Task 4

Read the texts below. Match choices (A-H) to (17-21). There are three choices you do not need to use. Write your answers on the separate answer sheet.

17

If you don't know how to drive but enjoy travelling, then this service is definitely **for you!**

Select everything from a sedan to a jeep and go wherever you want in the world!

Price: **$360 per day!**

Additional fee is for **petrol.**

Go to our website ***www.nodrivinglicence.com***

18

No idea for **presents** or some of them are too expensive or of poor quality?

Check out our new online stock, where you may buy goods at **wholesale prices!**

Free shipping if you order three items at once!

We save your time and money!

www.goodstore.com

19

You feel stressed, worn out and irritated! Nothing makes you happy?

We know how to help you!

A nice massage, facial procedures, a warm swimming pool and steam tubs will return you to a **balanced life!**

Book on +1-678-098-2311

Email us at ***lifegood@gmail.com***

20

Dancing is your **passion!**

You start moving once you hear **music!** Then join our team of professionals and make it your lifestyle!

We are hiring now a talented dance instructor with a year of teaching experience.

Send application forms to **danceschool@gmail.com**

21

Tasty and healthy food, caring nannies and professional teachers, who develop small learners through games and entertainments – our childcare centre is the best place for your babies.

We provide **24/7** support to create comfort for you and your family!

Visit our **Parents' Day**

July, 13th

45, Farmland Str.

Which of the advertisements refers to:

.....?

A a spa salon

B a shopping website

C a car rent

D a house rent

E a job vacancy

F a kindergarten

G a hospital

H a sports centre

LIVEWORKSHEETS

Task 5

Read the text below. For questions (22-26) choose the correct answer (A, B, C or D). Write your answers on the separate answer sheet.

The Ice Hotel

As a rule, people imagine holidays somewhere in warm countries, staying at a luxurious hotel with a picturesque view from the room. However, the owners of the 30,000 cubic meters of snow and ice introduced another approach to the interior of hotels having built the Ice Hotel. It has been built annually since 1939 in Sweden.

The Ice Hotel is located in the village of Jukkasjärvi in northern Sweden. Guests are provided with rooms made entirely of ice extracted from the nearby river Torne. It also has warm rooms. For a surcharge, guests can use the sauna with a hot tub and a warm shower. In the main hall, there is a unique big glass pot with hot coals and wood inside, which produces more heat for those visitors who require a bit higher temperature. Moreover, all guests are provided with hot tea and coffee, since alcohol is forbidden.

The rooms and halls of the Ice Hotel in 2017 were decorated with carvings and unique sculptures by 36 artists and decorators from 17 countries. Each of them has an exclusive decoration and its own concept. Each room has its unique name. For example, you can stay at «Space Room», «Queen of the North», «Monster», «King Kong» and «Daily Travellers». Almost all suites maintain a temperature of -5 to -8 degrees Celsius and are featured with handmade furniture made of ice by masters from around the world. Guests are provided with sleeping bags on exclusive Carpe Diem beds covered in deer skins. They can relax in the shared sauna in the morning. The warm rooms have a flat-screen cable TV, a dining area and a private bathroom with a shower. Free Wi-Fi is available in all rooms.

The Ice Hotel's restaurant serves traditional local dishes. Hot drinks and snacks are served in the warm lounge, and cocktails in iced glasses can be enjoyed at the Ice bar below 0 degrees. To the convenience of guests travelling with their family, a menu for children is provided. Lately, meat-free and animal fat-free dishes have been on offer at weekends.

A free 30-minute English or Swedish guided tour of the Ice Hotel is provided daily. The Ice Hotel provides dog sledging, snowmobile tours, deer sledging excursions and other winter activities. Since the demand is high enough, you need to book everything beforehand. In addition, the hotel offers rafting, hiking and fishing for guests and no previous reservation is required. Everyone will have the opportunity to enjoy the polar day in the summer. Lucky guests may see the Northern lights.

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22 What is special about the Ice Hotel?

A. It has picturesque views from the windows.
B. It was built in the 1930s.
C. It is built again every year.
D. There are old decorations back from 1939.

23 What facilities are there in the Ice Hotel?

A. all rooms are warm
B. an indoor wine bar
C. a sauna and a hot tub for free
D. an unusual fireplace in the lobby

24 What is NOT true about the Ice Hotel?

A. All rooms are equipped with a flat-screen cable TV.
B. No suite has the same name.
C. There is a shower in the warm rooms.
D. Each hotel room is decorated with exclusive items.

25 What can visitors eat while staying at the Ice Hotel?

A. snacks and iced drinks in the warm lounge
B. national cuisine of Sweden
C. family meals only
D. vegetarian dishes on a permanent basis

26 What outdoor activities are there for the visitors?

A. the guaranteed sight of the Northern lights
B. pre-booked hiking and rafting
C. getting a suntan during the polar summer day
D. daily bilingual excursions

LIVEWORKSHEETS

Task 6

Read the texts below. Match choices (A-H) to (27-32). There are two choices you do not need to use. Write your answers on the separate answer sheet.

The Shopping Malls to Admire

27 Today, the largest shopping mall in the world is the Dubai Mall, opened in 2008. The total area of 1 million square meters is more than 50 football fields. There are more than a thousand shops and 120 restaurants in its territory. The Dubai Mall has a five-star hotel, a cinema with many halls and the world's largest screens, themed entertainment venues for children of all ages.

28 Located in Zaragoza, Puerto Venecia is the largest shopping centre in Europe. And its location makes it unique: the centre was built in the middle of a large artificial lake. There everyone can ride a boat or relax on the beach equipped with seating areas. In winter, the lake freezes and becomes an excellent ice rink.

29 It is Asian largest shopping mall. Unofficially, the complex was called «The Great Wall of China». The centre has perhaps the largest dining area in the world, huge electronics stores, an indoor ice rink, chic jewellery shops and, of course, entertainment venues and attractions to suit every taste. A green area of 30 thousand square meters with dozens of trees and bushes located on the roof makes this mall indeed unique.

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30 West Edmonton Mall was built in Edmonton in 1981. There are 800 stores, Galaxy Land Amusement Park, a casino, a contact zoo, and a water park. What is more, it is the world's largest indoor swimming pool with two-meter artificial waves, seventeen slides of various types and a pool with trained sea lions right in the middle of the trading halls.

31 Since July 2013, the title of the largest building in the world belongs to the global complex New Century Global Centre in the Chinese city of Chengdu. This eighteen-storey glass-and-metal building is 20 times as large as the «shells» of the Sydney Opera House. The Centre has many marketplaces. There are numerous conference rooms, offices, commercial centres, an IMAX cinema, and most importantly, a local university.

32 It is one of the most beautiful shopping and entertainment complexes – the whole mini-city surrounding the artificial canal, opened in 1996. There are shops, cafes and restaurants along the shores. The mall is interesting for its impressive Japanese-style fountains and water figures. Ramen Stadium, which houses many outlets with various types of traditional food, occupies one of the floors of Fukuoka's Canal City – Ramen Noodles.

Which shopping mall_____?

A can be reached only by boat or canoe

B offers the facilities of the sheltered water park

C provides the opportunity to visit an open-air garden

D owns a large area devoted to a national cuisine

E allows booking suites and renting apartments for staying

F has an educational institution located inside

G is located near the Great Wall of China

H gives a chance to experience skating in the period from December to February

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Task 7

Read the text below. Choose from (A-H) the one which best fits each space (33-38). There are two choices you don't need to use. Write your answers on the separate answer sheet.

The Oldest Advertisement

The first promotional information of the ancient world was the Egyptian papyrus, which informed about the process of selling slaves. Also, some Egyptologists believe that they used stone writing to send a promotional message. One such stone was found in the city of Memphis, which was the first capital of ancient Egypt.

The promotional text could also be found on walls and boards painted or coloured. In Greece and Rome, all promotional messages were written on special boards and on parchment. All kinds of advertisements were placed on market squares **(33)**____. But the most global period in advertising history began only after the advent of the printing press and the mass appearance of books. The Boston News newspaper appeared in the American colonies in 1704 and **(34)**____.

In 1729, The Pennsylvania newspaper was founded. It had a huge circulation and a large amount of print advertising. In the mid-eighteenth century, the industrial revolution began in England and in the early nineteenth century – in North America. Merchants were aware of the true effect of advertising and how effectively it could be used **(35)**____. Due to the emergence of photography in 1839, advertising information began to go along with pictures and images of a product, which, in turn, created greater confidence in the product.

In 1884, the telegraph was invented **(36)**____. Since then, advertising has become one of the main marketing functions. Advertising has become a powerful weapon in a privileged society and has helped the elite create demand in a market economy.

Over time, special agencies and firms began to work in advertising. Separate advertising units of trading companies, organisations and publishing houses were created. Advertising agencies of the nineteenth century began their work on the purchase of the land **(37)**____.

In 1890, the first advertising agency in Philadelphia, N. W. Ayer and Son, was created. It was one of the first to plan and carry out work on the creation of advertisements. The agency had existed for 100 years **(38)**____.

Today, downtown New York has some of the largest US advertising agencies employing over thirty thousand people! But these are by no means all US advertising agencies. There is at least one advertising agency in almost every North American city.

A before it closed in 2002

B was fully focused on advertising

C to generate high profits

D in bringing income to them

E as large crowds were flocking there

F for connecting cities and villages to the capital

G to send personal messages across long distances

H and its following resale with enormous profits

LIVEWORKSHEETS