

**Завдання І туру
Всеукраїнської учнівської олімпіади
з англійської мови мови 2026-2027 рр.
10 клас (Час виконання – 60 хв.)
Варіант 1**

Завдання № 1 на встановлення логічної відповідності речень та частин тексту.

You are going to read an article about commercial sponsorship in sport. Six sentences have been removed from the article. Choose from the sentences (A–G) the one that fits each gap (1–6). There is one extra sentence which you do not need to use.

Many sporting organisations only began to understand how valuable commercial sponsorship might be in the last decades of the 20th century, when individual players and their agents started finding their own sponsors. The organisers of the famous Wimbledon Tennis Tournament, for example, had been paying the sports equipment manufacturer, Slazenger, to supply balls and equipment since 1902. Slazenger had been getting hundreds of thousands of pounds' worth of free publicity from the live television coverage of the event but the organisers of the tennis tournament were getting nothing in return. **(1) _____.**

Wimbledon also began to put its name on a range of merchandise which it sold to fans, including clothing, towels, china and stationery. **(2) _____.** Because of their increased overall income, the organisers of the tournament were able to donate millions to the British Lawn Tennis Association and so help develop the sport in the country where the tournament is held.

Sporting agents believe that the injection of money and commercialism into sport from various sources has helped everybody. Players have gained financially, with earnings reflecting the true value of their abilities; sports administrators have cashed in on television's wish to broadcast major events; businesses have gained publicity for their products and found top sports stars willing to promote them and lastly, the public's desire to see top matches and wear a range of sporting goods has been satisfied. **(3) _____.** Top tennis players have to play more and more events across the world. Three-times Wimbledon winner Boris Becker was referring to the top ten players at the end of one exhausting season when he said, "Everyone is badly injured or is having a nervous breakdown."

Meanwhile, agents are now signing up potential stars at even earlier ages – some are as young as ten years old. **(4) _____.** Child stars Andrea Jaeger and Tracy Austin were both forced out of the game after receiving permanent injuries while still in their teens. At least Ms Austin had earned \$5 million before her injury.

(5) _____. A sportswear manufacturer might, say, insist that a player it sponsors competes in a minor tournament in its home town. Meanwhile, the demands of television often influence sporting decisions. The timing of major sporting events such as cup finals, key matches or Olympic events are set to coincide with peak viewing times or to avoid clashes with popular programmes. In 1994 the football World Cup was held in the USA because it was the country which offered the organisers the best commercial opportunities, even though it had no organised football league and the game was relatively unknown there. US television companies even discussed altering the length of the playing periods in order to get in more advertising.

But whatever the arguments, commercialisation has given many sports a higher profile.

(6) _____. Sometimes, of course, the public finds that these goods are also the most expensive, so they end up paying for the sponsorship anyway. But then, as the saying goes, “You pay your money, you take your choice.”

A. People also complain that sponsors have too much influence on the sport in return for their financial backing.

B. Many loyal local fans also believe that their needs are being ignored in favour of more profitable television audiences.

C. Although this may appear harmless, the pressures they face can be intolerable.

D. By 1992 this new business had an annual turnover of over £30 million.

E. But there is a downside: much is demanded of the top stars in return for their high earnings.

F. Increased public awareness of sports has, in turn, helped to stimulate demand for certain products.

G. It was only in the 1970s that they realised they could be charging the company for the privilege instead.

КЛЮЧ ВІДПОВІДЕЙ:

1 – G; 2 – D; 3 – E; 4 – C; 5 – A; 6 – F

You are going to read an article about a Canadian singer called Lights. For questions 1–8, choose the answer (A, B, C or D) which you think fits best according to the text.

The tiny – but tough – girl behind the bright name of Lights sees herself as a fun-loving female who succeeds against things much larger than her. She sees a challenge where others may see a problem. A short form of her much longer surname, Poxleitner, ‘Lights’ came about originally as a stage name she gave herself which quickly became popular among friends and fans. ‘It’s kind of like an alias – superheroes get them!’ she says of her new name. ‘I think you create yourself more the way you want to be over the course of your life, and you shouldn’t let the world do that for you.’

Lights grew up all over the world, living in countries from the Philippines to Jamaica. Because of her family’s constant travels, up until her teenage years she and her younger sister were educated at home by their parents instead of going to school. ‘One day out of every week my dad would take over the teaching, and that was the day we got to do music,’ she remembers. ‘It gave me a passion for music in my early days. I got a guitar when I was 11, and my dad taught me like three chords, and I immediately wrote the first song. I started writing constantly after that.’ Realising that there was so much more to song writing than a few chords and some lyrics, Lights added music producing to her resume at 13, buying herself recording equipment which allowed her to include the sounds of drums and keyboards in her music.

While still trying to focus on what she loved, Lights suddenly found herself in unfamiliar territory: a public high school. ‘I went to six different high schools when I was younger ... I would always be the one sitting by my locker, doing my homework,’ Lights recalls, but seemingly without any regret. Apart from academic achievements (she ‘always got good grades’), ‘I never really fitted in; I just made some friends here and there, but focused on what I loved doing.’

Holding on to the solid relationship she had built with her family, Lights was able to handle the not-so-small stuff of not fitting in. Voted ‘most unique’ in her last high school, Lights was surprised to have even been noticed at all. She had spent all her spare time in her attic, which she called ‘Starry Night Studio’, and had set herself on a track that had nothing to do with the influences of the institution.

Her philosophy for life – ‘Get out there and try stuff’ – seems simple, but that’s the beauty of it: the world can sometimes appear a little scary, and you have to actively seek out a variety of

51 things in your life in order to find your place and role in **it**. And that place may have nothing to do with your label in high school. ‘I know, every time I thought about something I wanted to do, like rock climbing or snowboarding or be in a band or start playing a certain instrument, I would just up and make myself go do it. Like, I wanted to learn cello once, so I rented a cello for four months and taught myself how to play it ... If you do enough things, you’re going to eventually narrow it down to the things that really make you happy!’ Lights has refused to take a back seat in her journey, and you might say that’s what makes her so different from most other people. From auditioning for plays when she hated acting, to trying out for cheerleading (apparently it was ‘awful’), she has pushed her way onto the world stage.

As a result, her unique personality, music and sense of style shines through the masses of other young singers; it speaks to those of us who also aspire to welcome and take advantage of what makes us different, rather than hiding it. ‘You have to be uncomfortable in order to be successful, in some ways. Because if you stay in your comfort zone, you will never do the things that you need to do.’ Lights is clearly a girl who doesn’t fit in – because she was born to stand out.

1. What do we learn about Lights in the first paragraph?

- A** She thinks her new name reflects her abilities.
- B** She wants to be in control of her own development.
- C** She believes people like her better because of her new name.
- D** She hopes to improve her imagination in the future.

2. What does the writer tell us about Lights’s education at home?

- A** Her parents only had time to teach her once a week.
- B** Her father was not a very good teacher.
- C** Her parents kept her at home so she could work harder.
- D** Her father was responsible for introducing her to music.

3. When Lights went to high school, she was

- A** unable to settle down in any particular school.
- B** lost because she didn’t know her way around.
- C** unhappy because she had nowhere to study.
- D** lonely because she didn’t get on with anybody.

4. What helped Lights to cope with her problems at high school?

- A going to school as rarely as possible
- B ignoring everything that other people told her
- C the fact that everyone at school knew who she was
- D the fact that she got on well with her family

5. What does 'it' refer to in line 51?

- A the variety of things
- B the world
- C your place
- D your life

6. In the fifth paragraph we are told that Lights believes she should

- A make sure she achieves more than other people.
- B avoid doing things she dislikes.
- C follow something up if it catches her interest.
- D attempt to be different from everyone else.

7. What does 'aspire' mean in line 68?

- A expect other people
- B feel unwilling
- C have the ambition
- D are afraid

8. In the text as a whole, what is the writer's attitude to Lights?

- A She is impressed by Lights's determination.
- B She feels sorry about Lights's difficulties with other people.
- C She knows that Lights will learn to believe in herself.
- D She wishes Lights was not so unusual.

КЛЮЧ ВІДПОВІДЕЙ: 1 B; 2 D; 3 A; 4 D; 5 B; 6 C; 7 C; 8 A

Завдання № 3 на встановлення відповідності (множинний вибір інформації)

You are going to read four reviews of classic science books. For questions 1–10, choose from the reviews (A–D). The reviews may be chosen more than once.

Which review states that the book:

- 1. includes a number of funny stories?**
- 2. is interesting even for non-scientists to read?**
- 3. would be a good gift choice for someone?**
- 4. mentions a theory that has been disproved?**
- 5. puts forward the author's own ideas about the subject?**
- 6. discusses research carried out on newborns?**
- 7. reflects the writer's wider educational aims?**
- 8. explains the principles on which important ideas are based?**
- 9. was intended to accompany a filmed documentary?**
- 10. contains very interesting pictures?**

Oliver Mansell reviews four books, all of which are must-reads for people who want to learn more about themselves.

A In the Blood: God, Genes and Destiny, by Steve Jones

This is the book for anyone who wants to understand the thinking behind theories of DNA. Did you know, for example, that whoever our parents may be, we are all united by 'the basic stuff of life', which contains our genes? And did you know that most of the population of the world may have descended from fewer than 100 people? Other discoveries like these are still being made almost every week, which is why genetics is at the forefront of 21st-century science. Before they'd heard of genes, people believed that family traits were carried in the blood. Today we know that they were wrong. Issues like these are among those discussed in this thrilling book by Professor Jones. As with his earlier books on other subjects, you will find it hard to put down.

B The Human Face, by Brian Bates with John Cleese

This fascinating book collects together the findings of various scientific studies concerning the human face. One of these has shown that 30 minutes after birth, when our eyes can hardly focus, we gaze at faces rather than anything else. And it seems that we continue to be fascinated with them all through life. There have been a number of psychological tests designed to investigate beauty but their conclusions only prove what the Ancient Greeks always knew: a beautiful face is one with regular features. So maybe this is not the book to buy if you want new facts but it does provide some fascinating insights into how faces have developed over the years and whether one can judge a person by their appearance alone. Although rather serious in places, the book is packed with eye-catching photos, making it an ideal birthday present even for the most reluctant student of science.

C Brain Story, by Susan Greenfield

When she was Director of the Royal Institution of Science, Susan Greenfield's main objective was to encourage the greater public understanding of scientific ideas. In this book, she introduces us to the inside of our heads and shows the kind of enthusiasm about the brain that other writers reserve for fine art or football. The idea of 'intelligence' worries her, however, because this suggests that a person's 'brain power' is pre-determined. She agrees with those who insist that the brain, which is capable of amazing things, is constantly developing, and gets better and better with age, providing you look after it. Although this book develops the ideas introduced in her previous one, *The Private Life of the Brain*, it clearly had television audiences in mind (there was a tie-in series on BBC 1) and as a consequence, it is rather shorter on detail, focusing instead on one or two interesting examples.

D The Language Instinct, by Steven Pinker

Where does our feeling for language come from? How do we learn to speak it so effortlessly? Why is it so hard for adults to learn a foreign language? Cleverly structured, with many amusing anecdotes, linguist Steven Pinker's book examines why we use language and where this ability comes from. His personal belief is that language is as instinctive to us as flying is to geese and that we use it to great effect in order to communicate. He illustrates his theory with examples of language taken from various sources, including children's conversations, pop culture and politicians' speeches. Pinker has packed his book full of original ideas; it does not make for light reading, but it will nonetheless appeal both to specialists and anyone who finds language and human being fascinating in the widest sense.

КЛЮЧ ВІДПОВІДЕЙ:

1 D; 2 D; 3 B; 4 A; 5 D; 6 B; 7 C; 8 A; 9 C; 10 B

Завдання № 4 на множинний вибір у тексті з пропусками.

For questions 1–12, read the text and decide which answer (A, B, C or D) best fits each gap.

We all know that eating too much junk food is bad for our health, but did you know that eating some kinds of health foods could be just as bad for you?

Michel Simon, who (1)___ the Centre for Informed Food Choices in the USA, says there are sugary sports drinks that are as unhealthy as cola. “These drinks may be (2)___ for marathon runners, but for kids doing ordinary exercise, they may end up doing more (3)___ than good.”

Breakfast cereals, which of course are very (4)___ with kids, have also been criticised. Whilst they are often high in fibre, some of them (5)___ a lot more sugar and salt than you would expect. In addition, some of the foods we have (6)___ to know as ‘health snacks’ have also been added to the black (7)___. Although they look and sound nutritious, in most (8)___ they are much tastier than they are healthy for you. For example, some types of dried fruit were (9)___ to have more fat and sugar than the fruit they were (10)___ from. So next time you decide to cut down (11) junk food, think twice about what you end up eating (12)_____.

1 A arranged B invented C constructed D founded

2 A precious B worthy C beneficial D valuable

3 A loss B injury C harm D damage

4 A common B known C popular D famous

5 A involve B contain C consist D include

6 A come B started C brought D arrived

7 A guide B account C column D list

8 A cases B purposes C occasions D situations

9 A searched B found C discovered D realised

10 A produced B created C formed D developed

11 A with B from C on D for

12 A instead B or else C in place D alternatively

КЛЮЧ ВІДПОВІДЕЙ:

1 D; 2 C; 3 C; 4 C; 5 B; 6 A; 7 D; 8 A; 9 B; 10 A; 11 C; 12 A