TASK 5. (0–4)

Read the article. Four fragments have been removed from the text. Complete each gap (5.1.–5.4.) with the fragment which fits best and put the appropriate letter (A–E) in each gap. There is one fragment which you do not need to use.

COLOUR PSYCHOLOGY

Colours have long been believed to affect our behaviour and the way we feel. After all, it's the first thing we register and use to help assess the things around us, such as whether foods of a certain colour, for example blue, might be poisonous. **5.1.** _____ These pass into the part of the brain that rules our hormones and endocrine system, which are instrumental in regulating our moods. Unconsciously, then, our eyes and bodies constantly adapt to these stimuli, influencing our impulses and perceptions.

While the scientific study of colour is as old as time, the study of colour's effects on our psyche is much younger. Even two decades ago, the common perception was that, because our response to colour is subjective, it must also be unpredictable. It was the leading UK colour psychologist Angela Wright who, by studying colour harmonies and the often unconscious thought processes related to them, developed a means of predicting our reactions to colour with remarkable accuracy. **5.2.** _____ The key factor is that it is not one colour that triggers our responses, but a combination of shades, dyes or tinges that the human eye can distinguish. For example, a grey sky over a summer cornfield will evoke quite a different emotion than a grey winter sky downtown.

To apply colour psychology successfully, Wright also recognized the need to match the individual's personality with the appropriate tonal colour family. There are four of these – spring, summer, autumn and winter – each reflecting nature's patterns, and every shade falls into one of these categories. **5.3.** _____ Even if very different characters reside together in one house, the right colour palette can ease tensions and help create harmony. Therefore, there are no wrong colours *per se*, but different colour schemes do prompt different responses. **5.4.** _____ It was determined that a bubble-gum pink colour should be used to soothe juvenile delinquents who are behaving violently. When violent juveniles are placed in a small cell coloured in bubble gum pink, they are noted to calm down, stop yelling and usually fall asleep quickly. Colour can affect a person's behaviour because it can change the way a person feels. It can affect mood, feelings and emotions, as studied in the field of colour psychology.

adapted from www.resene.co.nz; www.reference.com

LIVEWORKSHEETS

A. It's called the Colour Affects System and works on two levels: the psychological properties of each of the 11 basic colours and the roles that variations in tones, hues and tints can play in achieving a desired psychological effect.

B. There have been incidents of erratic or hostile behaviour during the initial phase of confinement. Despite the exposure to colour, it was not confirmed that the potential for violent or aggressive behaviour as well as low spirits among inmates could be reduced.

C. Many businesses, schools, hospitals and public institutions use the guidelines of colour psychology to achieve a desired result. One of the most extreme cases where a colour is used to change a behaviour is at the San Bernardino County Probation Department in California.

D. To understand why this happens, we need to look at how colour works. Essentially, when the light reflected from objects strikes the retinas in our eyes, the wavelengths are converted into electrical impulses.

E. Once this connection has been made, colour combinations can be created that will help turn homes into spaces that reflect and support the personalities of those living there.

LIVEWORKSHEETS

TASK 6. (0–4)

Read the text. For questions 6.1.–6.4., choose the appropriate paragraph and write the corresponding letter (A–E) in the table. One paragraph does not match any of the questions.

In which paragraph does the author

6.1.	mention a pet's indifference to the new advertising technique?	
6.2.	use an expression which emphasizes the determination of advertisers?	
6.3.	describe how advertisers intend to make use of an ability dogs possess to attract their attention to an ad?	
6.4.	include an ironic self-assessment of his/her own behaviour?	

CAN DOGS BE A NEW TARGET AUDIENCE?

A. Startled by a sudden bout of barking in your neighbourhood at around seven o'clock last night? Deafened by a collective howl of longing? Manufacturers of dog foods will be hoping so. Last night, ITV broadcast the UK's first advert ever targeted at dogs, featuring high-pitched sounds that are inaudible to the human ear. Dogs are notoriously immune to visuals on screen, but the advert, with noises above 17,000 Hertz, had been proven to distract dogs enough for them to leave a toy and react to the television. This, in theory, will convince gullible owners that dogs are desperate for the advertised products.

B. Your first reaction to this – like mine – might well be to let out a melancholy howl yourself. But it is simply a natural progression, because animals are the new marketing frontier. Adults, in the age of the Internet, are now altogether too canny. And as an audience for adverts, children are strictly regulated and annoyingly prone to switches of allegiance. But dogs – can there be a better example of blind and undying loyalty? They are dream consumers. I'm only surprised that nobody thought of it before.

C. Pet owners are, after all, completely crazy when it comes to their animals' supposed wants. We all know of dogs that apparently "won't eat" anything but grilled chicken. I visited a friend recently whose house rabbit had no fewer than four kinds of rabbit treats laid out in bowls in front of the fireplace. What happened to the humble carrot? Our increasing anthropomorphism means that even sensible people interpret their own animals as having distinct emotions and desires, which means we have lost all perspective. Mind you, this is written by someone who impulse-bought a device for removing "unsightly chin hair" from a horse last week. Seriously! I had the impression he was feeling bad about it.

LIVEWORKSHEETS

D. And the advertising specialists have latched onto pet adverts with the ruthlessness of a terrier with a stick of beef jerky. For years, the pet world was fairly limited in its opportunities for expenditure. You bought food and bedding and perhaps, every few years, a less tatty lead. Now, however, animals have become another outlet for our own rampant consumerism. If sales go up, I predict that within months we will have a whole slew of new animal marketing tricks.

E. However, the Kennel Club yesterday expressed concern that some noise-sensitive dogs may be spooked. They confirm that a dog's needs are actually pretty simple: food, warmth, love, exercise. "Dogs," a spokesperson said, "cannot always be trusted to know what's best for them." As someone who once had to dissuade their dog from a wax-crayon, I can only agree. But based on my own experiment, the Kennel Club needn't worry too much. I have now played the ad three times to Alfie (a Border Terrier) and he didn't twitch an eyebrow. However, when I said, "Would you like a sausage? Would you?" it reduced him to hysterics. Manufacturers of dog foods, you can have that one on me.

adapted from www.telegraph.co.uk

LIVEWORKSHEETS

TASK 7. (0–5)

Read the text. For questions 7.1.–7.5., choose the word or phrase which fits best in each gap. Circle the appropriate letter (A, B, C or D).

SURFING MONSTER WAVES

Garrett McNamara grew up in Massachusetts in a region not as popular for surfing as California or Hawaii. If it hadn't been for his mother's decision to move to Kailua, Hawaii, he **7.1.** _____ to surf at all. In his youth, he used to surf small waves until his friends made him try bigger ones. "The **7.2.** _____ of someone becoming a famous surfer in Massachusetts is negligible," he jokes.

Garrett holds the world record for the largest wave ever surfed. The wave he surfed in Nazaré, Portugal, on the 28th of January 2013, was over 100 feet tall. Fortunately, on that day Garrett was there and could **7.3.** _____ the world record. It was such an incredible achievement that some of his fans couldn't believe it. They had observed his numerous dramatic falls all morning, but he had **7.4.** _____ any possibility of withdrawing from the competition.

For centuries Nazaré was a traditional seaside town, where fishermen taught their children to avoid the huge waves that crashed against the nearby cliffs. But after Garrett's impressive feat made the town popular not only among professionals but also among less experienced surfers, 10,000 villagers who **7.5.** _____ the place to themselves had to adapt to crowds of surfers invading their town all year round.

adapted from http://www.telegraph.co.uk

7.1.

- **A.** didn't start
- **B.** wasn't to start
- **C.** wouldn't start
- **D.** wouldn't have started

7.2.

- **A.** hazard
- **B.** fate
- **C.** opportunity
- **D.** likelihood

7.3.

- **A.** submit
- **B.** set
- **C.** release
- **D.** receive

7.4.

- **A.** ruled out
- **B.** come off
- **C.** passed over
- **D.** closed down

7.5.

- **A.** were to have
- **B.** are expected to be having
- **C.** were used to having
- **D.** are believed to have

LIVEWORKSHEETS

TASK 8. (0–5)

For questions 8.1.–8.5., think of one word only which can be used to complete all three sentences. Write the missing word in the space provided.

8.1. _____

- As a member of the club, I regularly receive advance … of upcoming meetings.
- It escaped my … that my car insurance was not valid.
- Take no … of what my sister says – she's very cheeky, you know.

8.2. _____

- Police eventually … the charges against the man accused of shoplifting.
- The goalkeeper was … from the team shortly before the match because of injury.
- He was so tired that he … into a chair and instantly fell asleep.

8.3. _____

- It seems that the country's economy is on the … of collapse.
- I'm positive that this talented musician will become famous at some … in the future.
- Though I listened to him carefully, I couldn't figure out what … he was trying to make.

8.4. _____

- I believe he was pretty … with me when he told me he was mad at me for not telling him the truth.
- She looked so funny that it was difficult to keep a … face.
- This was an amazing record of 38 … victories. No one else in the football league has ever accomplished that!

8.5. _____

- Unless you consent to a criminal … check, you won't be eligible for the position at our embassy.
- Last summer was the wettest on … .
- The politician made it clear to the journalist that her comment on the issue was strictly off the … .

LIVEWORKSHEETS

TASK 9. (0–5)

For questions 9.1.–9.5., complete the second sentence so that it is as similar in meaning as possible to the first sentence and it is correct in both grammar and spelling. Use the word given. Do not change the word given. Use up to five words including the word given.

9.1. The police are pursuing a gang of thieves who robbed a jewellery shop and escaped with the diamonds.

MADE

A gang of thieves who _____
the diamonds from a jewellery shop is being pursued by the police.

9.2. The managing director fell ill and is unable to be with us, so his deputy will speak for him.

BEHALF

The deputy director will _____
the managing director, who fell ill.

9.3. As far as I know, no one is talking about you behind your back.

BEST

To _____, no one is talking about you behind your back.

9.4. If the plane is delayed, the passengers will be offered alternative flights.

DELAY

Should _____ of the plane,
the passengers will be offered alternative flights.

9.5. The opening of the new highway was scheduled for last month, but the ceremony was cancelled.

DUE

The new highway _____
last month, but the ceremony was cancelled.

LIVEWORKSHEETS

TASK 10. (0–15)

Choose one of the topics below and write a composition following the conventions of the genre indicated in the topic. Use between 300 and 350 words.

1. Czy robotyzacja i sztuczna inteligencja to szansa czy zagrożenie dla ludzkości? Napisz **rozprawkę**, w której przedstawisz swoją opinię na ten temat, odnosząc się do:
   - zmian na rynku pracy
   - życia rodzinnego i/lub towarzyskiego
   - bezpieczeństwa.

2. W czasie nauki w szkole kilkakrotnie zdobywałeś(-aś) nagrody w konkursach z dziedziny, którą się interesujesz. Napisz **artykuł**, w którym wyjaśnisz, dlaczego właśnie tą dziedziną się interesujesz, opiszesz konkurs, który był dla Ciebie największym wyzwaniem, i udzielisz rad osobom, które chciałyby się do takiego konkursu dobrze przygotować.

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