

POLIGLOTA

XXIV KONKURS JĘZYKA ANGIELSKIEGO DLA KANDYDATÓW DO LICEUM

I Liceum Ogólnokształcące Dwujęzyczne im. Mikołaja Kopernika w Kołobrzegu

18 marca 2024 r.

IMIĘ I NAZWISKO (drukowanymi literami): _____

KLASA: _____ SZKOŁA: _____

Zad. 1	Zad. 2	Zad. 3	Zad. 4	Zad. 5	WYNIK

GOOD LUCK !

1 Uzupełnij każdą lukę jednym słowem z ramki. Uwaga – jeden wyraz jest zbędny.

knowledge	participants	contestant	guilty	innocent	lecturer
prosecution	cough	allergies	suspicious	suspected	

Charles Ingram cheating scandal

Although the show employed many ways of preventing cheating, no one working on the British original was prepared for a unique style employed by one **1.**_____ – British Army Major Charles Ingram. In September 2001, Ingram took part in the game show for two days, joined by his wife Diana and college **2.**_____ Tecwen Whittock.

After his first day, he devised a plan to help him win the £1 million cash prize the following day – for each question he faced, Ingram would read out the answers for a question, whereupon Whittock, who sat amongst the contestants who would play Fastest Finger First, would **3.**_____ whenever the correct answer was spoken out. As Ingram drew close to the top prize, production staff backstage became **4.**_____ over the amount of back noise Whittock was creating with his coughing. In addition, they also became concerned that Ingram showed no sign of having specialist **5.**_____ on any subject he faced in his questions, in contrast to previous **6.**_____.

After the episode had been filmed, an investigation was ordered. Ingram was informed that he was **7.**_____ of cheating, and thus was not allowed to take his winnings; his reaction to this news further justified suspicions he had cheated. When the footage was reviewed, staff began to notice the pattern between Whittock's coughing and Ingram's behaviour when he chose an answer. After suspending the broadcast of both episodes Ingram featured in, police were called in to investigate the matter further.

In April 2003, Ingram, Diana, and Whittock were taken to court on the charge of using dishonest means to win the top prize on *Who Wants to Be a Millionaire?*. During the trial, the defence claimed that Whittock had simply suffered from **8.**_____ during recording of the second episode, but the **9.**_____ disproved this by revealing footage that showed his coughing stopped, upon Ingram leaving the set and Whittock subsequently taking his turn on the main game. The trial concluded with all three being found **10.**_____ and receiving suspended sentences.

Celebrity Sell Out: the highs and lows of celebrity advertising

Celebrity advertising is everywhere from ads for discount supermarkets to more sophisticated campaigns for designer clothing. But is it a good marketing strategy? There are obvious benefits to using celebrities in advertising. When it comes to a big name star, **1.[_____]**, it's about selling an image. And the bigger the celebrity, the bigger the image. Some companies rely almost entirely on celebrities for their marketing. Nike has consistently used high-profile sports stars to promote their clothing range. Gap rarely makes an ad without using a famous face. Even smaller companies are now spending big bucks to get celebrities behind their brand.

For the stars it's all good news. David Beckham has earned millions from football, but he **2.[_____]**. During his career, he's endorsed a variety of brands including Armani, Gillette and Pepsi. Companies love him for his wide appeal, which almost guarantees a boost in sales. "His football, his experience with dealing with the media and his image all add up to a killer brand," explains marketing expert Rita Clifton. At his peak, the fashionable footballer **3.[_____]**.

In many cases, using celebrities can be extremely successful. British company Marks & Spencer recently used celebrity advertising to change their image. Up until a short time ago, their clothes **4.[_____]**. In an attempt to change all this, the company launched an expensive advertising campaign featuring models Twiggy and Erin O'Connor. Within months the company was transformed from frumpy to fashionable, reporting an encouraging upturn in profits.

But celebrity advertising doesn't always pay off. When health food company Ryvita chose TV presenter Fern Britton to represent them, she seemed the perfect choice. She was well-loved by the British public. She had publicly struggled with her weight, so she **5.[_____]**. The public watched in amazement as she rapidly **6.[_____]**. However, it soon emerged that Fern had lost the weight not because of a diet that consisted of the healthy food, but **7.[_____]**. As a result, her popularity fell dramatically and many questioned whether she was the right person to advertise a slimming product.

On a similar note, L'Oréal came in for some criticism for using unrealistic images to sell their products. Many commented on the false eyelashes that were used in the mascara advertisement featuring Penelope Cruz. The company claims that this is "common practice" but **8.[_____]**. In an attempt to break the mould, some companies have tried a different approach. The personal care brand Dove use "real women" to advertise their products. "We knew the way beauty brands behaved and the way they portrayed women wasn't quite right," says a Dove spokesperson. "It makes you feel depressed when you see **9.[_____]**." Although their adverts may not be as glamorous as other companies', the public has responded positively. Dove's sales have increased impressively since the launch of their campaign and many have praised the company for their inspiring attitude.

So, does this mean the end of celebrity advertising? We're sure it isn't, but **10.[_____]**.

- A *lost the pounds while promoting the rye-based crispbread***
- B *hopefully more will follow the example set by Dove***
- C *it isn't just about selling a product***
- D *the gap between these images of perfection and your own physical reality***
- E *is rumoured to have earned even more from advertising***
- F *many consumers are now mistrustful of the brand***
- G *was estimated to have a brand value of £ 200 million***
- H *due to a surgical procedure***
- I *appealed almost exclusively to middle-aged and elderly customers***
- K *was someone women could identify with***

3 Uzupełnij poniższe zdania jednym słowem. Liczba kresek odpowiada liczbie liter.

1. My Lord, Jimmy, you have put on **w _ _ _ t** again. Now we'll have to refresh your wardrobe.
2. Warsaw is not a big city in **c _ m _ r _ s _ _** to London.
3. I think this shirt will **_ _ r _ _ k** in the first wash. You should have ordered a larger size.
4. This knife is **_ l _ _ t** - it has an edge that will not even cut into cheese.
5. *God save the King* is the British national **_ n _ h _ _**.
6. A fire **_ x _ _ _ g _ _ s _ _ _** is a container with water or chemicals at high pressure to put out a fire.
7. He made himself comfortable and struck a **_ _ t _ _** to light up a cigar.
8. John is not to **_ _ m _** for the misunderstanding. This time it is my fault.
9. There is a definite link between smoking and **_ _ n _** cancer.
10. Is this your **t _ _ p _ _ _ _** or permanent address?

4 Fragmenty zdań w języku polskim przetłumacz na język angielski.

1. By the time you came we **przedyskutowaliśmy** _____ all the issues.
2. We can go on a day trip to York **chyba że** _____ the weather is very bad.
3. I wouldn't tell your sister anything **na Twoim miejscu** _____.
4. We **popelnilibyśmy** _____ a mistake if you hadn't warned us.
5. I **musiałem zostawić** _____ my keys in the car.
6. You can invite **kilkoro przyjaciół** _____ if you want. (~~some~~)
7. You are **wystarczająco wysoki** _____ to be a basketball player.
8. I'm **zmęczony siedzeniem** _____ at my desk and studying.
9. Betty warned me **żeby nie dotykać** _____ the cake.
10. **Nie ma żadnych** _____ good films on TV tonight.

5 Czasowniki podane w nawiasach wstaw w odpowiedniej formie.

1. Unless he _____ (**clean**) the memory on his smartphone regularly, he won't be able to communicate with anybody.
2. I didn't see her face clearly but I can say it _____ (**must, be**) her – at least I recognised her favourite perfume.
3. One of my close friends suddenly started _____ (**ghost**) me – I'm wondering what I have said or done wrong.
4. I'm beginning to worry about my friend – we _____ (**suppose**) to meet an hour ago and I can't contact her.
5. Last weekend I had a terrible argument with my brother over some stupid things. It's been a week now and I wonder when he _____ (**say**) anything to me again.
6. He was watching a movie the other day and after about 30 minutes he realised that he _____ (**seen**) it before.
7. My parents said we wouldn't catch our bus if we _____ (**leave**) at once.
8. This time next year I _____ (**enjoy**) my vacation on Bali, only if I save enough for the whole trip.
9. Rita _____ (**present**) with the gold medal for winning the chess tournament last weekend.
10. A: Why is Sam so tanned? B: Haven't you heard? He _____ (**just, return**) from a safari in Kenya.

KLUCZ

Zadanie 1	Zadanie 2	Zadanie 3
1 contestant	1 C	1 weight
2 lecturer	2 E	2 comparison
3 cough	3 G	3 shrink
4 suspicious	4 I	4 blunt
5 knowledge	5 K	5 anthem
6 participants	6 A	6 extinguisher
7 suspected	7 H	7 match
8 allergies	8 F	8 blame
9 prosecution	9 D	9 lung
10 guilty	10 B	10 temporary

Zadanie 4	Zadanie 5
<ol style="list-style-type: none"> 1. had discussed 2. unless 3. if I were you if I were in your place if I were in your position if I were in your shoes 4. would have made 5. must have left 6. a few friends / a couple of 7. tall enough 8. tired of sitting / fed up with sitting 9. not to touch / against touching 10. There are no / There aren't any 	<ol style="list-style-type: none"> 1. cleans 2. must have been 3. ghosting / to ghost 4. were supposed 5. will say / is going to say 6. had seen 7. didn't leave 8. will be enjoying 9. was presented 10. has just returned