

## Контрольная работа

### Вариант 1

#### **A. Переведите предложения на русский язык.**

1. How could you be so silly, Henry? 2. Do you think you could finish it so quickly? 3. What can you really do to help her? 4. I can't express exactly what I think about it. 5. The rain has stopped. We can go out now. 6. It may be so, it may be not... I don't know. 7. I think we might be great friends. 8. They may not have come back yet. Let's call them and find it out. 9. May I come in, Mr. Frank? I'm so sorry for being late! 10. Mr. Higgins told me I might come.

#### **B. Заполните пропуски глаголами can или may.**

1. None of us know what ... happen. 2. I'm not sure, but she... have gone to the shop. 3. You ... keep this book for a while. 4. People ... chatter about her, but they don't know anything about her. 5. He ... do for you anything you want. 6. He ... be a medical student, though I'm not sure. 7. I ... not swim, ... you teach me? 8. You ... have warned me beforehand! 9. He ... have said that! I don't believe you! 10. She came to her mother to ask if she ... stay and dance a little longer.

#### **C. Переведите предложения на английский язык, используя can или may.**

1. Как ты не смог догадаться, что она говорит неправду?! 2. Возможно, он знает об этом, просто не хочет нам говорить. 3. Вы могли бы сказать мне об этом вчера! 4. Я не могу отказать ему – он столько для меня сделал! 5. Можно мне прийти чуть позже? 6. Не могли бы Вы одолжить мне 20 фунтов? 7. Вам придется поторопиться, или Вы можете опоздать. 8. Я сделаю все, что могу, чтобы помочь Вам. 9. Вы можете попробовать сдать экзамен еще раз. 10. Он, возможно, им все уже рассказал.

#### **D. Переведите предложения на русский язык, обращая внимание на герундий.**

1. It is silly of me, but I can't help feeling anxious. 2. I don't like being lied to. 3. I feel a good deal of hesitation about telling you this story of my own. 4. On hearing the sound Nancy hurried to the door. 5. He left without having paid the bill. 6. Would you mind waiting a moment in the hall? 7. He denied having opened the box. 8. Writing quickly tires my hand. 9. I remember seeing it on the table. 10. He was accused of having entered the country illegally.

#### **E. Раскройте скобки, используя соответствующую форму герундия.**

1. The lady didn't keep us (to wait). 2. I strongly suspect Gerald of (to know) all about it beforehand, though he swears he didn't. 3. Excuse me for not (to write) more at the moment. 4. She never lost the power of (to form) quick decisions. 5. She denied (to see) me at the concert, though I'm sure I saw her in the stalls. 6. I want to thank her for (to look after) the children while I was out. 7. He passed to the front door and out without (to see) us. 8. I enjoy (to read) poetry very much. 9. I don't mind (to stay) here for a little while. 10. Are you going to keep me (to wait) all day?

#### **F. Переведите предложения на русский язык, обращая внимание на функции герундия.**

1. It is no use discussing it now, we must act. 2. What he loves best in the world is playing football. 3. The main thing to go in this situation is getting away as soon as possible. 4. The car began moving away down the road. 5. Every second he kept glancing at the clock. 6. The woman began crying before the young girl had finished her sad story. 7. However hard he tried he could not stop thinking about it. 8. He enjoyed teaching and he knew he did it well. 9. Do you mind seeing these photos again? 10. I can't afford buying this expensive car.

**G. Вставьте союз : as soon as, since, before, by the time, while, until or whenever.**

“ So, Mrs Trumpton, welcome to your first driving lesson. I'd like to say a few words 1)..... we begin. The most important thing to remember is that the pedal in the middle is the brake-2) ..... you need to stop, you press it. Never start the engine 3) ..... you get in the car, because it might be in gear and never drive off 4) ..... you make sure the road is clear. You must continually check your mirror 5).....you are driving, because it is important to know what is behind you. I will only take you out on the road 6)..... We have practiced the basics in the car park for a couple of lessons. Don't worry Mrs Trumpton, I've been teaching people how to drive 7)..... 1982, so you're in good hands. I assure you that 8)..... You have finished this course, you will have become a safe and confident driver.

**H. Вставьте: although/though/even though, despite, while/whereas, but, however/no matter how, whatever/no matter what or as.**

Mary is 16 and at school.1) .... **Despite** being good at most subjects there are some that she still has problems with.2) ..... hard she studies she doesn't seem to get good marks in maths, 3) ..... her father sits with her every week to try and help her understand it better. She loves art, 4) ..... she always gets good grades, 5) ..... She doesn't like sports at all 6) ..... she's quite athletic. Mary knows that 7) ..... she's still at school she has to keep working hard in all the subjects she's studying 8) ..... Grades she gets. 9)..... , she's optimistic that she'll improve overall.

**I. Переведите на английский язык.**

1. Я сегодня видела парня, которому ты понравилась на прошлой вечеринке.
2. Картина, которую мне подарили, висит на кухне.
3. Забери сумку, которую ты оставила у меня.
4. Человек, которого мы встретили, оказался путешественником.
5. Женщина, чей голос ты только что слышала, моя сестра.
6. Мы приехали из Франции, где отлично провели время.
7. Всё, что я знал об экономике, оказалось бесполезным.
8. Это тот человек, с которым ты разговаривала.

**J. Переведите текст на русский язык.**

**Public Relations in Great Britain. Review.**

Public relations in Britain developed out of local government's need to improve and maintain good relationships with local communities in the 1920s, central government's wartime and peacetime propaganda throughout the twentieth century and, to a much more limited degree, from public utilities and multinationals. It was the local government specialists who, in 1947, formulated the first formal definition of public relations and whose administrative skills were a key in setting up and, to a large degree, running the Institute of Public Relations (IPR) in the first years after its formation.

On its establishment in 1948, IPR's aims included considering "the institution of examinations or other suitable tests with the object of raising the status of those practicing public relations to an agreed professional level." This article presents an historical review of British public relations' engagement with education, focusing largely on the activities of the IPR. It contributes some understanding of occupational values about education and much of the relevant historical detail for a consideration of public relations' effort to professionalize. According to those who have analyzed the traits of professional occupations, the key elements are: the articulation of a domain of expertise; the establishment of monopoly in the market for a service based on that expertise; the ability to limit entry to the field through the strategy known in sociology of the professions as "social closure"; the attainment of social status; an independent and fiduciary relationship with a client; a code of ethics, and a way of "testing competence, regulating standards, and maintaining discipline." Education was, and continues to be, an instrument for the public relations occupation in achieving elite status in society. Education helps to achieve this goal by

contributing to the legitimizing process of social acceptance and by helping to define public relations' expertise and the scope of its operation. Education can also provide theoretical underpinning for practice and ethics and thus helps to define standards. Potentially, education may also be the barrier to practicing public relations.

This article begins by describing the IPR's first steps to define an appropriate curriculum that could form the basis of a qualification to limit entry to the Institute. This is followed by a chronological review detailing the earliest British literature, the first students, the first British textbook, the implementation of educational criteria for IPR membership, the first company training scheme, the failure to enforce educational criteria for membership, developments in the 1970s, and the establishment of degree level qualifications by British Universities in the 1980s.

## Вариант 2

### А. Заполните пропуски глаголами **can, may или must**.

1. We ... go somewhere else, it's too boring here. 2. I did not here him return to the room. I... have been asleep. 3. You ...do it as soon as possible. 4. No good looking back, things happen as they ... . 5. To be ashamed of his own father is the bitterest experience a young man ... go through. 6. I think you ... be glad of some coffee before you start back to your hotel. 7. Though he got into bed, he ... not sleep. 8. You ... not go out so late at night. 9. I think it ... happen sooner or later. 10. Somebody is knocking at the door. It ... be Nick.

### В. Переведите предложения на английский язык, используя **can, may или must**.

1. Теперь ты можешь делать все, что хочешь. 2. Вряд ли дети вернулись из зоопарка. Они там впервые и могут долго пробыть. 3. Если ты так долго будешь смотреть телевизор, у тебя может заболеть голова. 4. Если это так, мы должны его наказать! 5. Вы можете найти его в саду. Он только что туда пошел. 6. Фредди, должно быть, играет в теннис с Джимом. 7. Она, может быть, ничего не знает об этом. Вы тоже ничего не должны ей говорить. 8. Интересно, что он может делать здесь так поздно? – Возможно, он ждет Мэри. 9. Не может быть, чтобы Джонни забыл ключ. Я видел, как он клал его в карман. 10. Не могли бы Вы прийти немного пораньше?

### С. Переведите предложения, обращая внимание на глагол **need**.

1. We don't need anything else. 2. What more do you need? 3. You needn't have carried all those parcels yourself. You needn't take any more pills after next Monday. 4. I must go now? But you needn't. 5. You needn't have waited for me, I could have found the way myself. 6. Looking back I can see exactly how it happened. It need never have happened! 7. You needn't hit too hard – it isn't worthwhile! 8. I need some more time to finish my report. 9. All children need mother's care. 10. Are you sure you needn't our help?

### Д. Используйте соответствующую форму герундия, вставляя предлоги по мере необходимости.

1. How did you like the English rule (to drive) on the left side of the road? 2. I hate (to be) ill and (to stay) in bed. 3. I am not used (to receive) a lot of presents for Christmas. 4. My wife and I look forward (to see) you and your wife at out place. 5. The children had to help (to sweep) and (to clean) the rooms and (to wash up) after meals. 6. The doctor left three different medicines with instructions (to give) them. 7. You can improve your English pronunciation (to read) aloud. 8. I don't like the idea (to spend) a holiday with hundreds of other people. 9. The silence was broken by the sound of the door (to lock). 10. I remember (to go) to the British Museum one day.

### Е. Составьте предложения, используя герундий после следующих глаголов.

*Пример: stop – The boy could not stop crying.*

Finish, prevent, avoid, deny, remember, postpone, enjoy, imagine, forgive, excuse, suggest, keep, mind, rely, regret.

**F. Закончите следующие предложения, используя герундий.**

*Пример: We couldn't even dream of... - We couldn't even dream of going to Paris.*

1. Everybody wished he stopped ... 2. He is sure to boast of ... 3. You can't act without ... 4. Are English people fond of ...? 5. I can hardly remember ... 6. We don't often have the chance of ... 7. Is there any use in ... 8. My children are not used to ... 9. We all look forward to ... 10. Everybody disliked the idea of ...

**G. Исправьте ошибки в предложениях.**

1. We waited for you ~~by~~ it got dark. - We waited for you until it got dark.
2. When the Queen will arrive, we must all stand up.
3. As soon as I'll get home, I'll have something to eat.
4. They didn't call by the time they had found the solution.
5. Can you phone me when you will be ready?
6. Every time I will go shopping, I spend too much money.
7. I'll phone you if there will be a problem.
8. The children cleared the table by the time they had finished eating.
9. Until we went to bed, it was nearly morning.
10. I'll call you immediately as I reach my hotel.

**H. Подчеркните правильный вариант.**

It was midnight on Sunday 9<sup>th</sup> March and I was on duty. I had my walkie-talkie with me 1) **for/so that** I could contact my partner if I needed him. I noticed that the door of number 14 Lime Avenue was open. I approached the house quietly 2) **in order to/ for fear** investigate. I entered cautiously 3) **not to/ so as not to** alert the intruder. He had a large sack 4) **for/to** carry the stolen goods. I caught him by surprise and arrested him. I took him to the station 5) **to/for** questioning. He admitted everything, but we recorded his statement 6) **for fear that/so that** he might change his story later.

**I. Составьте придаточные предложения, соединяя два простых, употребите нужный по смыслу союз.**

Last year I went to Paris. I stayed there for a week. It was a lovely experience. I will never forget it. I stayed with Louise. She is my French cousin. She introduced me to Pierre. His knowledge of Paris is amazing. I loved the boulevards. They are so wide and elegant. The Eiffel Tower is, of course, a great sight. It is famous all over the world. My favorite building, however, was the Invalides. It was built in the 17<sup>th</sup> century. At the end of the week I thanked Pierre. He had been very kind.

*Last year I went to Paris where I stayed for a week.....*

**J. Переведите текст на русский язык.**

**STARTING OUT**

A major difficulty for the Institute at its inception was the problem of how to define public relations and limit entry. Initially, full membership was to be granted only to those with a wide range of experience. Press agents and publicists were to be excluded from membership but, as those functions were not clearly defined, the distinction between public relations and publicity proved hard to draw, as is shown by a report of the first formal meeting of the IPR in 1948:

The rules of the Institute state that any individual who is doing exclusively press agency work cannot become a member... What, the members wanted to know, was the definition of Press Agency work? Could any member of the Council say? None could. Then came the inevitable second question--how can you possibly apply the rule? The answer is that the rule has been applied.

A few months later, Norman Rogers, Assistant Secretary, claimed that "The Institute needs revitalising... The Institute is falling asleep" [8] and argued that full membership should be reserved for those who, ...unquestionably possess a high all-round standard of technical ability, practical performance and experience in PR practice in his [sic] particular field and that he is engaged in putting into effect a bona fide public relations policy of his organization either as a PR executive, or in a directive or consultative capacity.

However, it was not clear how standards or the other criteria were to be judged, neither was it clear who would be in a position to make judgements about others. Rogers pointed to the link between standards, occupational status, and the institution's ability to apply a discriminating rule to applicants for membership:

The Institute should. . . define the qualifications in training, experience and scope of activity required for eligibility for Full membership. . . the Institute should boldly state what it considers to be the proper function and scope of the practice. . . and. . . admit to Full membership only those who conform to the standards published for all the world to see. . . . The Institute should encourage members to contribute original ideas and views towards enhancement of the prestige of Public Relations. This could be achieved by the award each year of diplomas. . . to those members adjudged to have made the best contribution towards raising the prestige or adding towards public understanding of public relations...

### Вариант 3

#### **A. Заполните пропуски глаголами must, have to или need.**

1. I am glad the lessons will begin later – we won't ... (get up) early. 2. You ... not (learn) the poem. You only ... (read) it. 3. Children ... not (play) with matches. 4. It was late, and they ... (light) a fire to cook supper. 4. You ... (give) it back to me before you go. 5. You .. not (be) late for the concert. 6. I made some mistakes, so I ... (do) the exercise again. 7. You ... not (miss) this film, it is very good. 8. You ... not (bring) any food with you tomorrow. I'll have enough for both of us. 9. We ... (be) there at 12 sharp. 10. You ... (learn) the whole poem.

#### **B. Переведите предложения на русский язык, обращая внимание на глагол should.**

1. In Eastern countries a wife should obey her husband. 2. You shouldn't cut your old friends now that you have risen in the world. 3. They should be taught a lesson. 4. I didn't foresee this event, but I should have foreseen it. 5. You have discovered what I intended you should never have known. 6. He should not have said it. 7. Considerable debate took place between the two sisters whether Tim should or shouldn't go there. 8. You should come here more often. 9. You should finish your work before a lunch break. 10. I should necessarily see her before you do.

#### **C. Переведите предложения, употребляя модальные глаголы.**

1.Посмотри на женщину у окна. Должно быть, я где-то встречала ее. 2. Я не должна была ему это говорить. По-моему он обиделся на меня. 3. Вы вчера поздно вернулись: вам сегодня следует лечь спать пораньше. 4. Ты не должна так говорить о ней. 5. Нельзя все время говорить об одном и том же. 6. Вам не придется ничего придумывать. Вам скажут, что надо делать. 7. Джейн не могла забыть меня! 8. Не может быть, чтобы я пропустил его. Я все время стоял у дверей. 9. Ему не надо было работать так долго вчера. Часть работы можно было оставить на сегодня.

#### **D. Замените придаточные конструкции на герундий.**

Пример: Thank you that you reminded me about that. – Thank you for reminding me about that.

1. We recommended that work should start at once. 2. Nick suggested that we should have a dinner in this restaurant. 3. He does not want you to interfere. 4. He prevents when I help him. 5. I can't remember that they ever invited me to their place. 6. She disliked that he was so stubborn. 7. Nell denies that he is a bore. 8. Nobody objects that Peter lives with us. 9. We decided that we should join them in Glasgow. 10. He wrote he would stay in Paris another week and didn't explain why.

**Е. Переведите предложения на английский язык, используя герундий.**

1. Я помню, что была больна в это время. 2. Она продолжала молчать, так как боялась обидеть его. 3. Нельзя привыкнуть к тому, что тебя оскорбляют. 4. Она разорвала письмо, не читая его. 5. Этот вопрос стоит обсудить всем вместе. 6. Его оштрафовали за то, что он перешел улицу в неположенном месте. 7. После того, что произошло, она избегала встречаться с ним. 8. Вы не возражаете, если я зайду к вам сегодня вечером? 9. Бесполезно достать билеты на этот спектакль. 10. Видя, что я подхожу, они перестали разговаривать.

**Е. Раскройте скобки, употребляя герундий в активной или пассивной форме.**

1. The doctor insisted on (to send) the sick man to the hospital. 2. Do you mind him (to examine) by a specialist? 3. He showed no sign of (to recognize) me. 4. He had a strange habit of (to interfere) in other people's business. 5. He is good at (to repair) cars. 6. He was very glad of (to help) in his difficulty. 7. On (to allow) to leave the room, the child ran out into the garden and started (to play). 8. In (to make) this experiment, they came across some very interesting phenomena. 9. The results of the experiment must be checked carefully before (to publish). 10. The problem is not worth (to discuss).

**Г. Подчеркните правильный вариант.**

1. **For/ since** the children are staying at their grandmother's, let's do out for the evening.
2. Ben's **so/such** a charming that it's very difficult to refuse him anything.
3. The road is closed **as a result/because** there's been an accident.
4. Carla's **such/so** busy that she hasn't got time to see anyone.
5. **For/as** it's raining outside, let's take a taxi.
6. The hotel was fully booked. **Therefore/on the grounds that** we stayed at a guest house.
7. It's **so/such** a popular restaurant, you need to make a reservation.
8. **For/since** I don't know the Becks very well, I've decided not to go to their party.
9. There were **so/such** few people around, the streets were almost deserted.
10. **Because/due to** the traffic, I arrived at the office late.

**Н. Составьте одно предложение из двух данных, используйте союз в скобках.**

1. I missed the bus. I was late for work. ( **as a result**)- I missed the bus and **as a result** I was late for work.
2. The police didn't catch the thief. They were fooled by his disguise.(as)
3. Darren has a meeting. He can't baby-sit. (since)
4. Sharon doesn't listen. She makes mistakes. (consequently)
5. There were many people at the reception. They had to wait in line. (so..that)
6. The Raiders lost the game. Their best player was hurt. (as)
7. I don't like Roger. He is selfish. (The reason why... because)
8. It was a beautiful gesture. She nearly cried. (such... that)
9. It was cold. I couldn't feel me fingers. (so....that)
10. The weather is stormy. The plane is delayed. (such...that)

## **I. Вставьте: when, where, why, who, which, that, whose.**

Jean Crowder, 1) **..who..** is 65, has a fascinating job. She works at a leisure centre, 2) ..... she teaches aerobics at classes 3) ..... attract women of all ages. Jean, 4) ..... slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 45 years ago 5) ..... she was a student. Then she heard about a class 6) ..... needed an instructor. That's 7) ..... she started this particular career. Jean's classes, 8) ..... last one hour, include dance and step exercises. Jean has some tips for those 9) ..... wish to stay young. 'Eat plenty of fruit, 10)..... is good for you. Try to spend time in places 11)..... there is fresh air. Talk to young people, 12) ..... Ideas can open your eyes.' Jean will only stop teaching aerobics 13) ..... she is too old to walk. But, as she says, 'I want to delay that day. That's the reason 14) ..... I look after my health.

## **J. Переведите текст на русский язык.**

### **The History of Public Relations.**

The **history of public relations** is mostly confined to the early half of the twentieth century; however there is evidence of the practices scattered through history. One notable practitioner was Georgiana Cavendish, Duchess of Devonshire whose efforts on behalf of Charles James Fox in the 18th century included press relations, lobbying and, with her friends, celebrity campaigning.

A number of American precursors to public relations are found in the form of publicists who specialized in promoting circuses, theatrical performances, and other public spectacles. In the United States, where public relations has its origins, many early public relations practices were developed in support of railroads. In fact, many scholars believe that the first appearance of the term "public relations" appeared in the 1897 Year Book of Railway Literature.

Later, practitioners were — and are still often — recruited from the ranks of journalism. Some reporters concerned with ethics criticize former colleagues for using their inside understanding of news media to help clients receive favorable media coverage.

#### *The first "names"*

Some historians regard Ivy Lee as the first real practitioner of public relations, but Edward Bernays, a nephew and student of Sigmund Freud, is generally regarded today as the profession's founder. In the United Kingdom Sir Basil Clarke (1879 - 1947) was a pioneer of public relations.

The First World War helped stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays, John W. Hill, and Carl Byoir, got their start with the Committee on Public Information (also known as the Creel Committee), which organized publicity on behalf of U.S. objectives during World War I.

## **Вариант 4**

### **A. Переведите предложения на русский язык, обращая внимание на глагол should.**

1. In Eastern countries a wife should obey her husband. 2. You shouldn't cut your old friends now that you have risen in the world. 3. They should be taught a lesson. 4. I didn't foresee this event, but I should have foreseen it. 5. You have discovered what I intended you should never have known. 6. He should not have said it. 7. Considerable debate took place between the two sisters whether Tim should or shouldn't go there. 8. You should come here more often. 9. You should finish your work before a lunch break. 10. I should necessarily see her before you do.

### **B. Переведите предложения, употребляя модальные глаголы.**

1. Посмотри на женщину у окна. Должно быть, я где-то встречала ее. 2. Я не должна была ему это говорить. По-моему он обиделся на меня. 3. Вы вчера поздно вернулись: вам сегодня следует лечь спать пораньше. 4. Ты не должна так говорить о ней. 5. Нельзя все время говорить об одном и том же. 6. Вам не придется ничего придумывать. Вам скажут, что надо делать. 7. Джейн не могла забыть меня! 8. Не может быть, чтобы я пропустил его. Я все время стоял у дверей. 9. Ему не надо было работать так долго вчера. Часть работы можно было оставить на сегодня.

**С. Перефразируйте следующие предложения, употребляя модальные глаголы must, may, или can't.**

Пример: You are busy. I'll tell the visitor not to disturb you. – You must be busy. I'll tell the visitor not to disturb you.

1. I'm sure you are tired: you have been working for hours. 2. Perhaps he visited the British Museum when he was in London last year. 3. I am sure it is a very deep lake. 4. Probably that building in the distance is the station. 5. I don't believe you have lost your passport; probably you have put it into another bag. 6. Perhaps the girl was frightened. 7. Probably you left your textbook in the café. 8. I don't believe they will give up such a brilliant idea. 9. You look pale. Probably you are tired. 10. I don't believe that this person is a good friend.

**Д. Переведите предложения на английский язык, используя герундий.**

1. Я помню, что была больна в это время. 2. Она продолжала молчать, так как боялась обидеть его. 3. Нельзя привыкнуть к тому, что тебя оскорбляют. 4. Она разорвала письмо, не читая его. 5. Этот вопрос стоит обсудить всем вместе. 6. Его оштрафовали за то, что он перешел улицу в неположенном месте. 7. После того, что произошло, она избегала встречаться с ним. 8. Вы не возражаете, если я зайду к вам сегодня вечером? 9. Бесполезно достать билеты на этот спектакль. 10. Видя, что я подхожу, они перестали разговаривать.

**Е. Раскройте скобки, употребляя герундий в активной или пассивной форме.**

1. The doctor insisted on (to send) the sick man to the hospital. 2. Do you mind him (to examine) by a specialist? 3. He showed no sign of (to recognize) me. 4. He had a strange habit of (to interfere) in other people's business. 5. He is good at (to repair) cars. 6. He was very glad of (to help) in his difficulty. 7. On (to allow) to leave the room, the child ran out into the garden and started (to play). 8. In (to make) this experiment, they came across some very interesting phenomena. 9. The results of the experiment must be checked carefully before (to publish). 10. The problem is not worth (to discuss).

**Ф. Переведите предложения, обращая внимание на существительные и местоимения перед герундием.**

1. My trying to convince him was of no use. 2. I don't mind his opening the window. 3. She insisted on her son being allowed to go home. 4. When asked why she had missed the train, she said something about her watch being slow. 5. She approached without my seeing her. 6. She stayed in town the whole summer because of her daughter being ill. 7. I had no idea of his leaving the city so soon. 8. Aunt's coming here gives me much pleasure. 9. The librarian didn't object to the reader keeping the book one day longer. 10. She said that she knew nothing about the door having been left open.

**Г. Подчеркните правильный вариант ответа.**

1. **However/although** hard he studies, he doesn't get good marks.
2. My sister is dark, **whereas/despite** I am blonde.
3. **Despite/while** going on a diet, she put on five kilos.
4. Clever **whereas/as** he is, he failed the test.



5. **Even though/despite** he had little money, he insisted on playing for the meal.
6. I invite Sue. She didn't come, **although/though**.
7. **In spite of/whatever** you say, I won't believe you.
8. My mother is French **whereas/even though** my father is Polish.
9. Persuasive **though/but** he may be, I won't change my mind.
10. **Even though/despite** we're good friends, we don't meet very often.

#### H. Вставьте союз : as soon as, since, before, by the time, while, until or whenever.

" So, Mrs Trumpton, welcome to your first driving lesson. I'd like to say a few words 1)..... we begin. The most important thing to remember is that the pedal in the middle is the brake-2) ..... you need to stop, you press it. Never start the engine 3) ..... you get in the car, because it might be in gear and never drive off 4) ..... you make sure the road is clear. You must continually check your mirror 5).....you are driving, because it is important to know what is behind you. I will only take you out on the road 6)..... We have practiced the basics in the car park for a couple of lessons. Don't worry Mrs Trumpton, I've been teaching people how to drive 7)..... 1982, so you're in good hands. I assure you that 8)..... You have finished this course, you will have become a safe and confident driver.

#### I. Исправьте ошибки в предложениях.

1. We waited for you ~~by~~ it got dark. - We waited for you until it got dark.
2. When the Queen will arrive, we must all stand up.
3. As soon as I'll get home, I'll have something to eat.
4. They didn't call by the time they had found the solution.
5. Can you phone me when you will be ready?
6. Every time I will go shopping, I spend too much money.
7. I'll phone you if there will be a problem.
8. The children cleared the table by the time they had finished eating.
9. Until we went to bed, it was nearly morning.
10. I'll call you immediately as I reach my hotel.

#### J. Переведите текст на русский язык.

##### **Edward Bernays was the self-appointed Father of Public Relations.**

In describing the origin of the term Public Relations, Bernays commented, "When I came back to the United States [from the war], I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda got to be a bad word because of the Germans ... using it. So what I did was to try to find some other words, so we found the words Counsel on Public Relations".

Ivy Lee, who has been credited with developing the modern news release (also called a "press release"), espoused a philosophy consistent with what has sometimes been called the "two-way street" approach to public relations in which PR consists of helping clients listen as well as communicate messages to their publics. In the words of the Public Relations Society of America (PRSA), "Public relations helps an organization and its publics adapt mutually to each other." In practice, however, Lee often engaged in one-way propagandizing on behalf of clients despised by the public, including Standard Oil founder John D. Rockefeller. Shortly before his death, the US Congress had been investigating Rockefeller's work on behalf of the controversial Nazi German company IG Farben.

Bernays was the profession's first theorist. Bernays drew many of his ideas from Sigmund Freud's theories about the irrational, unconscious motives that shape human behaviour. Bernays authored several books, including *Crystallizing Public Opinion* (1923), *Propaganda* (1928), and *The Engineering of Consent* (1947). He saw public relations as an "applied social science" that uses insights from psychology, sociology, and other disciplines to scientifically manage and manipulate the thinking and behavior of an irrational and "herdlike" public. "The conscious and intelligent manipulation of the

organized habits and opinions of the masses is an important element in democratic society," he wrote in Propaganda, "Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country."

In the 1890s when gender role reversals could be caricaturized, the idea of an aggressive woman who also smoked was considered laughable. In 1929, Edward Bernays proved otherwise when he convinced women to smoke in public during an Easter parade in Manhattan as a show of defiance against male domination. The demonstrators were not aware that a tobacco company was behind the publicity stunt.

## Вариант 5

### А. Переведите предложения на русский язык.

1. How could you be so silly, Henry? 2. Do you think you could finish it so quickly? 3. What can you really do to help her? 4. I can't express exactly what I think about it. 5. The rain has stopped. We can go out now. 6. It may be so, it may be not... I don't know. 7. I think we might be great friends. 8. They may not have come back yet. Let's call them and find it out. 9. May I come in, Mr. Frank? I'm so sorry for being late! 10. Mr. Higgins told me I might come.

### В. Переведите предложения на английский язык, используя can или may.

1. Как ты не смог догадаться, что она говорит неправду?! 2. Возможно, он знает об этом, просто не хочет нам говорить. 3. Вы могли бы сказать мне об этом вчера! 4. Я не могу отказать ему – он столько для меня сделал! 5. Можно мне прийти чуть позже? 6. Не могли бы Вы одолжить мне 20 фунтов? 7. Вам придется поторопиться, или Вы можете опоздать. 8. Я сделаю все, что могу, чтобы помочь Вам. 9. Вы можете попробовать сдать экзамен еще раз. 10. Он, возможно, им все уже рассказал.

### С. Заполните пропуски глаголами must, have to или need.

1. I am glad the lessons will begin later – we won't ... (get up) early. 2. You ... not (learn) the poem. You only ... (read) it. 3. Children ... not (play) with matches. 4. It was late, and they ... (light) a fire to cook supper. 5. You ... (give) it back to me before you go. 6. You ... not (be) late for the concert. 7. I made some mistakes, so I ... (do) the exercise again. 8. You ... not (miss) this film, it is very good. 9. You ... not (bring) any food with you tomorrow. I'll have enough for both of us. 10. We ... (be) there at 12 sharp. 11. You ... (learn) the whole poem.

### Д. Переведите предложения на русский язык, обращая внимание на герундий.

1. It is silly of me, but I can't help feeling anxious. 2. I don't like being lied to. 3. I feel a good deal of hesitation about telling you this story of my own. 4. On hearing the sound Nancy hurried to the door. 5. He left without having paid the bill. 6. Would you mind waiting a moment in the hall? 7. He denied having opened the box. 8. Writing quickly tires my hand. 9. I remember seeing it on the table. 10. He was accused of having entered the country illegally.

### Е. Используйте соответствующую форму герундия, вставляя предлоги по мере необходимости.

Пример: Now I can boast (to see) Rome, London and Paris. – Now I can boast of having seen Rome, London and Paris.

1. How did you like the English rule (to drive) on the left side of the road? 2. I hate (to be) ill and (to stay) in bed. 3. I am not used (to receive) a lot of presents for Christmas. 4. My wife and I look forward (to see) you and your wife at our place. 5. The children had to help (to sweep) and (to clean) the rooms and (to

wash up) after meals. 6. The doctor left three different medicines with instructions (to give) them. 7. You can improve your English pronunciation (to read) aloud. 8. I don't like the idea (to spend) a holiday with hundreds of other people. 9. The silence was broken by the sound of the door (to lock). 10. I remember (to go) to the British Museum one day.

**F. Составьте предложения, используя герундий после следующих глаголов.**

Пример: stop – The boy could not stop crying.

Finish, prevent, avoid, deny, remember, postpone, enjoy, imagine, forgive, excuse, suggest, keep, mind, rely, regret.

**G. Подчеркните правильный вариант.**

1. **For/ since** the children are staying at their grandmother's, let's do out for the evening.
2. Ben's **so/such** a charming that it's very difficult to refuse him anything.
3. The road is closed **as a result/because** there's been an accident.
4. Carla's **such/so** busy that she hasn't got time to see anyone.
5. **For/as** it's raining outside, let's take a taxi.
6. The hotel was fully booked. **Therefore/on the grounds that** we stayed at a guest house.
7. It's **so/such** a popular restaurant, you need to make a reservation.
8. **For/since** I don't know the Becks very well, I've decided not to go to their party.
9. There were **so/such** few people around, the streets were almost deserted.
10. **Because/due to** the traffic, I arrived at the office late.

**H. Вставьте: when, where, why, who, which, that , whose.**

Jean Crowder, 1) **..who..** is 65, has a fascinating job. She works at a leisure centre, 2) ..... she teaches aerobics at classes 3) ..... attract women of all ages. Jean, 4) ..... slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 45 years ago 5) ..... she was a student. Then she heard about a class 6) ..... needed an instructor. That's 7) ..... she started this particular career. Jean's classes, 8) ..... last one hour, include dance and step exercises. Jean has some tips for those 9) ..... wish to stay young. 'Eat plenty of fruit, 10)..... is good for you. Try to spend time in places 11)..... there is fresh air. Talk to young people, 12) ..... Ideas can open your eyes.' Jean will only stop teaching aerobics 13) ..... she is too old to walk. But, as she says, 'I want to delay that day. That's the reason 14) ..... I look after my health.

**I. Переведите на английский язык.**

1. Я сегодня видела парня, которому ты понравилась на прошлой вечеринке.
2. Картина, которую мне подарили, висит на кухне.
3. Забери сумку, которую ты оставила у меня.
4. Человек, которого мы встретили, оказался путешественником.
5. Женщина, чей голос ты только что слышала, моя сестра.
6. Мы приехали из Франции, где отлично провели время.
7. Всё, что я знал об экономике, оказалось бесполезным.
8. Это тот человек, с которым ты разговаривала.

**J. Переведите текст на русский язык.**

**Definition of Public Relations**

The Cambridge Dictionary definition of Public Relations defines PR as being "the activity of keeping good relationships between an organization and the people outside it."

Public Relations is a concept that has been around for decades. Often associated with politics, PR has been used to convey messages from companies and political parties to the public.

First recorded in the 18th century, Georgiana Cavendish, Duchess of Devonshire sought to raise the profile of her friend Charles James Fox, through media relations, lobbying and celebrity campaigning. The First World War witnessed the first real onslaught of PR with early professionals using the print media to convey messages and propaganda supporting the War and spreading the word.

Nowadays Public Relations can mean many things but the writing of Press Releases and features which convey a story to target audiences is still the foundation of Public Relations. However, PR also includes the following:

- Building relationships with the media, creating a solid foundation with key journalists making them more receptive to potential stories
- Organizing and Implementing events to promote new products for the company and successfully publicizing these events
- Organizing and writing award entries
- Writing industry reports
- Crisis management - preparing a strategy in case of a negative story
- On-line Public Relations involves conveying your messages through blogs and social networking sights and the world wide web

Public Relations covers a variety of aspects which can be implemented together as part of a wider campaign, or can be used individually to promote certain aspects of a company.

The value of Public Relations is in the subliminal way the message is conveyed. When we see an advertising campaign we know the company is behind it and this makes us cynical as to the authenticity of the claims being made. However Public Relations aims to communicate the same information but with words that seem as though they have been created by an impartial advisor.

## Вариант 6

### A. Заполните пропуски глаголами **can, may или must**.

1. We ... go somewhere else, it's too boring here. 2. I did not here him return to the room. I... have been asleep. 3. You ...do it as soon as possible. 4. No good looking back, things happen as they ... 5. To be ashamed of his own father is the bitterest experience a young man ... go through. 6. I think you ... be glad of some coffee before you start back to your hotel. 7. Though he got into bed, he ... not sleep. 8. You ... not go out so late at night. 9. I think it ... happen sooner or later. 10. Somebody is knocking at the door. It ... be Nick.

### B. Переведите предложения на английский язык, используя **can, may или must**.

1. Теперь ты можешь делать все, что хочешь. 2. Вряд ли дети вернулись из зоопарка. Они там впервые и могут долго пробыть. 3. Если ты так долго будешь смотреть телевизор, у тебя может заболеть голова. 4. Если это так, мы должны его наказать! 5. Вы можете найти его в саду. Он только что туда пошел. 6. Фредди, должно быть, играет в теннис с Джимом. 7. Она, может быть, ничего не знает об этом. Вы тоже ничего не должны ей говорить. 8. Интересно, что он может делать здесь так поздно? – Возможно, он ждет Мэри. 9. Не может быть, чтобы Джонни забыл ключ. Я видел, как он клал его в карман. 10. Не могли бы Вы прийти немного пораньше?

### C. Переведите предложения, обращая внимание на глагол **need**.

1. We don't need anything else. 2. What more do you need? 3. You needn't have carried all those parcels yourself. You needn't take any more pills after next Monday. 4. I must go now? But you needn't. 5. You needn't have waited for me, I could have found the way myself. 6. Looking back I can see exactly how it happened. It need never have happened! 7. You needn't hit too hard – it isn't worthwhile! 8. I need some more time to finish my report. 9. All children need mother's care. 10. Are you sure you needn't our help?

**D. Используйте соответствующую форму герундия, вставляя предлоги по мере необходимости.**

1. How did you like the English rule (to drive) on the left side of the road? 2. I hate (to be) ill and (to stay) in bed. 3. I am not used (to receive) a lot of presents for Christmas. 4. My wife and I look forward (to see) you and your wife at out place. 5. The children had to help (to sweep) and (to clean) the rooms and (to wash up) after meals. 6. The doctor left three different medicines with instructions (to give) them. 7. You can improve your English pronunciation (to read) aloud. 8. I don't like the idea (to spend) a holiday with hundreds of other people. 9. The silence was broken by the sound of the door (to lock). 10. I remember (to go) to the British Museum one day.

**E. Составьте предложения, используя герундий после следующих глаголов.**

Пример: stop – The boy could not stop crying.

Finish, prevent, avoid, deny, remember, postpone, enjoy, imagine, forgive, excuse, suggest, keep, mind, rely, regret.

**F. Закончите следующие предложения, используя герундий.**

Пример: We couldn't even dream of... - We couldn't even dream of going to Paris.

1. Everybody wished he stopped ... 2. He is sure to boast of ... 3. You can't act without ... 4. Are English people fond of ...? 5. I can hardly remember ... 6. We don't often have the chance of ... 7. Is there any use in ... 8. My children are not used to ... 9. We all look forward to ... 10. Everybody disliked the idea of ...

**G. Исправьте ошибки в предложениях.**

1. We waited for you ~~by~~ it got dark. - We waited for you until it got dark.
2. When the Queen will arrive, we must all stand up.
3. As soon as I'll get home, I'll have something to eat.
4. They didn't call by the time they had found the solution.
5. Can you phone me when you will be ready?
6. Every time I will go shopping, I spend too much money.
7. I'll phone you if there will be a problem.
8. The children cleared the table by the time they had finished eating.
9. Until we went to bed, it was nearly morning.
10. I'll call you immediately as I reach my hotel.

**H. Составьте одно предложение из двух данных, используйте союз в скобках.**

1. I missed the bus. I was late for work. ( **as a result**)- I missed the bus and **as a result** I was late for work.
2. The police didn't catch the thief. They were fooled by his disguise.(as)
3. Darren has a meeting. He can't baby-sit. (since)
4. Sharon doesn't listen. She makes mistakes. (consequently)

5. There were many people at the reception. They had to wait in line. (so...that)
6. The Raiders lost the game. Their best player was hurt. (as)
7. I don't like Roger. He is selfish. (The reason why... because)
8. It was a beautiful gesture. She nearly cried. (such... that)
9. It was cold. I couldn't feel my fingers. (so....that)
10. The weather is stormy. The plane is delayed. (such...that)

### **I. Вставьте: when, where, why, who, which, that, whose.**

Jean Crowder, **1) ..who..** is 65, has a fascinating job. She works at a leisure centre, **2) .....** she teaches aerobics at classes **3) .....** attract women of all ages. Jean, **4) .....** slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 45 years ago **5) .....** she was a student. Then she heard about a class **6) .....** needed an instructor. That's **7) .....** she started this particular career. Jean's classes, **8) .....** last one hour, include dance and step exercises. Jean has some tips for those **9) .....** wish to stay young. 'Eat plenty of fruit, **10).....** is good for you. Try to spend time in places **11).....** there is fresh air. Talk to young people, **12) .....** Ideas can open your eyes.' Jean will only stop teaching aerobics **13) .....** she is too old to walk. But, as she says, 'I want to delay that day. That's the reason **14) .....** I look after my health.

### **J. Переведите текст на русский язык.**

#### **Public Relations in Great Britain. Review.**

Public relations in Britain developed out of local government's need to improve and maintain good relationships with local communities in the 1920s, central government's wartime and peacetime propaganda throughout the twentieth century and, to a much more limited degree, from public utilities and multinationals. It was the local government specialists who, in 1947, formulated the first formal definition of public relations and whose administrative skills were a key in setting up and, to a large degree, running the Institute of Public Relations (IPR) in the first years after its formation.

On its establishment in 1948, IPR's aims included considering "the institution of examinations or other suitable tests with the object of raising the status of those practicing public relations to an agreed professional level." This article presents an historical review of British public relations' engagement with education, focusing largely on the activities of the IPR. It contributes some understanding of occupational values about education and much of the relevant historical detail for a consideration of public relations' effort to professionalize. According to those who have analyzed the traits of professional occupations, the key elements are: the articulation of a domain of expertise; the establishment of monopoly in the market for a service based on that expertise; the ability to limit entry to the field through the strategy known in sociology of the professions as "social closure"; the attainment of social status; an independent and fiduciary relationship with a client; a code of ethics, and a way of "testing competence, regulating standards, and maintaining discipline." Education was, and continues to be, an instrument for the public relations occupation in achieving elite status in society. Education helps to achieve this goal by contributing to the legitimizing process of social acceptance and by helping to define public relations' expertise and the scope of its operation. Education can also provide theoretical underpinning for practice and ethics and thus helps to define standards. Potentially, education may also be the barrier to practicing public relations.

This article begins by describing the IPR's first steps to define an appropriate curriculum that could form the basis of a qualification to limit entry to the Institute. This is followed by a chronological review detailing the earliest British literature, the first students, the first British textbook, the implementation of educational criteria for IPR membership, the first company training scheme, the failure to enforce educational criteria for membership, developments in the 1970s, and the establishment of degree level qualifications by British Universities in the 1980s.

### **A. Переведите предложения, обращая внимание на глагол need.**

1. We don't need anything else. 2. What more do you need? 3. You needn't have carried all those parcels yourself. You needn't take any more pills after next Monday. 4. I must go now? But you needn't. 5. You needn't have waited for me, I could have found the way myself. 6. Looking back I can see exactly how it happened. It need never have happened! 7. You needn't hit too hard – it isn't worthwhile! 8. I need some more time to finish my report. 9. All children need mother's care. 10. Are you sure you needn't our help?

### **B. Переведите предложения, употребляя модальные глаголы.**

1. Посмотри на женщину у окна. Должно быть, я где-то встречала ее. 2. Я не должна была ему это говорить. По-моему он обиделся на меня. 3. Вы вчера поздно вернулись: вам сегодня следует лечь спать пораньше. 4. Ты не должна так говорить о ней. 5. Нельзя все время говорить об одном и том же. 6. Вам не придется ничего придумывать. Вам скажут, что надо делать. 7. Джейн не могла забыть меня! 8. Не может быть, чтобы я пропустил его. Я все время стоял у дверей. 9. Ему не надо было работать так долго вчера. Часть работы можно было оставить на сегодня.

### **C. Заполните пропуски глаголами can, may или must.**

We ... go somewhere else, it's too boring here. 2. I did not here him return to the room. I ... have been asleep. 3. You ... do it as soon as possible. 4. No good looking back, things happen as they ... . 5. To be ashamed of his own father is the bitterest experience a young man ... go through. 6. I think you ... be glad of some coffee before you start back to your hotel. 7. Though he got into bed, he ... not sleep. 8. You ... not go out so late at night. 9. I think it ... happen sooner or later. 10. Somebody is knocking at the door. It ... be Nick.

### **D. Составьте предложения, используя герундий после следующих глаголов.**

Пример: stop – The boy could not stop crying.

Finish, prevent, avoid, deny, remember, postpone, enjoy, imagine, forgive, excuse, suggest, keep, mind, rely, regret.

### **E. Закончите следующие предложения, используя герундий.**

Пример: We couldn't even dream of... - We couldn't even dream of going to Paris.

1. Everybody wished he stopped ... 2. He is sure to boast of ... 3. You can't act without ... 4. Are English people fond of ...? 5. I can hardly remember ... 6. We don't often have the chance of ... 7. Is there any use in ... 8. My children are not used to ... 9. We all look forward to ... 10. Everybody disliked the idea of ...

### **F. Замените придаточные конструкции на герундий.**

Пример: Thank you that you reminded me about that. – Thank you for reminding me about that.

1. We recommended that work should start at once. 2. Nick suggested that we should have a dinner in this restaurant. 3. He does not want you to interfere. 4. He prevents when I help him. 5. I can't remember that they ever invited me to their place. 6. She disliked that he was so stubborn. 7. Nell denies that he is a bore. 8. Nobody objects that Peter lives with us. 9. We decided that we should join them in Glasgow. 10. He wrote he would stay in Paris another week and didn't explain why.

**G. Составьте придаточные предложения, соединяя два простых, употребите нужный по смыслу союз.**

Last year I went to Paris. I stayed there for a week. It was a lovely experience. I will never forget it. I stayed with Louise. She is my French cousin. She introduced me to Pierre. His knowledge of Paris is amazing. I loved the boulevards. They are so wide and elegant. The Eiffel Tower is, of course, a great sight. It is famous all over the world. My favorite building, however, was the Invalides. It was built in the 17<sup>th</sup> century. At the end of the week I thanked Pierre. He had been very kind.

*Last year I went to Paris where I stayed for a week.....*

**H. Переведите на английский язык.**

1. Я сегодня видела парня, которому ты понравилась на прошлой вечеринке.
2. Картина, которую мне подарили, висит на кухне.
3. Забери сумку, которую ты оставила у меня.
4. Человек, которого мы встретили, оказался путешественником.
5. Женщина, чей голос ты только что слышала, моя сестра.
6. Мы приехали из Франции, где отлично провели время.
7. Всё, что я знал об экономике, оказалось бесполезным.
8. Это тот человек, с которым ты разговаривала.

**I. Подчеркните правильный вариант.**

1. **For/ since** the children are staying at their grandmother's, let's do out for the evening.
2. Ben's **so/such** a charming that it's very difficult to refuse him anything.
3. The road is closed **as a result/because** there's been an accident.
4. Carla's **such/so** busy that she hasn't got time to see anyone.
5. **For/as** it's raining outside, let's take a taxi.
6. The hotel was fully booked. **Therefore/on the grounds that** we stayed at a guest house.
7. It's **so/such** a popular restaurant, you need to make a reservation.
8. **For/since** I don't know the Becks very well, I've decided not to go to their party.
9. There were **so/such** few people around, the streets were almost deserted.
10. **Because/due to** the traffic, I arrived at the office late.

**J. Переведите текст на русский язык.**

**STARTING OUT**

A major difficulty for the Institute at its inception was the problem of how to define public relations and limit entry. Initially, full membership was to be granted only to those with a wide range of experience. Press agents and publicists were to be excluded from membership but, as those functions were not clearly defined, the distinction between public relations and publicity proved hard to draw, as is shown by a report of the first formal meeting of the IPR in 1948:

The rules of the Institute state that any individual who is doing exclusively press agency work cannot become a member... What, the members wanted to know, was the definition of Press Agency work? Could any member of the Council say? None could. Then came the inevitable second question--how can you possibly apply the rule? The answer is that the rule has been applied.

A few months later, Norman Rogers, Assistant Secretary, claimed that "The Institute needs revitalising... The Institute is falling asleep" [8] and argued that full membership should be reserved for those who, ...unquestionably possess a high all-round standard of technical ability, practical performance and experience in PR practice in his [sic] particular field and that he is engaged in putting into effect a bona fide public relations policy of his organization either as a PR executive, or in a directive or consultative capacity.



However, it was not clear how standards or the other criteria were to be judged, neither was it clear who would be in a position to make judgements about others. Rogers pointed to the link between standards, occupational status, and the institution's ability to apply a discriminating rule to applicants for membership:

The Institute should. . . define the qualifications in training, experience and scope of activity required for eligibility for Full membership. . . the Institute should boldly state what it considers to be the proper function and scope of the practice. . . and. . . admit to Full membership only those who conform to the standards published for all the world to see. . . . The Institute should encourage members to contribute original ideas and views towards enhancement of the prestige of Public Relations. This could be achieved by the award each year of diplomas. . . to those members adjudged to have made the best contribution towards raising the prestige or adding towards public understanding of public relations...

## Вариант 8

### **A. Переведите предложения на английский язык, используя can, may или must.**

1. Теперь ты можешь делать все, что хочешь. 2. Вряд ли дети вернулись из зоопарка. Они там впервые и могут долго пробыть. 3. Если ты так долго будешь смотреть телевизор, у тебя может заболеть голова. 4. Если это так, мы должны его наказать! 5. Вы можете найти его в саду. Он только что туда пошел. 6. Фредди, должно быть, играет в теннис с Джимом. 7. Она, может быть, ничего не знает об этом. Вы тоже ничего не должны ей говорить. 8. Интересно, что он может делать здесь так поздно? – Возможно, он ждет Мэри. 9. Не может быть, чтобы Джонни забыл ключ. Я видел, как он клал его в карман. 10. Не могли бы Вы прийти немного пораньше?

### **B. Заполните пропуски глаголами must, have to или need.**

1. I am glad the lessons will begin later – we won't ... (get up) early. 2. You ... not (learn) the poem. You only ... (read) it. 3. Children ... not (play) with matches. 4. It was late, and they ... (light) a fire to cook supper. 4. You ... (give) it back to me before you go. 5. You .. not (be) late for the concert. 6. I made some mistakes, so I ... (do) the exercise again. 7. You ... not (miss) this film, it is very good. 8. You ... not (bring) any food with you tomorrow. I'll have enough for both of us. 9. We ... (be) there at 12 sharp. 10. You ... (learn) the whole poem.

### **C. Перефразируйте следующие предложения, употребляя модальные глаголы must, may, или can't.**

1. I'm sure you are tired: you have been working for hours. 2. Perhaps he visited the British Museum when he was in London last year. 3. I am sure it is a very deep lake. 4. Probably that building in the distance is the station. 5. I don't believe you have lost your passport; probably you have put it into another bag. 6. Perhaps the girl was frightened. 7. Probably you left your textbook in the café. 8. I don't believe they will give up such a brilliant idea. 9. You look pale. Probably you are tired. 10. I don't believe that this person is a good friend.

### **D. Раскройте скобки, используя соответствующую форму герундия.**

1. The lady didn't keep us (to wait). 2. I strongly suspect Gerald of (to know) all about it beforehand, though he swears he didn't. 3. Excuse me for not (to write) more at the moment. 4. She never lost the power of (to form) quick decisions. 5. She denied (to see) me at the concert, though I'm sure I saw her in the stalls. 6. I want to thank her for (to look after) the children while I was out. 7. He passed to the front door and out without (to see) us. 8. I enjoy (to read) poetry very much. 9. I don't mind (to stay) here for a little while. 10. Are you going to keep me (to wait) all day?

### **E. Переведите предложения на русский язык, обращая внимание на герундий.**

1. It is silly of me, but I can't help feeling anxious. 2. I don't like being lied to. 3. I feel a good deal of hesitation about telling you this story of my own. 4. On hearing the sound Nancy hurried to the door. 5. He left without having paid the bill. 6. Would you mind waiting a moment in the hall? 7. He denied having opened the box. 8. Writing quickly tires my hand. 9. I remember seeing it on the table. 10. He was accused of having entered the country illegally.

**F. Раскройте скобки, употребляя герундий в активной или пассивной форме.**

The doctor insisted on (to send) the sick man to the hospital. 2. Do you mind him (to examine) by a specialist? 3. He showed no sign of (to recognize) me. 4. He had a strange habit of (to interfere) in other people's business. 5. He is good at (to repair) cars. 6. He was very glad of (to help) in his difficulty. 7. On (to allow) to leave the room, the child ran out into the garden and started (to play). 8. In (to make) this experiment, they came across some very interesting phenomena. 9. The results of the experiment must be checked carefully before (to publish). 10. The problem is not worth (to discuss).

**G. Вставьте союз : as soon as, since, before, by the time, while, until or whenever.**

" So, Mrs Trumpton, welcome to your first driving lesson. I'd like to say a few words 1)..... we begin. The most important thing to remember is that the pedal in the middle is the brake-2) ..... you need to stop, you press it. Never start the engine 3) ..... you get in the car, because it might be in gear and never drive off 4) ..... you make sure the road is clear. You must continually check your mirror 5).....you are driving, because it is important to know what is behind you. I will only take you out on the road 6)..... We have practiced the basics in the car park for a couple of lessons. Don't worry Mrs Trumpton, I've been teaching people how to drive 7)..... 1982, so you're in good hands. I assure you that 8)..... You have finished this course, you will have become a safe and confident driver.

**H. Подчеркните правильный вариант ответа.**

1. **However/although** hard he studies, he doesn't get good marks.
2. My sister is dark, **whereas/despite** I am blonde.
3. **Despite/while** going on a diet, she put on five kilos.
4. Clever **whereas/as** he is, he failed the test.
5. **Even though/despite** he had little money, he insisted on playing for the meal.
6. I invite Sue. She didn't come, **although/though**.
7. **In spite of/whatever** you say, I won't believe you.
8. My mother is French **whereas/even though** my father is Polish.
9. Persuasive **though/but** he may be, I won't change my mind.
10. **Even though/despite** we're good friends, we don't meet very often.

**I. Вставьте: when, where, why, who, which, that, whose.**

Jean Crowder, 1) **..who..** is 65, has a fascinating job. She works at a leisure centre, 2) ..... she teaches aerobics at classes 3) ..... attract women of all ages. Jean, 4) ..... slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 45 years ago 5) ..... she was a student. Then she heard about a class 6) ..... needed an instructor. That's 7) ..... she started this particular career. Jean's classes, 8) ..... last one hour, include dance and step exercises. Jean has some tips for those 9) ..... wish to stay young. 'Eat plenty of fruit, 10)..... is good for you. Try to spend time in places 11)..... there is fresh air. Talk to young people, 12) ..... Ideas can open your eyes.' Jean will only stop teaching aerobics 13) ..... she is too old to walk. But, as she says, 'I want to delay that day. That's the reason 14) ..... I look after my health.

**J. Переведите текст на русский язык.**

The **history of public relations** is mostly confined to the early half of the twentieth century; however there is evidence of the practices scattered through history. One notable practitioner was Georgiana Cavendish, Duchess of Devonshire whose efforts on behalf of Charles James Fox in the 18th century included press relations, lobbying and, with her friends, celebrity campaigning.

A number of American precursors to public relations are found in the form of publicists who specialized in promoting circuses, theatrical performances, and other public spectacles. In the United States, where public relations has its origins, many early public relations practices were developed in support of railroads. In fact, many scholars believe that the first appearance of the term "public relations" appeared in the 1897 Year Book of Railway Literature.

Later, practitioners were — and are still often — recruited from the ranks of journalism. Some reporters concerned with ethics criticize former colleagues for using their inside understanding of news media to help clients receive favorable media coverage.

### *The first "names"*

Some historians regard Ivy Lee as the first real practitioner of public relations, but Edward Bernays, a nephew and student of Sigmund Freud, is generally regarded today as the profession's founder. In the United Kingdom Sir Basil Clarke (1879 - 1947) was a pioneer of public relations.

The First World War helped stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays, John W. Hill, and Carl Byoir, got their start with the Committee on Public Information (also known as the Creel Committee), which organized publicity on behalf of U.S. objectives during World War I.

## Вариант 9

### **A. Переведите предложения, употребляя модальные глаголы.**

Посмотри на женщину у окна. Должно быть, я где-то встречала ее. 2. Я не должна была ему это говорить. По-моему он обиделся на меня. 3. Вы вчера поздно вернулись: вам сегодня следует лечь спать пораньше. 4. Ты не должна так говорить о ней. 5. Нельзя все время говорить об одном и том же. 6. Вам не придется ничего придумывать. Вам скажут, что надо делать. 7. Джейн не могла забыть меня! 8. Не может быть, чтобы я пропустил его. Я все время стоял у дверей. 9. Ему не надо было работать так долго вчера. Часть работы можно было оставить на сегодня.

### **B. Переведите предложения на русский язык.**

1. How could you be so silly, Henry? 2. Do you think you could finish it so quickly? 3. What can you really do to help her? 4. I can't express exactly what I think about it. 5. The rain has stopped. We can go out now. 6. It may be so, it may be not... I don't know. 7. I think we might be great friends. 8. They may not have come back yet. Let's call them and find it out. 9. May I come in, Mr. Frank? I'm so sorry for being late! 10. Mr. Higgins told me I might come.

### **C. Заполните пропуски глаголами must, have to или need.**

I am glad the lessons will begin later – we won't ... (get up) early. 2. You ... not (learn) the poem. You only ... (read) it. 3. Children ... not (play) with matches. 4. It was late, and they ... (light) a fire to cook supper. 4. You ... (give) it back to me before you go. 5. You .. not (be) late for the concert. 6. I made some mistakes, so I ... (do) the exercise again. 7. You ... not (miss) this film, it is very good. 8. You ... not (bring) any food with you tomorrow. I'll have enough for both of us. 9. We ... (be) there at 12 sharp. 10. You ... (learn) the whole poem.

#### **D. Переведите предложения на русский язык, обращая внимание на герундий.**

1. It is silly of me, but I can't help feeling anxious. 2. I don't like being lied to. 3. I feel a good deal of hesitation about telling you this story of my own. 4. On hearing the sound Nancy hurried to the door. 5. He left without having paid the bill. 6. Would you mind waiting a moment in the hall? 7. He denied having opened the box. 8. Writing quickly tires my hand. 9. I remember seeing it on the table. 10. He was accused of having entered the country illegally.

#### **E. Раскройте скобки, используя соответствующую форму герундия.**

1. The lady didn't keep us (to wait). 2. I strongly suspect Gerald of (to know) all about it beforehand, though he swears he didn't. 3. Excuse me for not (to write) more at the moment. 4. She never lost the power of (to form) quick decisions. 5. She denied (to see) me at the concert, though I'm sure I saw her in the stalls. 6. I want to thank her for (to look after) the children while I was out. 7. He passed to the front door and out without (to see) us. 8. I enjoy (to read) poetry very much. 9. I don't mind (to stay) here for a little while. 10. Are you going to keep me (to wait) all day?

#### **F. Переведите предложения на английский язык, используя герундий.**

Пример: Увидев меня, ребенок улыбнулся. - Seeing me, the child smiled.

1. Я помню, что была больна в это время. 2. Она продолжала молчать, так как боялась обидеть его. 3. Нельзя привыкнуть к тому, что тебя оскорбляют. 4. Она разорвала письмо, не читая его. 5. Этот вопрос стоит обсудить всем вместе. 6. Его оштрафовали за то, что он перешел улицу в неположенном месте. 7. После того, что произошло, она избегала встречаться с ним. 8. Вы не возражаете, если я зайду к вам сегодня вечером? 9. Бесполезно достать билеты на этот спектакль. 10. Видя, что я подхожу, они перестали разговаривать.

#### **G. Исправьте ошибки в предложениях.**

1. We waited for you ~~by~~ it got dark. - We waited for you until it got dark.
2. When the Queen will arrive, we must all stand up.
3. As soon as I'll get home, I'll have something to eat.
4. They didn't call by the time they had found the solution.
5. Can you phone me when you will be ready?
6. Every time I will go shopping, I spend too much money.
7. I'll phone you if there will be a problem.
8. The children cleared the table by the time they had finished eating.
9. Until we went to bed, it was nearly morning.
10. I'll call you immediately as I reach my hotel.

#### **H. Подчеркните правильный вариант.**

It was midnight on Sunday 9<sup>th</sup> March and I was on duty. I had my walkie-talkie with me 1) **for/so that** I could contact my partner if I needed him. I noticed that the door of number 14 Lime Avenue was open. I approached the house quietly 2) **in order to/ for fear** investigate. I entered cautiously 3) **not to/ so as not to** alert the intruder. He had a large sack 4) **for/to** carry the stolen goods. I caught him by surprise and arrested him. I took him to the station 5) **to/for** questioning. He admitted everything, but we recorded his statement 6) **for fear that/so that** he might change his story later.

#### **I. Переведите на английский язык.**

1. Я сегодня видела парня, которому ты понравилась на прошлой вечеринке.
2. Картина, которую мне подарили, висит на кухне.

3. Забери сумку, которую ты оставила у меня.
4. Человек, которого мы встретили, оказался путешественником.
5. Женщина, чей голос ты только что слышала, моя сестра.
6. Мы приехали из Франции, где отлично провели время.
7. Всё, что я знал об экономике, оказалось бесполезным.
8. Это тот человек, с которым ты разговаривала.

#### **J. Переведите текст на русский язык.**

##### **Edward Bernays was the self-appointed Father of Public Relations.**

In describing the origin of the term Public Relations, Bernays commented, "When I came back to the United States [from the war], I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda got to be a bad word because of the Germans ... using it. So what I did was to try to find some other words, so we found the words Counsel on Public Relations".

Ivy Lee, who has been credited with developing the modern news release (also called a "press release"), espoused a philosophy consistent with what has sometimes been called the "two-way street" approach to public relations in which PR consists of helping clients listen as well as communicate messages to their publics. In the words of the Public Relations Society of America (PRSA), "Public relations helps an organization and its publics adapt mutually to each other." In practice, however, Lee often engaged in one-way propagandizing on behalf of clients despised by the public, including Standard Oil founder John D. Rockefeller. Shortly before his death, the US Congress had been investigating Rockefeller's work on behalf of the controversial Nazi German company IG Farben.

Bernays was the profession's first theorist. Bernays drew many of his ideas from Sigmund Freud's theories about the irrational, unconscious motives that shape human behaviour. Bernays authored several books, including *Crystallizing Public Opinion* (1923), *Propaganda* (1928), and *The Engineering of Consent* (1947). He saw public relations as an "applied social science" that uses insights from psychology, sociology, and other disciplines to scientifically manage and manipulate the thinking and behavior of an irrational and "herdlike" public. "The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society," he wrote in *Propaganda*, "Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country."

In the 1890s when gender role reversals could be caricaturized, the idea of an aggressive woman who also smoked was considered laughable. In 1929, Edward Bernays proved otherwise when he convinced women to smoke in public during an Easter parade in Manhattan as a show of defiance against male domination. The demonstrators were not aware that a tobacco company was behind the publicity stunt.

#### **Вариант 10**

##### **A. Заполните пропуски глаголами can или may.**

1. None of us know what ... happen. 2. I'm not sure, but she... have gone to the shop. 3. You ... keep this book for a while. 4. People ...chatter about her, but they don't know anything about her. 5. He ... do for you anything you want. 6. He ... be a medical student, though I'm not sure. 7. I ...not swim, ... you teach me? 8. You ... have warned me beforehand! 9. He ... have said that! I don't believe you! 10. She came to her mother to ask if she ... stay and dance a little longer.

##### **B. Заполните пропуски глаголами can, may или must.**

1. We ... go somewhere else, it's too boring here. 2. I did not here him return to the room. I... have been asleep. 3. You ...do it as soon as possible. 4. No good looking back, things happen as they ... . 5. To be ashamed of his own father is the bitterest experience a young man ... go through. 6. I think you ... be glad of some coffee before you start back to your hotel. 7. Though he got into bed, he ... not sleep. 8. You ... not go out so late at night. 9. I think it ... happen sooner or later. 10. Somebody is knocking at the door. It ... be Nick.

**С. Переведите предложения, обращая внимание на глагол need.**

1. We don't need anything else. 2. What more do you need? 3. You needn't have carried all those parcels yourself. You needn't take any more pills after next Monday. 4. I must go now? But you needn't. 5. You needn't have waited for me, I could have found the way myself. 6. Looking back I can see exactly how it happened. It need never have happened! 7. You needn't hit too hard – it isn't worthwhile! 8. I need some more time to finish my report. 9. All children need mother's care. 10. Are you sure you needn't our help?

**Д. Переведите предложения, обращая внимание на существительные и местоимения перед герундием.**

1. My trying to convince him was of no use. 2. I don't mind his opening the window. 3. She insisted on her son being allowed to go home. 4. When asked why she had missed the train, she said something about her watch being slow. 5. She approached without my seeing her. 6. She stayed in town the whole summer because of her daughter being ill. 7. I had no idea of his leaving the city so soon. 8. Aunt's coming here gives me much pleasure. 9. The librarian didn't object to the reader keeping the book one day longer. 10. She said that she knew nothing about the door having been left open.

**Е. Замените придаточные конструкции на герундий.**

Пример: Thank you that you reminded me about that. – Thank you for reminding me about that.

1. We recommended that work should start at once. 2. Nick suggested that we should have a dinner in this restaurant. 3. He does not want you to interfere. 4. He prevents when I help him. 5. I can't remember that they ever invited me to their place. 6. She disliked that he was so stubborn. 7. Nell denies that he is a bore. 8. Nobody objects that Peter lives with us. 9. We decided that we should join them in Glasgow. 10. He wrote he would stay in Paris another week and didn't explain why.

**Ф. Переведите предложения на русский язык, обращая внимание на функции герундия.**

1. It is no use discussing it now, we must act. 2. What he loves best in the world in playing football. 3. The main thing to go in this situation is getting away as soon as possible. 4. The car began moving away down the road. 5. Every second he kept glancing at the clock. 6. The woman began crying before the young girl had finished her sad story. 7. However hard he tried he could not stop thinking about it. 8. He enjoyed teaching and he knew he did it well. 9. Do you mind seeing these photos again? 10. I can't afford buying this expensive car.

**Г. Вставьте: although/though/even though, despite, while/whereas, but, however/no matter how, whatever/no matter what or as.**

Mary is 16 and at school. 1) .... **Despite** being good at most subjects there are some that she still has problems with. 2) ..... hard she studies she doesn't seem to get good marks in maths, 3) ..... her father sits with her every week to try and help her understand it better. She loves art, 4) ..... she always gets good grades, 5) ..... She doesn't like sports at all 6) ..... she's quite athletic. Mary knows that 7) ..... she's still at school she has to keep working hard in all the subjects she's studying 8) ..... Grades she gets. 9) ..... , she's optimistic that she'll improve overall.

**Н. Вставьте: when, where, why, who, which, that , whose.**

Jean Crowder, 1) **..who..** is 65, has a fascinating job. She works at a leisure centre, 2) ..... she teaches aerobics at classes 3) ..... attract women of all ages. Jean, 4) ..... slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 45 years ago 5) ..... she was a student. Then she heard about a class 6) ..... needed an instructor. That's 7) ..... she started this particular career. Jean's classes, 8) ..... last one hour, include dance and step exercises. Jean has some tips for those 9) ..... wish to stay young. 'Eat plenty of fruit, 10)..... is good for you. Try to spend time in places 11)..... there is fresh air. Talk to young people, 12) ..... Ideas can open your eyes.' Jean will only stop teaching aerobics 13) ..... she is too old to walk. But, as she says, 'I want to delay that day. That's the reason 14) ..... I look after my health.

**I. Составьте придаточные предложения, соединяя два простых, употребите нужный по смыслу союз.**

Last year I went to Paris. I stayed there for a week. It was a lovely experience. I will never forget it. I stayed with Louise. She is my French cousin. She introduced me to Pierre. His knowledge of Paris is amazing. I loved the boulevards. They are so wide and elegant. The Eiffel Tower is, of course, a great sight. It is famous all over the world. My favorite building, however, was the Invalides. It was built in the 17<sup>th</sup> century. At the end of the week I thanked Pierre. He had been very kind.

*Last year I went to Paris where I stayed for a week.....*

**J. Переведите текст на русский язык.**

**Definition of Public Relations**

The Cambridge Dictionary definition of Public Relations defines PR as being "the activity of keeping good relationships between an organization and the people outside it."

Public Relations is a concept that has been around for decades. Often associated with politics, PR has been used to convey messages from companies and political parties to the public.

First recorded in the 18th century, Georgiana Cavendish, Duchess of Devonshire sought to raise the profile of her friend Charles James Fox, through media relations, lobbying and celebrity campaigning. The First World War witnessed the first real onslaught of PR with early professionals using the print media to convey messages and propaganda supporting the War and spreading the word.

Nowadays Public Relations can mean many things but the writing of Press Releases and features which convey a story to target audiences is still the foundation of Public Relations. However, PR also includes the following:

- Building relationships with the media, creating a solid foundation with key journalists making them more receptive to potential stories
- Organizing and Implementing events to promote new products for the company and successfully publicizing these events
- Organizing and writing award entries
- Writing industry reports
- Crisis management - preparing a strategy in case of a negative story
- On-line Public Relations involves conveying your messages through blogs and social networking sights and the world wide web

Public Relations covers a variety of aspects which can be implemented together as part of a wider campaign, or can be used individually to promote certain aspects of a company.

The value of Public Relations is in the subliminal way the message is conveyed. When we see an

advertising campaign we know the company is behind it and this makes us cynical as to the authenticity of the claims being made. However Public Relations aims to communicate the same information but with words that seem as though they have been created by an impartial advisor.