



**10.** Установите соответствие тем 1 - 8 текстам А- G. Занесите свои ответы в таблицу. Используйте каждую **ЦИФРУ** только один раз. В задании одна тема лишняя. Запишите цифры в клетки задания 10

1. A place of wonders
2. Visiting for wild life and animals
3. Learn to be grateful
4. Reasons to be afraid
5. Reading non-verbal language
6. Fight your fear
7. How to say thank you
8. It's never late to learn

- A.** Nowadays when it's all too easy to send an email or text, the best way to show that you are grateful to somebody is to actually mail a hand-written card. The person who gets it will know you took the extra time and thought to write a card and put it in the mail with a nice stamp. That person will appreciate your efforts much more. Plus, you'll get the added bonus of feeling grateful a little longer than usual as you write out each note and wait for it to arrive.
- B.** Music is a noble passion, and people who can play a musical instrument have always been seen as intelligent people. Learning how to play a musical instrument is far more efficient if you do it in childhood. However, there are millions of adults who learn to enjoy music throughout their lives. Moreover, they don't focus on just one instrument, but specialize in two or even more, if they have the time and the necessary ambition.
- C.** Millions of people avoid air travel each year because of their fear of flying. The fear of accidents happening is probably the most common fear among air travellers. It is an understandable fear, since there have been many aviation accidents throughout history. Some people may have a fear that the plane has some type of malfunction or breakdown, while others may have a fear that the weather or turbulence will affect the plane.
- D.** Try to understand that being scared is just an illusion that makes you limited and miserable. Take control of your mind and don't let your imagination create frightening pictures in your head. If you cannot deal with it, you should make attempts to leave your comfort zone. Choose things and activities you are afraid of and meet your worries face to face, because it is impossible to run away from them. Just face your troubles no matter how powerful they may seem.
- E.** When you get chronically bored with something, your mind gets used to seeing the world negatively. It is necessary to break the chain of negative thoughts and train your mind to notice the best. Just write down 5 things you are thankful for. This way, your mind will change for the better in a while. The thankfulness will open your eyes to the beauty of the world around you and will help you to focus on positive moments in your life.
- F.** If you go to Ireland, go to isolated distant places in the country, talk to the locals and they will tell you the stories about the mythical Irish place, called the Otherworld. They believe that it is the land of paradise and happiness. In Irish poetry and tales, it is described as a series of islands near Ireland where the various fairytale creatures lived. Also, the Otherworld seemed to be able to move from one location to another.
- G.** Many people can understand the nature of character without talking to the person they are interested in. The gestures and postures usually reflect the mood and the level of the person's confidence. It's easy to notice a highly confident person even in a big group of people. They stand in one place without constant moving from place to place, and they always make eye contact with the person they are talking to.

A	B	C	D	E	F	G



**11.** Прочитайте текст и заполните пропуски **A — F** частями предложений, обозначенными **цифрами 1 — 7**. Одна из частей в списке **1 — 7** лишняя. Занесите **цифры**, обозначающие соответствующие части предложения, в клетки задания **11** без пробелов и знаков препинания.

### Is there enough to say?

They only appeared about ten years ago but already they are everywhere, everyone's got one. They are the wonder of the modern age — mobile phones, or cell phones, **A** \_\_\_\_\_. Apparently, mobile phones are now used by about 2.5 billion people worldwide, and about one billion new mobile phones are sold every year worldwide. Go back to 1997, and only 100 million were sold. As we can see, the mobile phone business **B** \_\_\_\_\_.

And the developments keep on coming. Once we could only make phone calls; now mobile phones **C** \_\_\_\_\_ and do many other useful things. Once we had to hold our mobile phones in our hand; now we can use throat microphones. What next? We are told that soon, tiny microphones will be implanted into our lips. We'll be able to dial numbers just by saying them.

But surely, we need to ask ourselves: What's good about this? OK, we can talk to other people almost all the time now — but is that so great? Watch and listen to people when a plane has landed. Anxious **D** \_\_\_\_\_, dial a number, and then: "It's me, I'm here. I'll be there in twenty minutes." Is this communication? Is this what all these years of technology have brought us to?

In the early days of communication there were letters. When they arrived at your house, you knew they had been delivered by a man **E** \_\_\_\_\_.

In those days, people would think very hard before they wrote a letter. You had to have a good reason to write — communication was serious. Now it's not — people phone each other **F** \_\_\_\_\_. Once the phone was a way for people far away from each other to talk — now it's just an excuse to talk.

1. just because they can
2. can also be used to take and send photos
3. not understand why they are doing it for
4. fingers immediately switch on the mobile phone
5. has been developed very quickly
6. as Americans call them
7. riding halfway across the country on a horse

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>

**12-18** Прочитайте текст и выполните задания **12-18** отметьте на карточке вариант, соответствующий номеру выбранного вами варианта ответа.

### Mind over mass media

New forms of media have always caused moral panic: the printing press, newspapers, and television were all once denounced as threats to their consumers' brainpower and moral fiber. So too with electronic technologies. PowerPoint, we're told, is reducing discourse to bullet points. Search engines lower our intelligence, encouraging us to skim on the surface of knowledge rather than dive to its depths. Twitter is shrinking our attention spans. But such panic often fails basic reality checks. When comic books were accused of turning juveniles into criminals in the 1950s, crime was falling to record lows. The decades of television, transistor radios and rock videos were also decades in which I.Q. scores rose continuously.

For a reality check today, take the state of science, which demands high levels of brainwork. These days scientists are never far from their e-mail, rarely touch paper and cannot lecture without PowerPoint. If electronic media were hazardous to intelligence, the quality of science would be plummeting. Yet discoveries are multiplying like fruit flies, and progress is dizzying.

Critics of new media sometimes use science itself to press their case, citing research that shows how "experience can change the brain". But cognitive neuroscientists roll their eyes at such talk. Experience does not remake the basic information-processing capacities of the brain. Speed-reading programs have long claimed to do just that, but the verdict was rendered by Woody Allen after he read "War and Peace" in one sitting: "It was about Russia."



Moreover, the effects of experience are highly specific to the experiences themselves. If you train people to do one thing, they get better at doing that thing, but almost nothing else. Music doesn't make you better at math. Accomplished people immerse themselves in their fields. Novelists read lots of novels, scientists read lots of science.

The effects of consuming electronic media are also likely to be far more limited than the panic implies. Media critics write as if the brain **takes on** the qualities of whatever it consumes, the informational equivalent of "you are what you eat". As with primitive peoples who believe that eating fierce animals will make them fierce, they assume that reading Twitter postings turns your thoughts into Twitter postings.

Yes, the continual arrival of information packets can be distracting or addictive. But distraction is not a new phenomenon. The solution is to develop strategies of self-control. Turn off Twitter when you work and put away your smartphone at dinner time.

And to encourage intellectual depth, don't rail at PowerPoint or Google. It's not as if habits of deep reflection or thorough research ever came naturally to people. They must be acquired in universities, and maintained with constant analysis, criticism and debate. They are not granted by propping a heavy encyclopedia on your lap, nor are they taken away by efficient access to information on the Internet.

The new media have caught on for a reason. Knowledge is increasing exponentially; human brainpower and waking hours are not. Fortunately, the Internet and information technologies are helping us manage and search our collective intellectual output at different scales, from Twitter to e-books and online encyclopedias. Far from making us stupid, these technologies are the only things that will keep us smart.

**12. At the beginning of the article the author reminds that the new media technologies ...**

- 1) turn our attention off morals.
- 2) used to frighten the majority of people.
- 3) improve human brainpower.
- 4) could make people less intelligent.

**13. What has life proved about electronic technologies according to the author?**

- 1) Scientists can't do without them.
- 2) They could increase the crime level.
- 3) They don't disrupt brainwork.
- 4) Television influences intelligence.

**14. According to the author, the arguments of the critics of new media make neuroscientists feel ...**

- 1) annoyed.
- 2) amused.
- 3) surprised.
- 4) confused.

**15. What does the example of Woody Allen's reading of "War and Peace" illustrate?**

- 1) Scientific research of brain supports critics of new media.
- 2) Technology hardly influences the way brain deals with information.
- 3) Experience with technology is significant for intellectual abilities.
- 4) Speed-reading programs improve information-processing.

**16. The phrasal verb "takes on" in "Media critics write as if the brain takes on the qualities ..." (paragraph 6) is closest in meaning to ...**

- 1) adapts.
- 2) changes.
- 3) acquires.
- 4) rejects.

**17. Which negative effect of information flood does the author recognise?**

- 1) Inefficient access to data.
- 2) Lack of self-control.
- 3) Continuous distraction.
- 4) Shallow mindedness.

**18. What idea is expressed in the last paragraph?**

- 1) New media help us keep up with life.
- 2) Human knowledge is developing too fast.
- 3) New media are the result of collective brainwork.
- 4) There are different ways to manage knowledge.