



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. Fairer chances for business | 5. Controversies and developments |
| 2. Difficult to find the difference | 6. Unusual commercials |
| 3. Time is money | 7. The appearance of TV advertising |
| 4. Good for various spheres of life | 8. Keeping viewers glued to a TV set |

- A.** For about seventy years TV has been used as a vehicle for advertising in some countries . Since the late 1940s, television commercials have become far and away the most effective and most popular method of selling products of all sorts. The radio advertising industry was well-established when television made its debut in the 1940s, and television was developed as a commercial medium, based upon the successful format of the radio.
- B.** In the earliest days of television, it was often difficult to understand whether you watch actual television programmes or commercials. Many of the earliest television shows were sponsored by single companies, who inserted their names and products into the shows as much as possible. For example, Texaco employees appeared during the show to perform while the Texaco musical logo would play in the background.
- C.** Another important milestone came in the 1960s with the introduction of very short commercial breaks during a TV show. Now it was possible for several companies to use a popular programme as an advertising platform together. It was one of the most efficient ways of marketing, and companies like Tide and Crest took it as an opportunity to expand their ad campaigns.
- D.** In the 1970s, the broadcast of television advertisements which promoted cigarettes was banned by the administration. This resulted in a conflict between the government and television networks, as for them these ads constituted a significant portion of the total revenue. The period between the 1970s and the 1990s was marked by the increase of the time of commercial breaks from 9 to 19 minutes or the debut of celebrities advertising brand products.
- E.** Today the vast majority of television commercials consist of brief advertising spots, ranging in length from a few seconds to several minutes. Commercials of this sort have been used to sell literally every product imaginable over the years, from household products to goods and services, to political campaigns. It is considered impossible for a politician to wage a successful election campaign without airing a good television commercial.
- F.** The brief commercial "breaks" that interrupt shows regularly are the primary reason for the existence of modern-day television networks. The programming is intended to capture the attention of the audience so that they will not want to change the channel; instead, they will (hopefully) watch the commercials while waiting for the next segment of the show. Entire industries exist that focus solely on the task of keeping the viewing audience interested enough to sit through commercials.
- G.** The TV commercial is generally considered the most effective mass-market advertising format, and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The ratings systems determine how successful television shows are, so that they can decide what rates to charge advertisers for their commercial airtime. For example, a single thirty-second TV spot in prime time may cost up to \$2 million.

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.

Aurora

The cruiser *Aurora* is a museum in St. Petersburg. It is a former Russian naval ship that has played an important part in the country's history.

The *Aurora* was built between 1897 and 1900 at the Admiralty shipyard in St. Petersburg. The cruiser was one of the largest ships of its time. After its construction was complete, the *Aurora* took its place as part of the Russian 2nd Squadron in the Pacific Ocean. In May 1905, it took part in the Battle of Tsushima and was one of just a few Russian ships **A** _____. After the battle in the Baltic, it returned to St. Petersburg **B** _____.

The ship served during World War I. When it returned to St. Petersburg in 1916 for major repairs, the city was on the edge of revolution **C** _____ the 1917 February Revolution. Soon the *Aurora* was to play a huge part in the October revolution. The ship is famous for firing the shot **D** _____ the Winter Palace.

Once again in 1922, the *Aurora* served as a training ship. During World War II, the ship's guns were removed to use for land defense. Unfortunately, being left defenseless it was sunk in Leningrad harbour to keep it from **E** _____. The ship was brought back to the surface in 1944 and later, after extensive repairs, it was permanently anchored at the harbour and became a museum in 1957.

The *Aurora* is now maintained by cadets from the nearby Nakhimov Navy School. Admission is free to the public, **F** _____ a small fee.

1. that signaled the prepared attack on
2. and many crew members joined
3. falling into the hands of the Germans
4. protecting the territory of the harbour
5. though a visit to the engine room carries
6. and became a cadet training ship
7. that survived the intense naval battle

A	B	C	D	E	F

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

The Unique Human Brain

The human brain is selective about the things it pays attention to. Our senses are constantly attacked by smells, colours, tastes, and sounds, and much of that information has to be filtered out, so we can focus on the important things that can keep us alive. But humans aren't the only animals who need to focus on certain signals to stay alive, so what sets us apart?

As it turns out, when humans and macaques focus on the same task their brains work differently, a small study published recently shows. The finding reveals that the human attention network probably expanded over time. And that's a pretty important piece of our evolutionary puzzle – especially given how often scientists use the macaque brain to study our own.

During the test the humans and the monkeys had to memorise a picture, like a green car, for instance. Then, they were told to fixate on a point in the centre of a computer screen. As the monkeys and the humans stared at the point, a stream of images appeared in various parts of the screen at a rate of about 10 objects per second. The goal was to push a button whenever they saw the green car appear.

The data captured during the test showed that the region of the human brain that plays a key role in redirecting attention doesn't have an equivalent in the macaque brain. The researchers also found that some brain areas were more active in humans than in macaques during this task. Finally, there was more communication between the two brain hemispheres in humans compared with the macaques – a finding that researchers think was surprising.

The increased communication doesn't necessarily mean that the way the human brain operates is better, however. Sharing information with other parts of the brain may reduce the speed of certain processes in humans. If that's the case, it may mean that being able to react

quickly to a predator's approach, for instance, matters more for macaques. Humans, on the other hand, may have **traded** speed **for** some kind of cognitive flexibility.

These differences point to a larger message: humans seem to have developed an additional attention control network over evolutionary time. Contrasting both brains as they perform the same tasks is a good way of reconstructing the evolutionary forces that lead to these differences.

Humans are much more complex in the way they interact socially, so they need a better ability to single out those subtle cues and use that information to guide their future decisions than a macaque would. It's therefore possible that this additional network is used to detect behavioural information that macaques don't need. The study didn't look at social behaviours, however.

The most exciting finding is the fact that there is a clear sign that the human brain has some unique properties that separate it from other primates.

Yet, some scientists claim that the findings can't really discredit the use of the macaque brain model. They believe that here is a wealth of evidence that the macaque is an excellent model for attention research in general. Others point out that the data isn't very detailed.

For the researchers the study shows that there are some aspects of human cognition that we'll just have to study in humans, instead of monkeys. They hope that this work will push scientists to try to learn more about the macaque brain. Focusing on that could reveal much about what the human brain has done to adapt to its own environment during the past 25 million years.

12. The main object of the research was ____

- 1) the evolution of the human brain.
- 2) the comparison of human and primate brain.
- 3) the cues people pay attention to.
- 4) the human attention network.

13. During the test macaques and people did NOT have to ____

- 1) focus on the screen.
- 2) keep an image in memory.
- 3) fix an image on the screen.
- 4) identify an image.

14. The findings of the test revealed that ____

- 1) human and primate brains are similar.
- 2) parts of the human brain communicate faster.
- 3) the macaque brain can capture more data.
- 4) human communication is more intense.

15. According to the text increased communication may lead to ____

- 1) slower processes.
- 2) attention changes.
- 3) better reaction.
- 4) lack of focus.

16. The phrasal verb 'traded for' ('...may have traded speed for) in Paragraph 5 probably means ____

- 1) transformed.
- 2) exchanged.
- 3) estimated.
- 4) changed.

17. According to the author, macaques did NOT develop an additional attention system because they ____

- 1) did not have behavioural information.
- 2) could not get subtle signals.
- 3) did not need behavioural information.
- 4) had no need to make decisions.

18. The researchers hope that the findings of the study may help to ____

- 1) change human brain research methods.
- 2) discover facts about human behaviour.
- 3) study environments for brain development.
- 4) study human adaptation processes.