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fiailNbi, nonyueHHbIe BaMri sa BbInouHeHHbie sapaHHs, cyMMripyioTcz. Hoc+apaii+ecb BbinouHilTn xaK MomHO 6OJlbiiie 3apaHHii ri Ha6paTb Haii6oubiuee KOniiuecTBO **6iI IJIOB.**

*MenaeM ycnexa.!*



*Ycmaiioaume coomaemcmaue Me:ucby meucmaMH A—G u aazonoau: u 1—8.*

*3a+iecume caou omaem»i a madnuuy. Henceuzyiime ua:ucbym guppy momnon obuii par. B aabaiiuu obuii sazonoaou: nuuiiiuii.*

1. The Secret of the Name
2. Space Exploration for Everyone
3. Ranking System Inventors
4. **Having** a Competitive Advantage
5. Working Areas at the **Beginning**
6. The World’s Best Business Model
7. How It All Started
8. **Flourishing** Business with Bright Prospects
   1. Google is now worth billions and has its own place within the Oxford English Dictionary as a verb, but it took two men with a big dream to turn a small idea into a reality that has made a significant contribution to how the world uses the internet. Larry Page and Sergey Brin were both PhD candidates when they met in 1996 at Stanford and came up with the concept for a search engine. The main aim of both men was to organise all the information that could possibly be gathered around the world and present it in the form of an index, and this is exactly what they did.



* 1. At first, they were considering BackRub as the name of a new service. One year later, in 1997, they renamed it and on the 14th September 1997 Google.com was officially registered as a domain name. A man named Milton Sirotta was responsible for coming up with the term from which Google was derived (googol), and it refers to the number 1 with 100 zeros following it.
  2. When the team received its \$$100,000 cheque to begin developing this search engine in 1998, Page and Brin moved the operation to a garage in Palo Alto, but one year later, the company had grown considerably and this meant another move; this time to their very first offices within the same city.
  3. Over the years, millions of webmasters have tried their best to obtain a high PageRank, which is one of many indicators of the ‘authority’ and ‘link weight’ of any given website, however the term itself was only patented in September 2001 by the Google team. PageRank was an integral part of the core algorithm upon which the Google search engine operated, enabling it to ‘rank’ sites

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*Hpo•iumaiime meucm u aanoniiume nponycuu A—F aacmimu*

*npebno:uceiiuii, odoaiiaaennlieu quQpmnu 1—7. Obiia us aacmeii a cnuc«e 1—7 rum+i». 3aiiecume quQpci, odoziia•iampue coomaemcmaympue*

*•iacmu npebno eiiuii, a madnuuy.*

 Tpennpoeo9n6in eapnanT №5 oT 13.11.2017

***2/7***

according to authority. It was in the same year that Larry Page, the namesake of PageRank, stepped down as CEO and Eric Schmidt took his place.

* 1. The web-based email service that is now commonplace to Gmail fans was launched in 2004 and it quickly began to outrank the services being offered by companies such as Microsoft and Yahoo. The storage capabilities were set at 1 GB — a storage capacity that was unheard of at the time.
  2. 2004 was also the year that Google Earth was launched which allowed the earth to be mapped to the desktop using satellite imagery. In 2005, Google joined up with NASA to produce Google Moon and Google Mars in which two applications allowed individuals to navigate both entities from the comfort of their own computers. The project was brought to fruition after a 1 million square feet development centre was built within the Ames Research Centre.
  3. Google is estimated to have around 54% of the market share for search engines with Yahoo! as its closest rival. The search engine gets more than 1 billion search requests each day, and with the incorporation of Google Ads, every click makes the company money. The business is now a household name, and there is no telling where or how they plan on expanding in the future; after all, for Google, the sky is no longer the limit.

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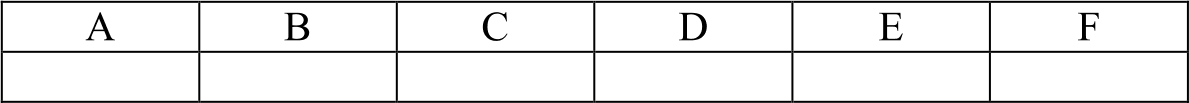
OTBeT:

The Great Wall Of China

The Great Wall of China, one of the greatest wonders of the world, was first built between 220—206 BC. In fact, it began as independent walls for different states A and did not become the "Great" wall until the Qin Dynasty. Emperor Qin Shihuang succeeded in his effort to have the walls joined together B of the Chinese Empire from invasion. C and maintained over the years, between the 5th century BC and the l6th century.

One of the myths D is that it is the only man-made structure that can be seen from the moon with the naked eye. The legend originated in Richard Halliburton's 1938 book Second Book of Marvels.

However, This myth is simply not true. Richard Halliburton's claim was contradicted E . A more plausible assumption would be to say that the Great Wall can be visible F which is not unique in this regard as many other artificial constructions can be seen from that height.

* + 1. to serve as fortification to protect the northern borders
    2. associated with the Great Wall of China
    3. by astronauts Neil Armstrong and Yang Liwei
    4. but good welfare services
    5. when it was first built
    6. from a low orbit of the earth
    7. afterwards it was rebuilt

OTBeT:

Be your own investigative journalist

*Mpo•iumaiime mexcm u a6inoniiume zabaiiui 12—18. B ma:ucbom zabaiiuu aanuuiume a none omaema zui]iRy 1, 2, 3 nun 4, coomaemcmaymutym a6idRaiiiiomy B‹uuu aapuaiimy omaema.*

We are often told that the age of the “information economy” has arrived. The idea is that intellectual work is becoming a more important source of wealth than manufacturing. There are already too many factories for the number of people who want to buy stuff, so the winners in the marketplace need to have a lead in terms of fashion, or technology to beat the competition. You can easily see this process at work in important industries like cars and clothing and computers where big companies prefer to concentrate on promoting their brand and let subcontractors do the less profitable work of manufacturing the products.

But there is a problem with information as an organising principle in society. It only counts if people pay attention to it. Together with inventors and designers, the information economy needs Public Relations executives to make sure customers are getting the right message. So, faced with the increasing claims on our attention, organisations in other spheres of life have to do more to get their share of it too. So, PR people may work for politicians (then we call them “spin doctors”) or they may work for artists (then we call them “publicists” or “pluggers”.) Much news is compiled from press releases and reports of events deliberately staged for journalists. Journalists spend their time, not investigating, but passing on the words of a spokesperson, publicist or other professional propagandist.

The manipulation of news is most clearly visible in times of war. A BBC journalist speaking about the present war in Iraq compared his situation with that of the reporters in Scoop, Waugh’s satirical novel on the press. In the book, everyone was sure that the real story was happening somewhere else — but they weren’t exactly sure how to get there. Nowadays, the journalist who arrives in the right place at the right time is almost guaranteed a world exclusive. Armed with digital cameras and satellite phones, they can file their story on the spot.

Which is why the military control the movements ofjournalists even more closely.

The best joke in Scoop is about the newspaper’s owner, Lord Copper. The editors can never disagree with him. When he’s right about something they answer “definitely”, and when he’s wrong they say “up to a point, Lord Copper.” It seems reasonable to suppose that, in the real world, the opinions of such powerful tycoons still influence the journalists and editors who work for them.

In countries where the news is not officially controlled, it is likely to be provided by commercial organisations who depend on advertising. The news has to attract viewers and maintain its audience ratings. I suspect that some stories get air-time just because there happen to be exciting pictures to show. In Britain, we have the tabloid newspapers which millions of people read simply for entertainment, without even expecting to get any important information from them. I think this is why politicians’ speeches nowadays have to include a “sound bite” the small segment that seems to give a powerful message. There is progressively less room for historical background, or statistics, which are harder to present as a sensational story. The arrival of CNN, the 24-hour all-news channel, has not increased the amount of real news reporting because the format of the channel is designed so that people who want to get the headlines will not have to wait long. It tends to concentrate on the main story and repeat it.

There is an argument that with spreading access to the internet and cheap technology for recording sound and images we will all be able to find exactly the information we want. People around the world will be able to publish their own eye-witness accounts and compete with the established news-gatherers on something like equal terms. Such people are called alternative reporters. I agree to this argument up to a point. But what it will also mean is that we’ll be subjected to a still greater amount of nonsense and lies. Any web log may contain the scoop of the year, or equally, a fabricated story that you will never be able to check.

Maybe the time has come to do something about it, and I don’t just mean changing your choice of TV channel or newspaper. In a world where everyone wants you to listen to their version, you only have two choices: switch off altogether or start looking for sources you can trust. The true journalist is the investigative one. And the investigative journalist of the future is everyone who wants to know the truth.

12 What is the meaning of the phrase to have a lead in paragraph 1?

1. To move backwards
2. To be ahead
3. To compete
4. To change

OTBeT:

 What can be inferred about journalists from paragraph 2?

* 1. There’re no more journalists, there are only PR practitioners.
  2. They ignore press-releases and reports of events.
  3. They change the message the businesses want them to convey.
  4. They don’t conduct their own proper research but use parts of ready-made articles.

OTBeT: 

14 Why do the military control the movements ofjournalists so closely nowadays?

1. They are afraid that the journalists may get killed.
2. They don’t know how to communicate with journalists.
3. They don’t want them to publish certain information.
4. They don’t like the journalists.

OTBeT:

 What is the meaning of the joke from Scoop?

1. Power and money are sometimes stronger than truth.
2. Reporters must obey all the orders of the newspaper’s owner.
3. In the past most of the editors were dishonest people.
4. Nowadays there is no more self-censorship in media.

OTBeT:

 According to paragraph 5, every statement below is true EXCEPT:

1. Some stories are chosen to be broadcast because of the good visual material they provide.
2. Politicians’ speeches tend to be more entertaining than thought-provoking.
3. Tabloid newspapers provide deep insight in the current political situation.
4. CNN doesn’t actually provide a wider news reporting than other media.

OTBeT:

J 7 What is the main danger of using new technologies in journalism, according to the author?

1. There will be too much information to consume.
2. The profession of a journalist will disappear.
3. There will be no more newspapers and magazines.
4. The risk of encountering false information will grow significantly.

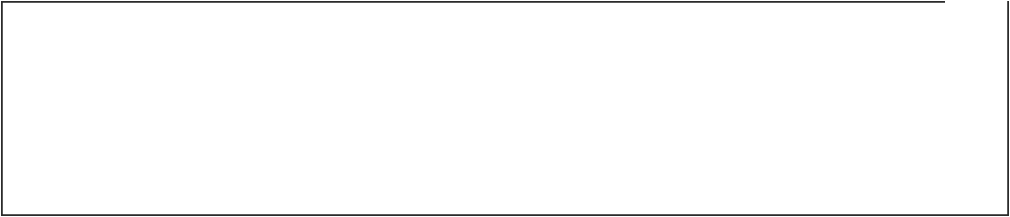
OTBeT:

18 What is the author’s attitude towards the future ofjournalism?

1. hopeful 
2. pessimistic
3. indifferent
4. sceptical

O+Be+:



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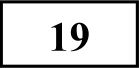
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The history of coffee

 The origin of coffee as a drink or a plant dates back to the middle the of the 15th century around Mocha in Yemen. It was in Arabia that coffee seeds were first

roasted and brewed, in a similar way to how it now. ( PREPARE)

 By the 16th century, the rest of the Middle East, Persia, Turkey, and northern Africa. (REACH)

 The first coffee smuggled out of the Middle East was by Sufi Baba Budan from Yemen to India in 1670. Before then, all exported coffee

or otherwise sterilized. (BOIL)

1. The first plants grown from these smuggled seeds were planted in Mysore, in the state of Karnataka, India. Coffee then to Italy, and to the

rest of Europe, to Indonesia, and to the Americas. (SPREAD)

# When coffee reached North America during the Colonial period, it was initially not as successful as it in Europe as alcoholic beverages

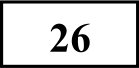
remained more popular. (BE)

1. During the Revolutionary War, the demand for coffee SO much that dealers had to hoard their scarce supplies and raise prices dramatically. **(INCREASE)**

 Coffee was introduced to Brazil in 1727, although its cultivation did not gather momentum until independence in 1822. After this time massive tracts of

rainforest for coffee plantations, first in the vicinity of Rio de Janeiro and later Sao Paulo. (CLEAR)

Trade / labor unions

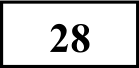
 Trade unions or labor unions first appeared in Europe as a result of

the revolution. Workers were at the mercy of the

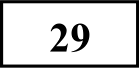
employer. They were underpaid, lacked any sort of training, and sometimes mistreated (INDUSTRY)

27 When trade unions emerged, they became powerful Workers got together and organized themselves to make sure that employers do

not exploit them anymore. ( ORGANIZE)

 Nowadays, the main goal of trade unions is to negotiate labor contracts with employers. The leaders of trade unions speak on behalf of workers and are

worried about wages, working conditions and the laws that govern the hiring, firing and promotion of workers. (PREDOMINANT)

 In some cases unions may call for strikes to force employers to negotiate a deal or they may promote political legislation

to the interests of their members or workers as a whole. (FAVOUR)

 To achieve this aim they may support and get closely linked to particular political . (PARTY)

 Some people blame unions for creating tense atmosphere between employers and employees. Others even accuse them of engendering

inflation. **(RELENT)**

 1) a few 2) little

*Mpo•iumaiime meucm c nRonycu: u, odO3iia•ieiiiilieu noMep u 32—38. Emu iioMepa coomaemcmaymm Sabatini 32—38, a «omopuix npebcmaaneii i aosmonii die aapuaiimci omaemoa. 3anuuiume a none omaema guppy 1, 2, 3 unu 4, coomaemcmaymutym a»idRaiiiiomy Btu aapuanmy omaema.*

OTBeT:

3) few 4) much

The New Year is a wonderful time to redouble our commitment (32)

mindfulness. Yet even as we (33) goals, it’s important to be

(34) of any self-judging. Are the merciless standards of perfectionism just waiting to clamp down? Or can we combine commitment to practice (35)

kindness toward ourselves? Here is the answer of Sharon Salzberg, author of“Real Happiness: The Power of Meditation”.

First, begin the day by taking (36) minutes to just breathe, before checking emails, social media and news. What’s more, (37) short periods, between five and 15 minutes each day, where your intention is simply to be more mindful. Finally, (38) attention to the present moment in a gentle, accepting way. It can be while you are walking, sitting or lying down.

 1) get away 2) set aside 3) give back 4) find out

OTBeT:

 1) draw 2) focus 3) concentrate 4) pay

OTBeT:

32 l)for

OTBeT:

 l)put

OTBeT:

2)to

1. fix
2. in
3. give
4. on
   1. set

*Mn once•ianuu aoirionneuusr aabanuii 19—38 we zadybome nepenecmu cam omaemoi a E•MAHK OTBETOB X• 1.! 3anuuiume omaem cnpaaa cm nomepa coomaemcmaympezo aabauui, na•iunai c nepaoii u:nemo•iu:u. Hps nepeuoce omaemoa a zabaouax 19—31 dy«aci aanucciaammc» dev npo6enoa, aanimcix u bpyzux bononoumenciicix c aonoa. Ka:ucbym dy«ay non qu‹ppy nuuiome a ombenouoii remo•i«e a coomaemcmauu c npuaebeuu nun a dnau«e odpaazi:nun.*

34 1) knowing 2) aware

OTBeT:

* + 1. informed
    2. clear

 l)tO

OTBeT:

1. in
2. with 4)on

Paa,jer 4. Huct•uo

40 Comment on the following statement.

*Is it better to go on holiday with family.*

What is your opinion? Do you agree with this statement? Write **200—250** words.

*,§ni omaemoa ma aabauui 39 u 40 ucnoncayiime drawn omaemoa X• 2. 4epooa»ie nomemuu mozym benamcci npimo ma nucme c zabaunormu, unu scone ucnoncaoaamc ombencocut •iepooau«. Hpu acinonoeuuu aabaouii 39 u 40 ocodoe au auue odpamume ma mo, •imo Bauiu omaemci dybym oqenuaamon» momci:o no aanunim, cbenaoiio a BHAHKE OTBETOB X• 2. Hut:acne zanucu •iepnoaui:a we dybym y•ium»iaamcci o«cnepmom. Odpamume annauue man:uce ma oeodxob ocmo codnmbenu» yxazannozo od+iima me«nma. Te«nmui nebocmamo•mozo onta, a man::uce •iacmu mexcma, npea iuiampa» mpedyeM»iu Od4eM, we oher uaammni. 3anuuiume cna•imia nomep aaDaoui (39, 40), a aameM omaem ma nezo. Ecnu obuoii cmopou i dnau«a uebocmamo•ioo, BU Mo eme ucrionuaoaamc bpyzym em cmopouy.*

Use the following plan:

* make an introduction (state the problem)
* express your personal opinion and give 2—3 reasons for your opinion
* express an opposing opinion and give 1—2 reasons for this opposing opinion
* explain why you don’t agree with the opposing opinion
* make a conclusion restating your position

 You have received a letter from your English-speaking pen-friend Mary who writes:

O npoex+e «Hpo6 sifi **EF3** xa›cpyio ueqenio»

QaHHnI K M CocTaBueH xoMaHpoii BcepocCiiiiCKOrO BOooii+epcxoro npoeKTa

«EFT 100 6HuOBII [https://vk. com/eye I 00ballOv](https://vk.com/ege100ballov) H 6e3BosMe3prio

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Harm oiu 6ity a aapuaHze?

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( ax te nocrynut.i upyrue Bapuau i.i nun cxauuaauuii)

*... It was great to hear that you went to Italy during your spring holidays. I have always wanted to visit this wonderful country. Did you enjoy your journey? What places of interest did you visit? What impressed you most of all? Did you like your hotel? As for me, I am awfully tired because we’ve*

*got too many tests at school. Can’t wait for the summer break...*

Write a letter to Mary. In your letter

* answer her questions
* ask 3 questions about her plans for the summer Write **100—140** words.

Remember the rules of letter writing.

**HCT0 •iH**u Ku i

1. https://ege.yandex.ru

2) +eitcr:

http://www.myenglishpages.com/site\_php\_files/reading\_wall\_of\_china.php

3) +eitcr: http://www.myeng1ishpages.com/site\_php\_files/reading-coffee-

**history.php**

4) +excr: **http://www.myenglishpages.com/site hp files/reading-trade- unions.php**

1. http://erauia.pts/news/letter/2012-05-15-112
2. http://lizasenglish.ru/ekzameny-na-anglijskom/kak-pisat-esse-dlya- ege.html