternative, he could use chicle to produce a better type of chewing gum. He formed a company that by the late - 1880s was making gum sold across the country, according to Mathews. Chicle, imported to the United States from Mexico and Central America, served as the main ingredient in chewing gum until most manufacturers replaced it with synthetic ingredients by the mid-1900s.

B) Today, of course, gum is sold in a variety of shapes and flavors (although, sadly, Willy Wonka's three-course dinner chewing gum, said to taste like tomato soup, roast beef and blueberry pie, has yet to become reality). And finally, despite what you might've been told, if you swallow a piece of gum it's highly unlikely to end up stuck in your stomach for seven years. Even though gum base is indigestible, it passes through the digestive system harmlessly and is eliminated from the body just like other foods.

C) In North America, the Indians chewed spruce tree resin, a practice that continued with the European settlers who followed. In the late 1840s, John Curtis developed the first commercial spruce tree gum by boiling resin then cutting it into strips that were coated in **cornstarch** to prevent them from sticking together. By the early 1850s, Curtis had constructed the world's first chewing gum factory, in Portland, Maine. As it turned out, though, spruce resin was less-than-ideal for producing gum because it didn't taste great and became **brittle** when chewed. Curtis and others who'd jumped into the gum business after him subsequently switched to ingredients such as paraffin wax.

D) The next key development came when an inventor in New York, Thomas Adams, got his hands on some **chicle** through exiled Mexican president Antonio Lopez de Santa Anna. The exact details of how the two men connected are unclear, although they would've been in contact following Santa Anna's arrival in the United States sometime after the mid-1850s (before that, he led Mexican forces at the Battle of the Alamo in 1836 and served multiple terms as Mexico's president). Santa Anna wanted assistance-developing chicle into a substitute for rubber, and believed the riches he stood to earn would enable him to return to power in his homeland.

E) In the 20th century, chewing gum made William Wrigley Jr. one of the wealthiest men in America. Wrigley started out as a soap salesman in his native Philadelphia. After moving to Chicago in 1891, he began offering store owners incentives to stock his products, such as free cans of baking powder with every order. When the baking powder proved a bigger hit than the soap, Wrigley sold that instead, and added in free packs of chewing gum as a promotion. Competition also played a role in the development of bubble gum. Frank Fler, whose company had made chewing gum since around 1885, wanted something different from his **rivals** and spent years working on a product that could be blown into bubbles. In 1906, he concocted a bubble gum he called Blibber-Blubber, but it proved to be too sticky. In 1928, a Fler employee named Walter Diemer finally devised a successful formula for the first commercial bubble gum, dubbed Dubble Bubble.

Task 2.**Article 2.****WHAT'S THE REAL HISTORY OF BLACK FRIDAY?**

It makes sense that the term “Black Friday” might refer to the single day of the year when retail companies finally go “into the black”. The day after Thanksgiving is, of course, when crowds of turkey-stuffed shoppers descend on stores all over the country to take advantage of the season’s biggest holiday bargains. But the real story behind Black Friday is a bit more complicated — and darker — than that.

F) Another myth has surfaced that gives a particularly ugly twist to the tradition, claiming that back in the 1800s Southern plantation owners could buy slaves at a discount on the day after Thanksgiving. Though this version of Black Friday’s roots has understandably led some to call for a boycott of the retail holiday, it has no basis in fact. The true story behind Black Friday, however, is not as sunny as retailers might have you believe. Back in the 1950s, police in the city of Philadelphia used the term to describe the chaos that ensued on the day after Thanksgiving, when hordes of suburban shoppers and tourists flooded into the city in advance of the big Army-Navy football game held on that Saturday every year. Not only would Philly cops not be able to take the day off, but they would have to work extra-long shifts dealing with the additional crowds and traffic. Shoplifters would also take advantage of the bedlam in stores to **make off** with merchandise, adding to the law enforcement headache.

G) By 1961, “Black Friday” had caught on in Philadelphia, to the extent that the city’s merchants and boosters tried unsuccessfully to change it to “Big Friday” in order to remove the negative connotations. The term didn’t spread to the rest of the country until much later, however, and as recently as 1985 it wasn’t in common use nationwide. Sometime in the late 1980s, however, retailers found a way to reinvent Black Friday and turn it into something that reflected positively, rather than negatively, on them and their customers. The result was the “red to black” concept of the holiday mentioned earlier, and the notion that the day after Thanksgiving marked the occasion when America’s stores finally turned a profit. (In fact, stores traditionally see bigger sales on the Saturday before Christmas.)

H) The first recorded use of the term “Black Friday” was applied not to holiday shopping but to financial crisis: specifically, the crash of the U.S. gold market on September 24, 1869. Two notoriously **ruthless** Wall Street financiers, Jay Gould and Jim Fisk, worked together to buy up as much as they could of the nation’s gold, hoping to drive the price sky-high and sell it for astonishing profits. On that Friday in September, the conspiracy finally unraveled, sending the stock market into free-fall and bankrupting everyone from Wall Street barons to farmers.

I) The Black Friday story stuck, and pretty soon the term’s darker roots in Philadelphia were largely forgotten. Since then, the one-day sales **bonanza** has morphed into a four-day event, and spawned other “retail holidays” such as Small Business Saturday/Sunday and Cyber Monday. Stores started opening earlier and earlier on that Friday, and now the most dedicated shoppers can head out right after their Thanksgiving meal. According to a pre-holiday survey this year by the National Retail Federation, an estimated 135.8 million Americans definitely plan to shop over the Thanksgiving weekend (58.7 percent of those surveyed), though even more (183.8 million, or 79.6 percent) said they would or might take advantage of the online deals offered on Cyber Monday.

J) The most commonly repeated story behind the post-Thanksgiving shopping - related Black Friday tradition links it to retailers. As the story goes, after an entire year of being **in the red** stores would supposedly **go into the black** on the day after Thanksgiving, because holiday shoppers blew so much money on discounted merchandise. Though it's true that retail companies used to record losses in red and profits in black when doing their accounting, this version of Black Friday's origin is the officially sanctioned — but inaccurate — story behind the tradition.

Task 3-12.

Reread the two assembled texts. Choose the meaning the words and phrases in bold have in one of the texts.

3. The underlined word '**cornstarch**' means the same as:

- A. cornflakes
- B. cornflower
- C. cornflour
- D. cornfield

4. The underlined word '**stand out**' means the same as:

- A. go out
- B. single out
- C. look out
- D. put out

5. The underlined word '**rivals**' means the same as:

- A. consumers
- B. parents
- C. competitors
- D. partners

6. The underlined word '**brittle**' means the same as:

- A. fragile
- B. glassy
- C. flexible
- D. strong

7. The underlined word '**chicle**' means the same as:

- A. raw meat
- B. raw material
- C. raw rubber
- D. raw meal

8. The underlined word-combination '**in the red**' means the same as:

- A. at a loss
- B. at a loose end
- C. at a high price
- D. at a profit

9. The underlined word '**ruthless**' means the same as:

- A. painful
- B. suffering
- C. merciful
- D. cruel

10. The underlined word-combination '**make off**' means the same as:

- A. with confusion
- B. slowly but surely
- C. leave hurriedly
- D. gradually and reliably

11. The underlined word '**bonanza**' means the same as:

- A. health
- B. prosperity
- C. luck
- D. chaos

12. The underlined word-combination '**go into the black**' means the same as:

- A. earn a profit
- B. earn a salary
- C. lose a fortune
- D. lose an action

Task 13-27.

Here is a résumé using information from Article 1 - Chew on this: the history of gum. However, it contains some vocabulary, grammar and factual errors. Decide which of the sentences contain an error if any. There can be more than 1 error in a sentence. Some sentences do not have errors at all. If there are no errors in the sentence, choose "0".

13. People have been chewing gum in varies forms for thousands of years.

a.0 b.1 c.2 d.3 e.4 f.5

14. Original gums were made from the sap of trees, such as spruce or cliché.

a.0 b.1 c.2 d.3 e.4 f.5

15. However, most modern chewing gums are made from synthetic rubbers.

a.0 b.1 c.2 d.3 e.4 f.5

16. Throughout history, people in many regions have selected naturally chewy and aromatic substances as breath fresheners or thirst quenches.

a.0 b.1 c.2 d.3 e.4 f.5

17. Tree resins appear to have been the most popular, and spruce sap had been a favored chewing substance for centuries in South America before New England colonies adopted it for their own enjoyment.

a.0 b.1 c.2 d.3 e.4 f.5

18. Although spruce gum was available to anyone willing to go out into the woods and extract it from a flower, John Curtis thought he could package and market it.

a.0 b.1 c.2 d.3 e.4 f.5

19. The Curtis' company thrived, and business grew still further when the younger Curtis developed a machine to mass produce gum and founded the first chewing gum factory.

a.0 b.1 c.2 d.3 e.4 f.5

20. Despite the Curtis's success, very few other spruce gum factories were established during the nineteenth century.

a.0 b.1 c.2 d.3 e.4 f.5

21. Chewing gum as we know it today was first manufactured that year by Thomas Adams.

a.0 b.1 c.2 d.3 e.4 f.5

22. Adams began mass-producing latex-based gum after meeting with the famous Greek general Antonio López de Santa Anna.

a.0 b.1 c.2 d.3 e.4 f.5

23. He wanted Adams to help him introduce chicle, a rubbery tree sap from the Sapodilla trees of Mexico and Central America, as a cheap replacement for rubber.

a.0 b.1 c.2 d.3 e.4 f.5

24. In 1871 Adams was the first to patent a gum-making machine.

a.0 b.1 c.2 d.3 e.4 f.5

25. Adams' venture proved successful, and his American Chicle Company and its gum are still around today.

a.0 b.1 c.2 d.3 e.4 f.5

26. The most successful chewing gum company ever is that established by William Wrigley, Jr., in 1898.

a.0 b.1 c.2 d.3 e.4 f.5

27. Today bubble gum is probably more popularity than chewing gum, at least among young people.

a.0 b.1 c.2 d.3 e.4 f.5

Part 2. Writing

Task 28-32

You can see some separate words. Write a coherent sentence, based on information in Article 2 ‘What’s the Real History of Black Friday?’, to link the following words in the necessary form in the order given and then use your sentence as a part of your outline for your commentary on the article.

28. crowds / advantage/ bargains
29. Thanksgiving / stores/into the black/ discounted merchandise
30. the term ‘Black Friday’/ the chaos/football game/ merchandise
31. boosters / ‘Big Friday’/ connotations
32. sales bonanza / a four-day event/ ‘retail holidays’

Task 33.

Write your commentary on the article ‘What’s the Real History of Black Friday?’. Your commentary is to be between 180-200 words. You are not allowed to cite from the original text pieces longer than 4 words running. Your text should contain various points of view, including your own.

To fulfil the task successfully you are:

- to briefly convey the content of the article
-
- to mention various/possible views of the issue
-
- to divide your text into logically connected paragraphs

Part 3. Use of English

Task 34-43.

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. **DO NOT USE SHORT FORMS**. The number of words you should write is specified in each sentence. Type the needed words. The words of your answers should be divided by one space.

The first example (0) is done for you.

0) I consider him my worst enemy.

look

I my worst enemy. (4 words)

I **look upon him as** my worst enemy.

34. It was a mistake to let a gardener paint the outside of the house.

have

We shouldn't _____ by a gardener. (8 words)

35. Rosy is very easily upset.

get

It doesn't upset. (5 words)

36. When Liz talks about herself like that it really irritates me.

nerves

It talks about herself like that. (6 words)

37. It doesn't matter where you go in the city, you're sure to see examples of modern architecture.

there

Whereverexamples of modern architecture to be seen. (7 words)

38. I'd prefer you not to stay out so late.

rather

I'd _____ stay out so late. (4 words)

39. Whether or not there's a strong wind, we'll go sailing tomorrow.

strength

Regardless, we'll go sailing tomorrow. (6 words)

40. I regret eating so much chocolate yesterday.

wish

I _____so much chocolate yesterday. (5 words)

41. The professor wants to show that he is still in touch with his colleagues.

Lost

The professor wants to show that with his colleagues. (5 words)

42. I inherited this old table from my grandmother.

came

I _____ my grandmother. (6 words)

43. Pamela would like to stay out later on Saturday nights, but she can't.

wishes

Pamela later on Saturday nights. (5 words)

Part 4. Cultural Study

Task 44-53.

Choose an abbreviation from the list to complete the sentence. Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.

44. **Choose an abbreviation from the list in order to complete a sentence.**

The _____ Act was passed through parliament in 1946 and in 1948 this Act received the Royal Assent and was brought into operation.

A.CYE

B.NHS

C.ETA

D.FYI

E.PLO

F.PCM

G.BBC

45. **Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.**

Full form: _____

46. **Choose an abbreviation from the list in order to complete a sentence.**

I wrote _____ on the information bulletin and sent it to the other members of the staff.

A.CYE

B.NHS

C.ETA

D.FYI

E.PLO

F.PCM

G.BBC

47. Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.

Full form: _____

48. Choose an abbreviation from the list in order to complete a sentence.

Although the teacher wrote _____ on the blackboard the information was erased during the lunch break.

A.CYE

B.NHS

C.ETA

D.FYI

E.PLO

F.PCM

G.BBC

49. Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.

Full form: _____

50. Choose an abbreviation from the list in order to complete a sentence.

What will your _____ be when you return home next month?

A.CYE

B.NHS

C.ETA

D.FYI

E.PLO

F.PCM

G.BBC

51. Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.

Full form: _____

52. Choose an abbreviation from the list in order to complete a sentence.

The _____ informs, educates and entertains - wherever you are, whatever your age...

- A.CYE
- B.NHS
- C.ETA
- D.FYI
- E.PLO
- F.PCM
- G.BBC

53. Write down the full form of the chosen abbreviation from the previous task. Type the needed words. DO NOT USE SHORT FORMS. The words of your answers should be divided by one space.

Full form: _____

Task 54-63.

Now show how well you know English-speaking countries. Read the article. There are 10 gaps in it. Choose the correct option for each one.

One of the distinct English regions is Cornwall in the far (54) _____, (55) _____ by the only large (56) _____ ethnic group within England itself for most of its history.

The Cornish were originally (57) _____ speakers like the Welsh and the Gaels, but they were too small in number to resist being politically absorbed into England at an early stage. Some (58) _____ and early modern documents and proclamations, however, refer to "England and Cornwall," and some Cornish nationalists have argued that Cornwall remains separate from England, although under the same (59) _____. The last speaker of Cornish as a native language died in the (60) _____, but there have been modern efforts to revive it.

For most of its history, Cornwall was dominated by (61) _____ and tin mining. The first recorded contacts between the British Isles and the classical Mediterranean world was through Mediterranean traders visiting the tin mines of Cornwall, possibly as early as the (62) _____ 6th century B.C.E. They gave Britain the name Isle of (63) _____.

54.

- A. south
- B. southwest
- C. southeast
- D. west

55.

- A. conquered
- B. captured
- C. defeated
- D. inhabited

56.

- A. non-Welsh
- B. British
- C. non-English
- D. English

57.

- A. Celtic
- B. Welsh
- C. Old English
- D. Cumbrian

58.

- A. medieval
- B. ancient
- C. original
- D. lost

59.

- A. consideration
- B. contract
- C. government
- D. threat

60.

- A. 19th
- B. 20th
- C. 21st
- D. 18th

61.

- A. hunting
- B. fishing
- C. agriculture
- D. farming

62.

- A. 6th century A.D.
- B. 6th century B.C.E.
- C. 3d century A.D.
- D. 4th century B.C.E.

63.

- A. Wight
- B. Iron
- C. Tin
- D. Man

Председатель предметной методической
комиссии по иностранному языку
доктор филологических наук, профессор



Handwritten signature in blue ink

Н.Ю. Гвоздецкая