

АНГЛИЙСКИЙ ЯЗЫК

ЭКЗАМЕН-2023

РАЗБОР ЭКЗАМЕНАЦИОННОГО МАТЕРИАЛА

БЛОК 1. ФРАЗОВАЯ СВЯЗНОСТЬ

Ключи к заданию:

- 1 – C
- 2 – H
- 3 – E
- 4 – I
- 5 – B
- 6 – F
- 7 – K
- 8 – D
- 9 – A
- 10 – G

БЛОК 2. ЛЕКСИКО-ГРАММАТИЧЕСКАЯ ЧАСТЬ

Ключи к заданию:

- 1. carrying
- 2. enjoyed / were enjoying (оба ответа считаются верными)
- 3. to sell
- 4. was displayed / was being displayed (оба ответа считаются верными)
- 5. gave / was giving / would give / would be giving (указанные варианты ответов считаются верными)
- 6. went / were going (оба ответа считаются верными)
- 7. left
- 8. offered
- 9. winning
- 10. hoped / had hoped (оба ответа считаются верными)

Блоки 3-4. ЧТЕНИЕ И ПИСЬМО

ПРИМЕЧАНИЕ: при комментировании утверждений на **True** или **False**, **цитаты** из оригинального текста **допустимы и желательны!**

Ключи к заданию:

- 1. False. “About 75 % of the pages on the Web are in English” – это цитата из текста должна быть приведена как доказательство, что утверждение является неверным.

2. False. “Only around 12 % of the world’s population can communicate well in English” – это цитата из текста должна быть приведена как доказательство, что утверждение является неверным.
3. True. “Companies wanting to reach world markets are beginning to realize that they will have to translate their websites for their various customers” – это цитата из текста должна быть приведена как доказательство, что утверждение является верным.
4. False. “Such vast changes will not happen overnight” – это цитата из текста должна быть приведена как доказательство, что утверждение является неверным.
5. True. “The problems of language and culture could well limit larger companies from extending and as offer more opportunities to smaller businesses in poorer areas of the world” – это цитата из текста должна быть приведена как доказательство, что утверждение является верным.

ПРИМЕР ПОЛНОГО ОТВЕТА ПО ЭТОМУ ЗАДАНИЮ

1. This statement is false because the text mentions that *‘information varies, but suggests that about 75% of the pages on the Web are in English’*. Being one of the most widespread languages in the world, English nowadays gradually becomes an essential part of the international online interaction. Indeed, the text says that English *‘certainly seems to be everywhere, from films to pop music and TV, and from business to science and other fields’*. Moreover, even though the number of people speaking Chinese is much higher, it is impossible to use this language as a cross cultural one due to its complex structure.
2. It is false due to the fact that *‘only around 12% of the world’s population can communicate well in English’*. Despite the importance of English in the contemporary world it remains unreal to make the majority of people speak it fluently. Also, according to the text, *‘English is the mother tongue for only 5,4% of the world’s population’*. In fact, these days there are more English learners than native speakers. Eventually, the percentage of people speaking language is not as large as one might think.
3. This sentence can be considered true as the text mentions that *‘people would apparently rather buy things online if they can order in their own language’*. Indeed, language barrier often becomes a serious issue in the field of online business. Thus, using a range of various languages helps modern entrepreneurs expand their businesses by attracting new customers. Eventually, creating multilingual sites is the only way for developing international e-business today.
4. It is false due to the fact that *‘creating a multilingual website is not an easy task.’* In fact, combining translating of texts, converting the prices to other currencies and changing the date format, the process of adapting sites for multicultural audience is really complex. The text says that *‘such vast changes will not happen*

overnight'. Considering all these facts, this type of adaptation takes a long time to be finished.

5. True because the text mentions that *'local companies, with few employees, doing e-business only in the language of their target market and who are aware of the cultural aspects of that market, will certainly be at an advantage'*. Having created the strategy of language and culture awareness, these local companies became successful in their target market. On the other side, international companies do not have such importance in the regional business due to the language barrier and cultural differences. Therefore, big companies are at disadvantage as these problems *'offer more opportunities to smaller businesses in poorer areas of the world'*.

ЗАДАНИЕ ПО ЭССЕ НА ОСНОВЕ ТЕКСТА ЗАДАНИЯ

Примечание №1: при написании эссе на тему *"It is necessary to develop multilingual Internet"* **цитаты** из текста, превышающие по протяженности 3 слова, **недопустимы!**

Примечание №2: баллы за эссе присваиваются за общее понимание проблемы, приведенные аргументы, приведенные примеры, логичность изложения, соблюдение структуры эссе.

Примечание № 3 – при написании эссе **нужно обязательно:**

- привести 2 аргумента (один из текста, второй – свой собственный из жизни, литературы, новостей и т.д.);
- привести 2 примера (один из текста, второй – свой собственный из жизни, литературы, новостей и т.д.);
- помнить, что 4 скопированных подряд слова из текста оцениваются как цитата (баллы снижаются за копирование из текста).

Примечание № 4: структура эссе включает в себя следующие пункты:

- 1 абзац – введение (о чем говорится в теме эссе).
- 2 абзац – основная мысль «ЗА» + аргумент + пример.
- 3 абзац – основная мысль «ПРОТИВ» + аргумент + пример.
- 4 абзац – заключение.

Примечание № 5: лимит слов на всё эссе = **170-200 (НЕ БОЛЬШЕ!)**

ПРИМЕР ЭССЕ ПО ЗАДАНИЮ

It is necessary to develop multilingual Internet

Nowadays the influence of the Internet is observed in almost all spheres of human life. Being a convenient online space for various nations, the Internet has to deal with

the language barrier by creating multilingual content. However, the necessity of the multilingual Internet is still being discussed.

Firstly, living in the age of globalization, the world community cannot deny that using one particular language online has more advantages. English, being one of the most widespread languages, is considered to be perfect for cross cultural communication. Nevertheless, it remains unreal to make the majority people speak it fluently. For instance, according to the survey in 2023, the percentage of English speakers is only about 12%. Thus, the Internet cannot be accessible for such a little group of users only.

Secondly, multilingual content helps in attracting a large audience as people prefer being entertained in their native languages. For example, since 2020, the YouTube has started adapting its videos into more than 20 languages using a unique subtitle program. This innovation has increased the number of users by millions.

Eventually, the multilingual Internet supports cultural diversity and simplifies international interaction. Therefore, it is necessary to develop it.

195 words