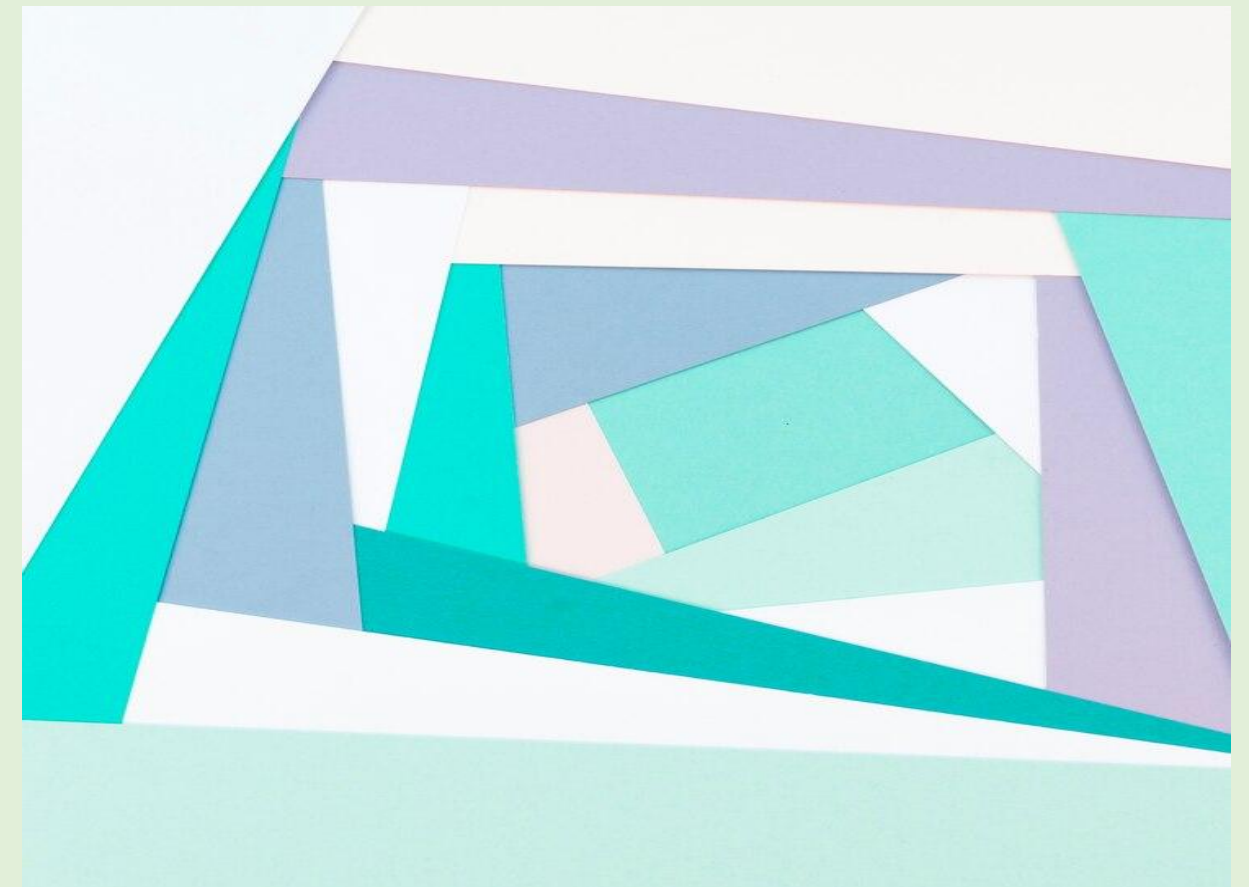Ilchenko Olga

Kramar Natalie

Shelkovnikova Zinaida

Bedrych Yaroslava

TechForward:

Navigating Modern Innovation

Advanced English Tests for the Digital Age

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Збірку тестів призначено для аспірантів та усіх, хто вивчає англійську мову на рівні С1 (відповідно до Загальноєвропейських рекомендацій з мовної освіти) й готується до складання кваліфікаційних іспитів. Видання містить тести з розуміння прочитаного, граматики та аудіювання. Особливу увагу приділено сучасній лексиці у сфері інновацій, навичкам критичного мислення та вмінню визначати основну ідею тексту. Матеріали охоплюють актуальні теми, пов'язані із сучасними технологічними досягненнями, що робить їх цікавими та корисними для аспірантів будь-якого фахового спрямування. Тексти посібника слугуватимуть як основою для розвитку мовленнєвих навичок, так і платформою для дискусій у процесі аудиторних чи дистанційних занять. Видання рекомендоване як для роботи в групах, так і для самостійного навчання.

This collection of tests is designed for PhD students and learners preparing for the English C1 (Advanced) level exams according to the Common European Framework of Reference for Languages (CEFR). It includes reading comprehension, grammar, and listening tests. The tests emphasize contemporary vocabulary related to technological innovations, the ability to identify main ideas, and critical thinking skills. Covering a wide array of current technology-related topics, these engaging materials are beneficial to students from diverse academic backgrounds. Texts and tasks included in the book not only enhance reading and listening proficiency but also foster vocabulary acquisition, stimulate critical thinking, and broaden learners' perspectives. Additionally, the collection can serve as a starting point for discussions during classroom or online learning sessions. Suitable for both structured lessons and self-study, the book effectively supports language learning in various educational formats.

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PREFACE

"TechForward: Navigating Modern Innovation. Advanced English Tests for the Digital Age" is designed for PhD students, senior undergraduate students, and anyone studying English at the C1 level who is preparing for a qualification exam in English, and all those who love English, its texture and structure, sounds and senses, idioms and implications.

First things first. This little book includes a comprehensive set of tasks on reading comprehension, listening, grammar, and vocabulary. Special emphasis is placed on modern terminology in the field of innovations, the development of critical thinking skills, the ability to identify key ideas in texts, and the application of acquired knowledge in academic and professional contexts. The materials cover current topics related to cutting-edge technological advancements. As such, this collection is a versatile tool for PhD students across various disciplines, from technology-related fields to humanities. The texts and tasks not only enhance language skills but also foster analytical abilities, the capacity to articulate well-reasoned positions, and the ability to engage in professional dialogue. We hope that clear instructions and a logical structure of the book will ensure ease of use, as the collection also includes interactive elements, such as discussion questions and creative tasks, which promote deeper engagement with the material and the development of communicative competencies. Above all, we are seeking to diversify the learning process for students who aim not only to get ready for exams but also to acquire practical skills for effective communication in international academic and professional environments.

Before we proceed, let's emphasize three pivotal points in modern English: etiquette/politeness, linguistic trendiness, and the importance of context

Politeness Repository: Revisited

Some Dos and Don'ts In Letters/Emails:

I'm writing to…   ~~I hope this email finds you well.~~
Thank you.   ~~Thanks.~~
Thank you ever so much.   ~~Thanks in advance. / Thank you in advance.~~

All the best, / Best,   ~~Yours sincerely,~~
With best wishes, / Best wishes,   ~~Kind regards,~~

===
What seems to be the problem?   ~~What's the problem with you?~~
                                ~~What's your problem?~~
What's the matter?   ~~What's the matter with you~~?
What's wrong?   ~~What's wrong with you?~~

I would like ~~want~~ to… I'd like   I'd like you to…
I'm afraid I can't/don't… ~~I can't/don't…~~

No, thanks.
Yes, please.

Please(,) could/would you… / Could you please…

I wonder / was wondering if we/you could/would…

Would you kindly…?

Would you be so kind as to…?

We kindly request…

I thought perhaps…

I hoped you could…

Would you mind   …-ing…?

as soon as you can   ~~at your earliest convenience~~

Would you be able to… ? ~~Can you…?~~

It would be great if you could…

 I would (greatly) appreciate it if… ~~It would be greatly appreciated if you could…~~

 …, if you have a moment.

Allow me to suggest something else.

Apologies for… / I apologize for… // Sorry for/about…

Thank you for…. / Many, many thanks.

Thank you ~~for your attention.~~

MORE LINGUISTIC DEVICES OF (IM)POLITENESS

You know, …

You know, I was thinking…

reflective, casual phrase
Ви знаєте, я (тут) (по)думав…

often rhetorical, not requiring a response
It's cold out there, you know.

You know what?
signals emphasis,
You know what? I'm tired.
something new or pointed;
introduces a specific idea, question, or revelation, often
with emphasis or surprise;
sets up a follow-up
And you know what I mean?
        (e.g., a statement, a question, or a command)

You know what I mean?
The government means industry, if you know what I mean."
                    (Jacque Fresco)
seeks confirmation on a specific point, not vague knowledge
You, you don't speak for approval, speak to inform people and educate them, if you speak for approval, that's self center, do you know what I mean?
                    (Jacque Fresco)

before it's too late *(in English, it is urgency marker—*
rarely rude unless manipulative)
*Ukrainian "поки не пізно" matches this, its power lies **in context.***

You'll wish… *(in particular carries a strong undertone of a negative future consequence, which can be perceived as a veiled threat).*
It is a classic example of an innuendo (натяк) carrying a strong negative undertone.

You'll feel… *(can be especially rude, because it attempts to tell someone else what their emotional state will be; they can demonstrate a lack of empathy by disregarding the listener's present situation and focusing on a potentially negative future)*

You'll wish…/ You'll feel…/ You'll see… / You'll regret
- *often imply that the speaker possesses superior knowledge or foresight, suggesting the listener is naive or mistaken;*
- *add menace, ominous threat (неприхована погроза);*
- *imply negative consequence,*
- *warn of an unwelcome outcome;*
- *"feel" evokes immediacy*

   BUT
   You'll see… / You'll feel
            *can be **neutral** (no threat intended)*

                optimistic

побачите /відчуєте / пошкодуєте пожалкуєте – you'll regret

You'll wish you'd listened to my advice.
Ви пошкодуєте, що не послухали моєї поради.

Keep going, and you'll see…

You'll feel sorry if you don't stop.

You'll see the results soon.
You'll see, the truth will come out.

You'll feel the joy of success.
Ви відчуєте радість успіху.

You'll see, everything will work out.
You'll see, you'll get better at it.
Побачите, все вийде.

More threats in English:
if you (don't…)

You're playing with fire.
You're gonna pay for that.
You might regret that.

The phrase **"or else, you'll regret (it)"** *is a particularly strong example of impolite and potentially aggressive language, conveying a very direct and undisguised threat: it explicitly states that negative consequences will follow if the listener doesn't comply.*

It is a form of emotional manipulation, where the speaker is trying to control another person's actions by instilling fear.

God forbid. / Heaven forbid.
dramatizes politeness

Expressions like "**Thank God**,"
"**TGIF**" (Thank God It's Friday)
serve as brief, culturally embedded ways to express relief, gratitude, or excitement.

Хай Бог боронить. Боже збав.
Не дай Боже.
God forbid that this happens.
God forbid we lose this opportunity.

Question tags
are widely used in polite small talk
(enthusiastic, warm)

- *checks politely; assumes a yes, softens inquiry;*
- *can sound hopeful, collaborative; seeks unity;*
- *can sound hypothetical, gentle; avoids directness*

BUT
softens threat slightly
can signal sarcasm

<u>MIND:</u> **falling tone** = *mockery, aggression*

Why don't you...?
In English, "Why don't you" is a versatile phrase whose rudeness depends heavily on context, tone, intent, and what follows it. It can range from a polite suggestion to a sharp rebuke (докір).

Why don't we...?
shifts from the second-person ("you") focus of "Why don't you" or "Why aren't you" to a first-person plural, suggesting collective action. Its rudeness—or lack thereof—depends on context, tone, and intent, but it is generally less rude due to its inclusive nature, as it typically signals a suggestion or invitation, sometimes a subtle push.

BUT
it can feel like a command or criticism if the listener resists

Why aren't you...?
- *can be neutral or even polite*
- *its rudeness hides in context:*
- *it can be potentially rude when implying unmet expectations;*
- *in general, "Why aren't you...?" in English*
- *is ruder than "Why don't you...?"*

Politeness devices (modal verbs and their **equivalents:**
- **may, might, can, could, probably, perhaps, (highly) likely, tentatively, by the look of things, hopefully,)**
- **inclusive "we", "friends"/ "folks"** /foʊks/
                              (Informal)
"colleagues" / "colleague" /ˈkɒl.iːg/

"ladies and gentlemen" *(Formal)* etc.

..., чи не так? / ..., правда? ..., / гаразд?
- It's a lovely day, isn't it?
- Oh, isn't it lovely!

You like coffee, **don't you?**
We can fix this, **can't we?**
That would help, **wouldn't it?**

You'll see, **won't you?**
You're so clever, **aren't you?**

You'll do it, **won't you?**
Why don't you sit down?
Why don't you try this restaurant?
MIND: the rising tone

Why don't you do your job?
MIND: sharp delivery makes it ruder

Чому б нам не...
Why don't we take a break?
Intent: friendly, inclusive; implies mutual benefit.
Why don't we discuss this later?
Intent: practical, seeks agreement.
<u>Tone markers:</u> **rising intonation** *keeps it light and cooperative.*

Why don't we <u>just</u> get this over with?
Intent: impatient; "<u>just</u>" suggests frustration.
Why don't we stop wasting time?
Intent: critical;
implies "we" (or "you") are at fault.

Why aren't you coming with us?
.........................It'd be fun!
            (<u>it would</u>)

Why aren't you trying?
Why aren't you ready? We're late!

Might this be a tentative conclusion we could draw?

Would it be highly likely, by the look of things, that the data supports this theory?

Could it be likely we have overlooked this, colleagues?

The Rhetoric of the Quote

"I was asked once, 'you're a smart man, why aren't you rich?' I replied, 'you're a rich man, why aren't you smart?" *(Jacque Fresco)*

- **Setup**: "You're a smart man, why aren't you rich?"

    - ✓ Compliment ("smart man")
    - ✓ Subtext/Implication: potentially rude—implies smartness *should* yield wealth, critiquing the lack thereof.
      As we discussed with "Why aren't you…?" (present tense),
      it can feel accusatory, especially if tone is flat.

- **Response**: "You're a rich man, why aren't you smart?"

    - ✓ Surface: playful or philosophical.
    - ✓ Mirrors the setup (compliment: "rich man")
    - ✓ Subtext/Implication: rude by design, suggesting wealth doesn't guarantee intelligence ("smart").
    - ✓ Flips the assumption, challenging the asker's logic.

- **Device**: chiasmus (reversed parallel structure: smart → rich VS. rich → smart). This creates a witty retort.
- **Overall Tone**: sharp-witted.
  Fresco's retort uses rudeness strategically to expose flawed assumptions (smartness = wealth), aligning with his critique of societal values
                                                    (money over wisdom).

Cultural Nuance in English

- **Rudeness Factor**: "Why aren't you" here risks offense by spotlighting perceived failings (not rich, not smart). English tolerates this in banter or debate, but it would be ruder in formal settings (e.g., to a stranger VS. a peer).
- **Context**: Fresco, a futurist, likely intended to say that wealth isn't his metric of success.

To probe further…

1. Identify the tone.

a. casual, reflective
b. bold, declarative

1. You know, life's tough.
2. You know what? Life's tough.

2. Identify the least rude phrase.

a. Why aren't you listening to me?
b. Why don't we do it together?
c. Why don't you give it a try?

3. *Identify intent:*

    a. critical
    b. cooperative and polite
    c. neutral

1. Why don't we stop doing this?
2. You'll be in big trouble if you keep this up.
3. Why don't we settle this now, or you'll regret it?
4. Might we act before it's too late?
5. We need to hurry before it's too late.
6. Let's do it together, shall we?
7. Why don't we fix it before it's too late?
8. You'll wish you hadn't said that.
9. Might I ask you to give some credit to her tremendous effort on the project?
10. You'll wish you'd thought twice about this.
11. Could you possibly consider a small loan for me?
12. I'd hate to trouble you, but any credit you could extend would help.
13. I was wondering if you could possibly help me.
14. Would you mind helping me with this?
15. Might I suggest a different approach?
16. Heaven forbid we upset anyone.
17. Allow me to suggest something else.
18. Why don't you let me know what you think?
19. Can we say it's highly likely this trend will continue, by the look of things?
20. Others would probably follow suit.
21. Each word is so well chosen to convey the main idea, isn't it?
22. He's probably in the best moment of his career.
23. Hopefully, we will see what comes out of it.
24. Unfortunately, if anything, it should be improved.
25. It would be great if you could take a look at this when you have a moment.
26. Perhaps, we should re-evaluate our goals.
27. If you would kindly be quiet.
28. We kindly request your presence at the upcoming conference.
29. Thank you for your assistance, and kindly confirm receipt of this message.
30. Please, could you help me with this?
31. The team showed tremendous resilience in the face of adversity.
32. It would be great if you could send me the updated report.
33. I need some help with this, if you have a moment.
34. Writers with basic skills are ***a dime a dozen***, but finding a truly talented one is rare.

          to be common and/or of very little value (nearly worthless)
          на кожному кроці at every step   нічого не вартий
          без ліку
          як маку / як піску морського
          хоч греблю гати

MIND some important English-Ukrainian equivalents

actual	*фактичний*
data	*дані*
decade	*10 років*
complexion	*колір обличчя* *(stature* /'stætʃər/ *статура, комплекція)*
momentous	*надзвичайно важливий*
instrumental	*що відіграє важливу роль,* *доводить ефективність, користь*
unparalleled	*безпрецедентний, небувалий, феноменальний*
annotation	*примітка, коментар*
abstract	*анотація*
deputy	*заступник*
technical assistance	*консультації,* *консультативна допомога*
magazine	*журнал*
to give credit (to / for)	*віддавати належне*
to buy on credit	*придбати у кредит* *(кредит, позика* **loan, credit**)
fabric	*тканина*
by design	*за задумом*
to chalk (something) to	*приписувати,пояснювати,зараховувати* I chalked that brilliant idea to her. *Я зарахував цю блискучу ідею їй.* Leaders chalk it up to experience, cooperation and sheer willpower. *Лідери пояснюють це досвідом, співпрацею та чистою надзвичайною просто силою волі.*
sheer 1) *прозорий* 2) *абсолютний, цілковитий, непідробний*	sheer fabric sheer terror *цілковитий жах*
brilliant 1) *блискучий (прям./перен.)* 2) *чудовий, геніальний, чудовий, видатний*	brilliant mind / idea diamond - *діамант*
if anything,	*у всякому разі,*
it seems / obviously / apparently / arguably	*очевидно,/вочевидь, мабуть,*
hard VS. hardly / barely **hardly ever** майже ніко́ли / рідко коли	They work **hard**. *Вони наполегливо працюють* They **hardly** work. *Вони майже не працюють.* They **barely** speak any English. *Вони ледве розмовляють /* *майже не говорять /* *дуже погано говорять англійською.*
terms of reference (TOR)	коло повноважень

Modern Trends in the English Language

Let's examine key trends shaping the evolution of the English language in the modern era, driven by rapid technological advancements, shifting sociocultural dynamics, and growing global interconnectedness.

1. Neologisms and Lexical Innovation

New words, often coined through creative word-formation processes like **blends, clippings,** and **portmanteaus**, reflect lexical innovation. Examples include:

Anthropocene / anthropocene (від давньогр. ἄνθρωπος – людина та καινός – новий) – антропоцен. Запропонований 2000 року термін на позначення нової геологічної епохи, в яку людська діяльність починає суттєво впливати на геологію, ландшафт та екосистеми Землі, в тому числі спричиняючи зміну клімату.

The primary question that the IUGS needs to answer before declaring the Anthropocene an epoch is if humans have changed the Earth system to the point that it is reflected in the rock strata. (nationalgeographic.org, 2023)

climate change – зміна клімату. У широкому значенні – істотна зміна середніх показників кліматичних умов, яка триває впродовж щонайменше кількох десятиліть. У вузькому значенні цей термін вживається щодо спричиненого людською діяльністю процесу глобального потепління (див. **global warming, global heating**), який спостерігається з часів Промислової революції. Останнім часом замість **climate change** все частіше використовуються терміни **climate crisis** (кліматична криза) та climate emergency (надзвичайна кліматична ситуація), які більше підкреслюють нагальність ситуації.

It is the longer-term trend that differentiates climate change from natural weather variability. (climateknowledgeportal.worldbank.org, 2021)

sustainable development – сталий розвиток. Концепція розвитку, за якою сучасні потреби (людства, країни, компанії тощо) мають задовольнятися без завдання шкоди в довгостроковій перспективі.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (www.iisd.org, 2022)

chief sustainability officer / Chief Sustainability Officer / CSO n. (за аналогією до chief executive officer – головний виконавчий директор, chief financial officer – фінансовий директор тощо) – у великих корпораціях посада людини, відповідальної за стійкий розвиток компанії і зменшення її негативного впливу на довкілля. Вперше вжито 2004 року.
e.g. *Chief sustainability officers help their companies evaluate both their current impact on the environment and determine how to increase their sustainable practices in the future.* (www.indeed.com, 2021)

trade-off – компроміс, поступка. У контексті сталого розвитку ситуація, коли досягнення однієї цілі (наприклад, зниження викидів парникових газів) стає на заваді досягненню іншої (наприклад, збереження біорізноманітності).

Trade-offs are particularly a risk with large-scale applications of afforestation projects, bioenergy crops and other land-consuming activities, and especially, if not adapted to local circumstances, there are adverse implications for food security, livelihoods and biodiversity. (link.springer.com, 2023)

rollable smartphone / rollable n. – смартфон, екран якого можна розгорнути до розміру планшета. Вперше вжито 2021 року.

e.g. *If you follow smartphone news, you probably know that **rollable** smartphones are the next big thing, stealing the thunder from **foldable** phones so to speak.* (www.techradar.com, 2021)

Крамар Н. (2022). Словник англомовних неологізмів XXI століття. — К., ТОВ «НВП «Інтерсервіс», 240 с. ISBN 978-966-999-287-1
https://langcenter.kiev.ua/Kramar_dictionary_2022.pdf

Крамар Наталія. Термінологія зміни клімату: англо-український словник. Київ: ТОВ «ЕДЕЛЬВЕЙС», 2025 - 108 с. ISBN 978-617-7619-57-3
https://langcenter.kiev.ua/documents/2025/2025_Climate%20change%20terminology.pdf

Blended words / Portmanteaus where parts of two existing words are fused to form a new one:

brunch = breakfast + lunch
smog = smoke + fog
hangry = hungry + angry
infomercial = information + commercial
Podcast = iPod + broadcast

Clippings, or shortened forms of longer words, like

info = information
exam = examination
phone = telephone
fridge = refrigerator
telecoms = telecommunications
sitcom = situational comedy

Met = *Metropolitan*
The Met = The Metropolitan Museum of Art (in New York)
Met area = Metropolitan area

enlibra = environment + libra (Latin for "balance")
next-gen = next generation

"**Enlibra"** is a lesser-known neologism and a good example of a portmanteau. It was coined by former Utah governors Mike Leavitt and John Kitzhaber around the early 2000s during discussions about environmental policy to convey the concept of balancing environmental protection with economic and community needs.
It emphasizes collaboration, local control, and balanced decision-making. While it didn't enter mainstream language, it remains an example of a new word with strong policy and philosophical underpinnings.

"**Next-gen**" resonates with us because it speaks to our desire for advancement. The term "next-gen" is short for "next generation," and it originated as a way to describe the upcoming or future version of a product, technology, or system that is expected to significantly improve upon its predecessor. The essence of "next-gen" lies in innovation, evolution, and forward momentum. The term began gaining popularity in the late 20th century, especially in tech and gaming industries. It soon spread to other domains (entertainment, telecoms, to name a few).
At its core, "next-gen" is aspirational. It's a promise of what's to come – something smarter, faster, more efficient, and more capable. It is used to:

- signal progress (e.g., faster AI models or greener tech);
- generate excitement (e.g., teasing a revolutionary product launch).

It doesn't just mean something is newer – it implies a paradigm shift that redefines the standard. It invites curiosity and suggests that the present isn't the limit – that something better is always around the corner. Whether it's next-gen gaming, or next-gen space travel, the term captures the spirit of innovation that defines our modern age.

2. Technology-Inspired Vocabulary

The rapid integration of digital tools, especially AI and automation, has given rise to a new lexicon. These terms are often borrowed from technical contexts but have entered everyday conversation.

GenAI = generative AI

Generative AI is a subcategory of AI that focuses on systems that can create new content — like text, images, audio, or code – that mimics human-generated output.

wearable tech – devices like smartwatches or fitness trackers.

metaverse – a virtual, interactive space blending virtual reality VR, augmented reality AR, and gaming.
In software development and project management, *agile* BrE/ˈædʒ.aɪl/ AmE/ˈædʒ.əl/ refers to a flexible, iterative approach to designing, developing, and delivering products or services and usually involves:

- short, iterative development cycles (called *sprints*)
- continuous feedback from users/stakeholders
- flexibility to adapt to changing requirements
- cross-functional collaboration within teams
- working software as the primary measure of progress

agile organizations – quick to respond to change

agile thinking – flexible, creative problem-solving

agility – the ability to move quickly and easily (*mental or physical*)
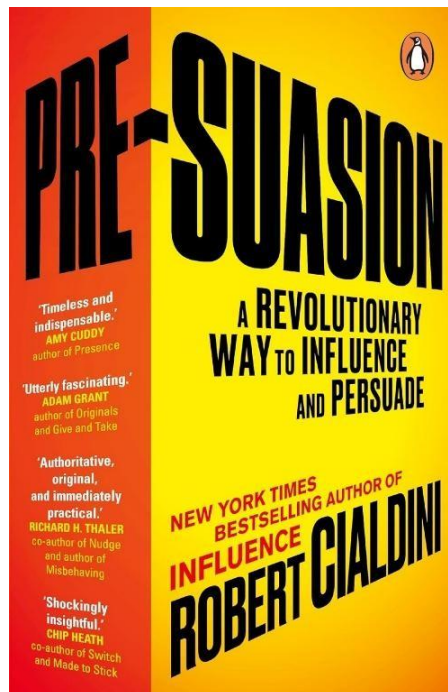*Mental agility is essential for real-time decision-making.*

agilize – to make a process more agile
We're trying to agilize our customer service.

doable **= possible to do, feasible, achievable**
                    (used more frequently in agile work cultures)

pre-suasion (Robert Cialdini)

Professor Robert Cialdini transformed the way we think about the craft of persuasion. Now he offers revelatory new insights into the art of winning people over: it isn't just what we say or how we say it that counts, but also what goes on in the moments before we speak.

This is the world of "pre-suasion", where subtle turns of phrase, seemingly insignificant visual cues, and apparently unimportant details of location can prime people to say 'yes' even before they are asked. And as Cialdini reveals, it's a world you can master. If you understand the tools of pre-suasion, you will better placed to win a debate, get support for an idea or cause, promote a campaign – even persuade yourself to do something you find difficult.

Examples:

A car salesperson, before discussing a luxury vehicle, asks:
"Would you say you're someone who appreciates long-term value and performance?"
Effect: the buyer is now focused on quality and durability - making them more receptive to hearing about premium features and higher costs.

Before asking a favor, someone might say:
"You've always been super supportive when I've needed help - can I ask you something?"
Effect: this activates the listener's identity as a supportive person, making them more likely to say yes.

What might work in this case?

3. Digital Slang and Internet-Borne Vocabulary

The rise of social media platforms like Instagram, Reddit, and X (formerly Twitter) has led to a proliferation of **internet slang** and **digital-age catchphrases**. Many of these terms originate from subcultures or memes and can spread globally within days.

rizz (charisma)
sus (suspicious)
unfriend / unfollow (to digitally cut ties with someone)
Zoom fatigue (mental exhaustion from too many video meetings)

3. Abbreviations, Acronyms, and Initialisms

Modern English – particularly in informal written contexts like messaging or online forums - relies heavily on **shortened forms** to enhance efficiency and mimic spoken cadence.

TL;DR (Too Long; Didn't Read),
IYKYK (If You Know, You Know),
LOL ☺

4. Inclusivity and Gender-Neutral Expression

There is an increasing emphasis on linguistic inclusivity to reflect changing societal norms. This includes the widespread adoption of non-binary pronouns, avoidance of gendered occupational terms, and rethinking phrases with historically exclusive connotations. Here belong:

> inclusive pronouns *they/them* as singular pronouns
> *s/he = she or he*
> *folks* instead of ~~guys~~
> *you in place of* ~~you guys~~
> *chair* instead of ~~chairman~~
> *police officer* in place of ~~policeman~~
> *firefighter* replacing ~~fireman~~
> *flight attendant* replacing ~~steward or stewardess~~
> *actor* is now used for both men and women instead of ~~actor/actress~~

5. Semantic Shift and Recontextualization

Contemporary English shows evidence of **semantic broadening**, **narrowing**, and **reclamation**—where the meaning of words evolves or is consciously redefined by communities.

> *literally* used hyperbolically for emphasis

> *bad* as slang for "cool or impressive"

> *hallucinate / hallucinations*– when an AI generates false or made-up information.

> > *The chatbot hallucinated a quote that doesn't exist.*

6. Globalization and World Englishes

As English continues to spread across regions, it absorbs linguistic features from local languages, resulting in distinct national and regional varieties – often referred to as World Englishes. Local words in English –also known as regionalisms or dialect words— are words or expressions that are used primarily in specific geographic areas, e.g.:

loonie – $1 coin (Canada)
runners – sneakers (Canada)
cousin brother/sister – a cousin (clarifying gender) (India)
Can can! – Sure, no problem! (Singapore, "Singlish")
ref – refrigerator (Philippine English)
nyam – to eat (Jamaican English / Patois-influenced)

> > (*Patois* - /ˈpæt.wɑː/
> > a nonstandard dialect or regional variety of a language)

7. The Influence of American English

American English plays an outsized role in shaping contemporary global English due to the dominance of U.S. media, technology, and cultural exports. Many neologisms, idioms, and spelling norms adopted internationally have American roots.

spelling differences: *color* (AmE) VS. *colour* (BrE),

idiomatic phrases, like *low-hanging fruit* *найлегше завдання*

American English is often the default variant in international business, academia, and entertainment, accelerating its influence on other English varieties.

The influence of American English appears to stem largely from the dominance of American television and film industries.

https://nibblepop.com/american-influence-on-the-english-language
https://medium.com/@raj.englishbhashi/the-role-of-american-english-in-global-communication-51c0db81c08
https://www.theguardian.com/us-news/2017/jul/13/american-english-language-study
https://arxiv.org/pdf/1707.00781

9. Multimodal and Visual Language Forms

Digital communication increasingly relies on visual cues and non-verbal elements that complement –or even replace – traditional text. Here belong:

Emojis ☺ & **GIFs** to convey tone or reaction

Memes as units of cultural DNA

The word *meme* was first coined by evolutionary biologist Richard Dawkins in his 1976 book *The Selfish Gene* to convey the idea of behavior or style that spreads from person to person within a culture. Dawkins proposed that just as genes are units of biological evolution, memes are units of cultural evolution (e.g. catchphrases, fashion trends, beliefs etc.)

In the 21st century, the term *meme* has been adapted to refer mostly to *internet memes* - often humorous images, videos, or text that spread virally online.

*Interestingly, the English word **lore** refers to **a body of knowledge, customs, folklore, or beliefs passed down through generations,** often orally.*
***Lore isn't just information – it is wisdom embedded in culture, experience, and narrative,** e.g. corporate lore – the myths and stories that define a company's identity.*

10. "It Is the <u>Stories</u> of English" – according to David Crystal's view of language history

When linguist David Crystal insists that "it is the stories of English," not simply the story, he invites us to rethink how we view the evolution of one of the world's most widely spoken languages. Rather than seeing English as a single, linear narrative with a clear origin and a unified path, Crystal presents it as a tapestry woven from countless voices, dialects, cultures, and moments in time.
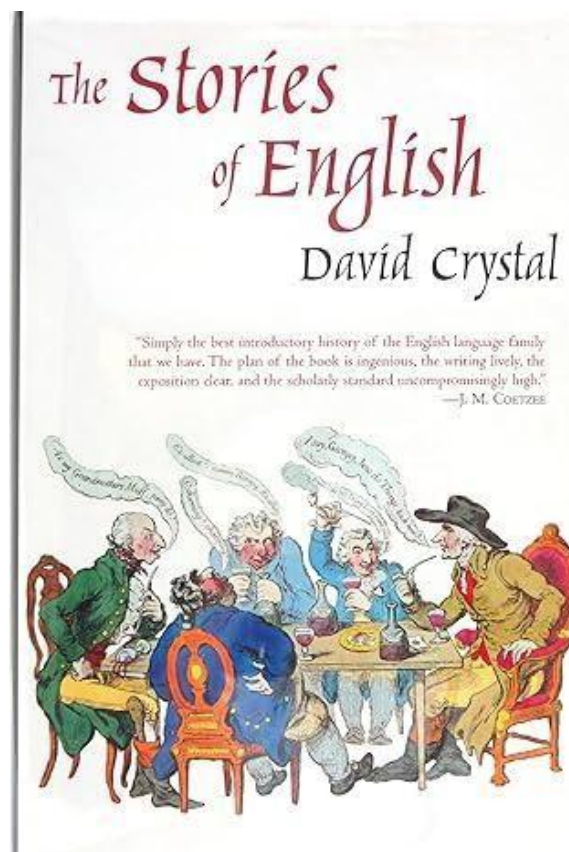
Crystal argues that Standard English is just one story among many. The dialects of the North of England, the Scots, African American Vernacular English, Caribbean Creoles, Indian English, Singapore English, and countless others each represent a legitimate and evolving part of the English language.

By focusing on "stories" in the plural, Crystal acknowledges the dynamic, global spread of English, shaped by trade, colonization, migration, media, and technology. This approach celebrates linguistic diversity. Crystal's approach is also deeply humanistic. The "stories" of English are also the stories of its speakers: how people use language to negotiate identity, express creativity, and adapt to change. David Crystal's phrase "it is the stories of English" is a reminder that language is not static – it is alive and deeply personal.

11. The importance of context is paramount.

The word *lit* has several meanings depending on the context:
1.   exciting, excellent, or fun (informal, slang)
often used to describe events, parties, or situations, e.g.: *The concert last night was lit!*
2.   shortened form (abbreviation) of "literature,"
commonly used in academic contexts, e.g.: *I have a lit class tomorrow.*
3.   Past Tense of the verb "to light," meaning something was illuminated or set on fire, as in: *The candles were lit.*

Most commonly today, especially in informal conversation, "lit" refers to something exciting or excellent.

Let's take another example, the word *host* /həʊst/:
1.   host (a person who receives guests) – *господар, приймаюча сторона, хазяїн*
He was a gracious host at the party. Він був привітним господарем на вечірці.
2.   host (TV or radio presenter) – *ведучий*
She is the host of a popular talk show. –Вона ведуча популярного ток-шоу.
3.   host (computer/server) – *хост, сервер*
The website is stored on a remote host. –Сайт зберігається на віддаленому хості.

Expression: "a host of" – *велика кількість, безліч, чимало*
Synonyms: a lot of / quite a few *багато,* a plethora of / myriad – *безліч, надмір.*
There are a host of reasons to support this idea. Існує безліч причин підтримати цю ідею.

Idioms and Collocations

[Two friends, Anna and Max, meet at a bookstore café.]

Anna: Hey Max! **How's it going?**
Max: Pretty good! **What have you been up to?**
Anna: Just work, **mostly**. Oh, and I might move to Berlin, but **it's up in the air**. **What about you?**
Max: Wow, exciting! **I'm just browsing** for a gift while I'm waiting for a meeting.
Anna: Take your time. I'm in **no rush**.
Max: Thanks. **Actually,** I saw **a cool book**, but I'm not sure…
Anna: It's up to you. You know what your friend would like.
Max: I skimmed a few pages, and it seems like their kind of thing.
Anna: Sounds promising.
Max: Want to **grab a bite** after this?
Anna: I'd love to, but **I'll take a raincheck**—gotta finish a report.
Max: Totally. **By the way**, that article you sent—so good. I **couldn't agree more** with the author.
Anna: Glad you liked it! I just skimmed it to **get the gist** at first, but then ended up reading the whole thing.
Max: Same here! **Let me know** if they publish more.
Anna: I'll let you know – will definitely **keep you posted**.
Max: Great! **To wrap things up**, it was really great chatting, but **let's call it a day** – I've **got to run.**
Anna: Same here. **Talk to you soon**. **Do take care!**

[Двоє друзів, Анна й Макс, зустрічаються в книгарні-кафе.]

Анна: Привіт, Максе! Як справи?
Макс: Непогано! А ти чим займалася останнім часом?
Анна: Переважно роботою. А ще, можливо, переїду до Берліна, але поки що це під питанням.
Макс: Вау, цікаво! А я просто переглядаю книги в подарунок, поки чекаю на зустріч.
Анна: Не поспішай. Я не кваплюсь.
Макс: Дякую. Насправді, я знайшов цікаву книгу, але ще не вирішив...
Анна: Вирішуй сам. Ти ж знаєш, що подобається твоєму другу.
Макс: Я пробігся очима, і, здається, йому б сподобалось.
Анна: Звучить обнадійливо.
Макс: Це правда. Хочеш десь перекусити після цього?
Анна: Із задоволенням, але давай якось іншим разом – маю доробити звіт.
Макс: Без проблем. До речі, стаття, яку ти надіслала, просто чудова. Я з автором абсолютно згоден.
Анна: І я! Якщо опублікують ще щось, сповіщу – обов'язково триматиму тебе в курсі.
Макс: Супер! Ну що ж, давай на цьому закінчимо – мені вже час бігти.
Анна: Мені також. До зустрічі! Бережи себе!

[A coffee shop counter]

Customer: Hi, can I have a cappuccino and a chocolate muffin, please?
Barista: Sure! **For here or to go?**
Customer: To go, please.
Barista: *[prepares the order]* All right – **here you go!**
Customer: Thanks a lot!
Barista: No problem – have a great day!

Клієнт: Привіт! Можна капучино й шоколадний мафін, будь ласка?
Бариста: Звісно! На місці чи з собою?
Клієнт: З собою, будь ласка.
Бариста: *[готує замовлення]* Гаразд – ось, будь ласка!
Клієнт: Дуже дякую!
Бариста: Прошу! Гарного дня!

12. Conclusion: English in Flux

The English language is in a constant state of flux, responding dynamically to sociotechnical change. These trends reveal a language that is increasingly collaborative, inclusive, and digitally mediated. Understanding these developments enables learners, educators, and linguists to adapt communication styles, appreciate linguistic diversity, and contribute to the language's ongoing evolution.

We wish you good luck with your studies!

Very fondly yours,

Olga, Natalie, Yaroslava, Zinaida

The phrase **"Luck is the residue of design"** means: **luck often appears as coincidence or chance, but it typically results from careful planning, preparation, and deliberate effort.** In other words, people who seem lucky usually achieve success because they've created favorable conditions through strategic choices and actions.

Example:

He landed the deal, but luck was the residue of design – he had spent months preparing for that meeting.

Удача – це результат продуманих дій.

INTRODUCTORY TEST

Read the research paper "The Innuendo Effect: Hearing the Positive but Inferring the Negative" and answer the following questions.

https://pmc.ncbi.nlm.nih.gov/articles/PMC4443850/pdf/nihms686974.pdf

Part 1. Multiple Choice Questions

1. The "innuendo effect" describes the phenomenon where:

    A. Positive statements are always interpreted as genuinely positive.
    B. Neutral statements are perceived as positive.
    C. Negative statements are always taken literally.
    D. Positive statements can lead to negative inferences.

2. The authors argue that the innuendo effect is primarily driven by:

    A. Explicit linguistic cues.
    B. Implicit social cognitive processes.
    C. Logical reasoning.
    D. Emotional responses.

3. The study investigates how the innuendo effect impacts:

    A. Social judgments and evaluations.
    B. Memory recall.
    C. Physical health.
    D. Economic decisions.

4. The research suggests that the innuendo effect is more likely to occur when:

    A. The speaker is a close friend.
    B. The listener is in a positive mood.
    C. There is a perceived power imbalance.
    D. The statement is very clear.

5. The authors propose that the innuendo effect is related to:

    A. The speaker's intent.
    B. The listener's pre-existing stereotypes.
    C. The clarity of the statement.
    D. The volume of the speaker's voice.

6. The study uses what type of stimuli to elicit the innuendo effect?

    A. Direct insults.
    B. Overt praise.
    C. Ambiguous compliments.
    D. Neutral statements.

7. The research examines whether the innuendo effect is:

    A. A conscious process.
    B. An automatic process.
    C. A learned behavior.
    D. A rare occurrence.

8. The authors argue that the innuendo effect can lead to:

    A. Enhanced social cohesion.
    B. Misunderstandings and negative social evaluations.
    C. Improved communication skills.
    D. Increased trust.

9. The article highlights the relevance of the innuendo effect in:

    A. Scientific research.
    B. Mathematical problem-solving.
    C. Artistic expression.
    D. Political discourse and social interactions.

10. The researchers investigate how people process:

    A. Non-verbal cues exclusively.
    B. Explicit and implicit meanings of language.
    C. Only positive statements.
    D. Only negative statements.

11. According to the study, the innuendo effect is influenced by:

    A. The speaker's physical appearance.
    B. The listener's cognitive load.
    C. The contextual information available.
    D. The time of day.

12. The study's design primarily involves:

    A. Experimental manipulation and surveys.
    B. Longitudinal observation.
    C. Case studies.
    D. Meta-analysis.

13. The findings suggest that the innuendo effect is a manifestation of:

    A. Emotional intelligence.
    B. Cognitive dissonance.
    C. Implicit bias.
    D. Logical reasoning.

14. The authors discuss the implications of the innuendo effect for:

    A. Teaching foreign languages.
    B. Legal proceedings.
    C. Architectural design.
    D. Intergroup relations.

15. The research contributes to the understanding of:

    A. Classical conditioning.
    B. Social perception and impression formation.
    C. Linguistic development.
    D. Motor skill acquisition.

Part 2. Give Short Answers To The Questions.

1. Explain the key distinction between the explicit (stated) and implicit (inferred) meanings of a statement in the context of the innuendo effect.
2. Describe how social context and power dynamics influence the likelihood and intensity of the innuendo effect.
3. What are the potential consequences of the innuendo effect on interpersonal communication and social judgments?
4. Discuss the cognitive mechanisms that contribute to why people infer negative meanings from positive statements, as described in the article.
5. How might the innuendo effect relate to or reinforce existing social biases or stereotypes? Provide specific examples from the article.

Part 3. Write an essay about The Innuendo Effect.

***Watch the video "*How to write an email (no, really) | Victoria Turk | TEDxAthens"** *and answer the questions that follow.*

https://www.ted.com/talks/victoria_turk_how_to_write_an_email_no_really

1. What is the closest synonym for "ostensibly" as used in the sentence?
    Although email is ostensibly the easiest way to communicate in a work context, it's also intensely stressful.

    A. clearly
    B. naturally
    C. apparently
    D. undoubtedly

2. "Assume that everyone you're communicating with is _____than you and cares more than you and is _____than you." (Merlin Mann)
    A. as smart   as busy
    B. smarter   busy
    C. the smartest   the busiest
    D. smarter   busier

3. Amazon CEO Jeff Bezos is apparently known for forwarding messages from customers to his employees with not just one word, but one character: _____.
    A. [/] slash
    B. [*] asterisk
    C. [...] ellipsis
    D.   [:] colon
    E. [;] semicolon
    F. [–] em dash
    G. [-] en dash
    H. [!] exclamation mark
    I.   [?] the question mark

4. In the passage below

"One of the major causes of email stress is that we can't get away from it. It demands so much from us, especially now that we're all walking around with mini computers in our pocket. We can check email anywhere and anytime. But instead of feeling free, we feel trapped. We're expected to be always contactable. We can never leave. The only way to buck this trend is to start setting boundaries. [...]

...you really probably don't need to be on call all the time. In fact it's probably better if you're not - I've checked my work email in some incredibly inappropriate places. So just stick to work hours. Now, you could say that it's on the recipient to decide when they check their email. You can send an email at 2 a.m. but they don't have to answer until the following day. The problem is that's _____."

4.1.   What can be inferred about the author's view on the use of mobile devices for email?

    A. They contribute to a sense of constant obligation and pressure.
    B. They enhance professional productivity significantly.
    C. They are essential tools for achieving work-life balance.
    D. They should be used more frequently for personal communication.

4.2 What does the author most likely mean by the phrase "buck this trend"?

    A. To ignore a piece of advice.
    B. To go along with the current norm.
    C. To challenge or resist a prevailing behavior.
    D. To keep up with technological advancements.

4.3 Why does the author suggest that sending emails outside of work hours isn't a perfect solution?
    A. Because most email systems block messages sent late at night.
    B. Because recipients often misinterpret the tone of late emails.
    C. Because people feel compelled to respond immediately, even if they don't have to.
    D. Because employers penalize late-night communication.

4.4 Which of the following best summarizes the author's position on checking emails during inappropriate times?

    A. It demonstrates a strong work ethic.
    B. It enhances efficiency.
    C. It is sometimes necessary to impress employers.
    D. It is unhealthy and should be avoided.

4.5. What underlying assumption does the author make about modern communication culture?

    A. It empowers employees to work flexibly.
    B. It discourages multitasking during personal time.
    C. It creates unrealistic expectations of constant availability.
    D. It prioritizes face-to-face interaction over digital messages.

4.6.   The final line is best completed by which of the following:

    A. get the message across
    B. read between the lines
    C. out of office
   D. a lot easier said than done

4.7. In the context of the excerpt, what does the word "demands" most nearly mean?

    A. requests politely
    B. requires forcefully or urgently
    C. suggests helpfully
    D. offers willingly

4.8.   The phrase "we feel trapped" in this context best conveys a sense of:

A. excitement about new technologies
B. lack of control or freedom
C. comfort in routine
D. confusion about priorities

4.9. Which of the following is closest in meaning to "setting boundaries" as used in the excerpt?

A. establishing firm rules to protect one's time or space
B. exploring new limits for digital technology
C. blocking communication from specific contacts
D. creating goals for productivity

4.10. What does the phrase "always contactable" imply about modern work culture?

A. Employees have more flexible schedules.
B. Companies are cutting down on meetings.
C. Everyone prefers remote work.
D. People are expected to be reachable at all times

TASK 1

A PhD student or early-career researcher wishes to participate in a conference to which they have not received an invitation. Formulate a professional and effective email that the individual could send to inquire about the possibility of attending.
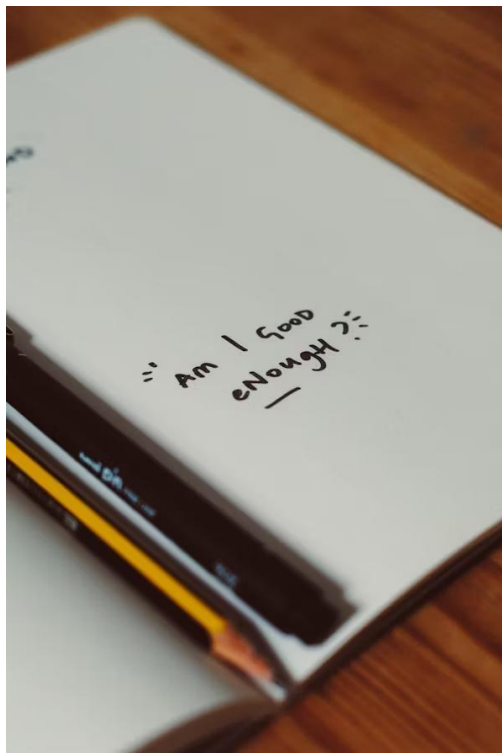
TEST 2

Below is a C1-level reading comprehension test based on "Tips for Improving Workplace Communication Skills. Pro presents a primer for talking to leaders, clients, and teams" by Jeff Perry published in IEEE Spectrum on 11 Oct 2024

Read the passage and answer the following multiple-choice questions.

https://spectrum.ieee.org/workplace-communication-skills

1. What does the author imply about engineers who fail to improve their communication skills?

   A. They will still succeed if their technical skills are strong
   B. They risk contributing to organizational setbacks
   C. They are unlikely to work with diverse teams
   D. They will struggle to understand their own projects

2. What is suggested about the preferences of senior leaders when receiving information?

   A. They prefer detailed technical explanations over summaries
   B. They value concise updates that align with their decision-making needs
   C. They expect frequent updates regardless of relevance
   D. They are indifferent to the format of communication

3. What can be inferred about the "curse of knowledge" when communicating with peers?

   A. It enhances collaboration by showcasing expertise
   B. It may hinder effective exchange due to assumed understanding
   C. It only affects communication with non-technical stakeholders
   D. It encourages peers to seek more input from each other

4. What is implied by the advice to avoid "talking down" to staff?

   A. Staff members prefer minimal communication from leaders
   B. Respectful communication fosters better team dynamics
   C. Leaders should withhold context to maintain authority
   D. Staff input is less valuable than that of peers

5. What does the author suggest about the impact of communication on a leader's career?

   A. It has little effect compared to technical achievements
   B. It can influence how their performance is perceived and future prospects
   C. It only matters when communicating with peers, not leaders
   D. It is irrelevant if they respond quickly to requests

6. What is the implied benefit of reflecting on communication experiences?

   A. It ensures all conversations follow a strict protocol
   B. It helps individuals refine their approach and build relationships
   C. It reduces the need to adapt to different audiences
   D. It guarantees immediate improvement without practice

7. What is an equivalent transition word for "however" in "Context and impact, however, are important to them"?

   A. for instance
   B. nevertheless
   C. because
   D. in addition

8. Which academic term is closest in meaning to "cogent" in "Give the leaders what they need. Be brief and cogent"?

   A. confusing
   B. persuasive
   C. lengthy
   D. technical

9. What is a synonym for "beware" in "Beware of the curse of knowledge"?

   A. embrace
   B. be cautious of
   C. promote
   D. ignore

10. Which phrase best replaces "tangible" in "with tangible and intangible benefits"?

    A. invisible
    B. concrete
    C. uncertain
    D. temporary

11. What is an equivalent transition phrase for "that said" in "Transparency is important to avoid false stories and incorrect assumptions. That said, there will be occasions when you won't be able to give the staff the full picture"?

    A. on the contrary
    B. even so
    C. as a result
    D. to clarify

12. Which word is closest in meaning to **"cultivate"** in "Effective communication at this level is one of the most important ways to boost morale, cultivate respect, and influence organizational culture"?

   A. reduce
   B. develop
   C. challenge
   D. observe

TASK 2

Insert correct options *(some of the words or phrases may be used more than once).*

| how | see | come across | already | meet | heard | since |

Emma: *(approaching a small group)* Hi there, I don't think we've met – I'm Emma Carter from Lexon Technologies.

David: Nice to _____ you, Emma. I'm David Lin, marketing lead at Novex Solutions.

Emma: Nice to _____ you too, David. *(shakes hands)* I've _____ a lot about your recent campaign – it really made waves.

David: Thanks, that's kind of you to say. Ah, and this is Anna – she's our UX strategist.

Emma: Oh, Anna! Nice to finally _____ you. I've _____ your work online.

Anna: Likewise, Emma – great to put a face to the name.

[A few moments later, someone else joins the group]

Emma: Oh, James! Nice to _____ you again – _____ have you been?

James: Emma! Good to _____ you too. It's been a while— _____ that panel in Berlin, right?

Emma: That's right. Can't believe it's _____ been a year.

enjoyed   focus   between   forward   hopefully   goal   preliminary

by the way   meet   buzz   see

Dr. Patel: Excuse me, are you attending the neuroinformatics session later this afternoon?

Dr. Lin: I am, yes. Looking _____to it – there's been a lot of _____about the keynote. I'm Julia Lin, _____, from the University of Toronto.

Dr. Patel: Nice to _____you, Dr. Lin. I'm Rakesh Patel, from King's College London. I really _____your talk this morning—your approach to data modeling was fascinating.

Dr. Lin: Oh, thank you! That's kind of you to say. I wasn't sure how it would land – it's always tricky presenting _____findings.

Dr. Patel: Oh, I _____.I thought it struck a good balance _____technical depth and clarity. Are you planning to publish the full study soon?

Dr. Lin: That's the _____. We're wrapping up the final analysis phase, so _____within the next few months. What's your research _____at the moment?

Dr. Patel: Mostly EEG signal processing. We're experimenting with some hybrid ML techniques for artifact removal. I'll be presenting in the machine learning session tomorrow, actually.

Dr. Lin: Oh, I'll definitely try to catch that. It's always good to see real-world applications of the theory.

Dr. Patel: Likewise. And if you're free later, a few of us are getting together for dinner nearby. It's very informal, just a chance to unwind and talk shop without the microphones.

Dr. Lin: That sounds lovely – count me in.

TEST 3

Read the passage carefully and answer the following multiple-choice questions. Each question has one correct answer.

https://procomm.ieee.org/digital-online-communication/

1. What is the main focus of Aija Leiponen's *Digital Innovation Strategy*?

    A. The history of traditional business models
    B. The rise of social media and its impact on businesses
    C. How businesses can adapt to the evolving digital landscape
    D. The role of government in regulating digital technologies

2. According to the passage, which of the following is *NOT* one of the challenges discussed in *Digital Innovation Strategy*?

    A. The impact of mobile devices on traditional business models
    B. Ethical concerns in data governance
    C. The rise of blockchain as a business tool
    D. The need for businesses to develop adaptive strategies

3. What does Leiponen mean by "reverse corporate model" in the context of digital business?

    A. A model where corporations focus only on customer feedback
    B. A model in which companies focus on internal innovations rather than external partnerships
    C. A model where traditional businesses shift to more agile, decentralized structures
    D. A model that eliminates the need for any technological infrastructure

4. What does Leiponen argue is essential for companies to succeed in the rapidly changing technological landscape?

    A. Prioritizing short-term profit over long-term strategy
    B. Maintaining strict control over technological developments
    C. Innovation, adaptation, and agility
    D. Avoiding any change to traditional business practices

5. Which of the following is an example of a disruptive technology discussed in the book?

    A. Email communication
    B. Open-source software like Linux
    C. Traditional retail stores
    D. Print newspapers

6. What critical research gap does Leiponen identify in the field of digital innovation?

    A. The use of artificial intelligence in business operations
    B. The role of data governance and sustainability
    C. The effectiveness of traditional marketing strategies
    D. The need for more investment in physical retail stores

7. The passage mentions the case studies of several companies. What is their purpose in the book?

    A. To highlight the failure of digital strategies
    B. To illustrate the shift from traditional to digital business models
    C. To provide examples of government interventions in digital businesses
    D. To show how companies can avoid technological innovation

8. Which of the following best describes the tone of the passage?

    A. Informal and conversational
    B. Critical and disapproving
    C. Analytical and informative
    D. Humorous and light-hearted

9. What does the author suggest could enhance the scope of *Digital Innovation Strategy*?

    A. Including more case studies from small businesses
    B. Exploring new disruptive technologies such as blockchain
    C. Providing more nuanced strategies for navigating digital disruptions
    D. Offering additional theoretical frameworks without case studies

10. Who is the intended audience for *Digital Innovation Strategy*?

    A. Only professionals in the tech industry
    B. General readers with no background in digital business
    C. Students, researchers, professionals, and policymakers
    D. Only business owners interested in startups

11. In the passage, the term "disruptive innovation" most likely refers to:

    A. The development of new technologies that improve existing products
    B. Innovations that radically change or replace established products or services
    C. Innovations that only affect minor aspects of business models
    D. A gradual evolution of business practices

12. The term "co-evolution" in the passage suggests that:

    A. Technological advancements and social changes happen independently
    B. Technological advancements and social phenomena influence each other simultaneously
    C. Technological advancements occur at a faster pace than social changes
    D. Social changes have no effect on technological progress

13. The word "scrutinizing" (in the context of Leiponen's analysis. most closely means:

A. glancing over briefly
B. investigating thoroughly and carefully
C. ignoring certain details
D. summarizing quickly

14. The phrase "seismic shifts" in the passage refers to:

A. Small changes in business practices
B. Significant and sudden changes in the business landscape
C. Gradual shifts in economic policies
D. Minor technological developments

15. The word "entrenched" (in the context of companies) most likely means:

A. Easily adaptable to change
B. Deeply established and resistant to change
C. Unaware of technological advancements
D. Involved in short-term business strategies

16. In the context of the passage, "agility" refers to:

A. The ability to avoid making decisions
B. The ability to be flexible and responsive to changes
C. The ability to maintain traditional business models
D. The ability to create more data-driven products

17. The term "underpinnings" in the passage most likely refers to:

A. The practical applications of digital innovations
B. The theoretical foundation or basic principles of digital innovation strategies
C. The latest technological tools used by businesses
D. The government policies supporting digital businesses

18. The word "nuanced" (as used to describe strategies. suggests that these strategies are:

A. Simple and straightforward
B. Without complexity
C. Subtle, detailed, and requiring careful consideration
D. Easy to implement without much thought

19. The term "platform strategies" in the passage likely refers to:

A. Strategies focused on the physical construction of buildings and infrastructure
B. Strategies for creating and utilizing digital platforms for business models
C. Strategies aimed at traditional offline service delivery
D. Strategies for avoiding online interactions in business

20. The term "illustrates" in the context of the passage most likely means:

    A. To confuse or mislead
    B. To provide an example or explanation to clarify a concept
    C. To hide details for the sake of simplicity
    D. To discuss in theoretical terms without providing examples

TASK 3

Insert correct options.

1._____is it called?

A. What

B. How

2._____does he look like?

A. What

B. How

3. Що стосується мене,…

A. As for me …

B. What about me…

4. _____agree.

A. I

B. I am

5. Which is most suitable as a standalone sentence in conversation?

A. It depends.

B. Dependable.

6. "Will you support the proposal?"

   "_____I need more details."

A. It depends.

B. It will depend on

7. "Is studying abroad a good idea?"

   "_____— what are your goals and finances?"

A. It depends

B. It depends on

8. "Can this system handle more users?"
   "_____the server capacity and how the software is optimized."

A. It depends

B. It depends on

9. "Will you attend the meeting tomorrow?"

   "_____— if I finish my report tonight, I will."

A. It depends on

B. It depends

10. It _____what you mean.

A. depends

B. depends on

11. _____about the movie?

A. What do you think

B. How do you think

12. _____this machine works?

A. How do you think

B. What do you think

13. She gave me _____ advice.

A. a piece of

B. an

14. I need _____ good advice.

A. a piece of
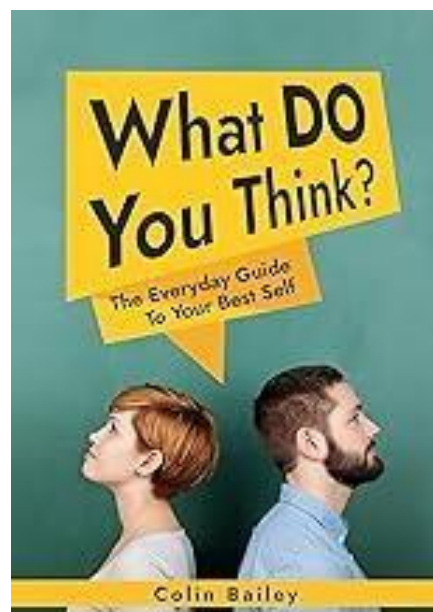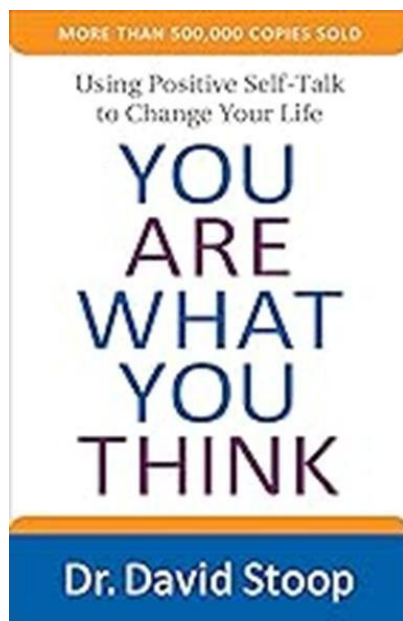
B. some

15. She _____ me a piece of advice that helped.

A. gave

B. told

16. Do _____ me what you think.

A. tell

B. say

TEST 4

Read the post "Grok 3 Beta — The Age of Reasoning Agents" from xAI's website https://x.ai/blog/grok-3 *carefully. Then, answer the following multiple-choice questions by selecting the correct option (a, b, c, or d). Each question tests your ability to comprehend details, infer meaning, and interpret technical information.*

This test assesses your ability to extract precise details (e.g., features) and infer broader implications (e.g., purpose, significance).

The C1 level requires understanding of advanced vocabulary (e.g., "reinforcement learning," "chain-of-thought") and complex sentence structures prevalent in the blog.

1. What is the primary purpose of the blog post announcing Grok 3?

   A. To compare Grok 3's performance with other AI models in detail
   B. To introduce an early preview of Grok 3 and highlight its reasoning advancements
   C. To provide a technical breakdown of the Colossus supercluster's architecture
   D. To announce the immediate availability of Grok 3 to all X platform users

2. What specific detail is provided about the computational resources used to train Grok 3?

   A. It utilized 100,000 GPUs in a single data center
   B. It was trained on the Colossus supercluster with 10x the compute of previous models
   C. It required a custom-built quantum computing system
   D. It was trained using a distributed network of consumer-grade PCs

3. Which two variants of Grok 3 are introduced in the blog post?

   A. Grok 3 (Think) and Grok 3 mini (Think)
   B. Grok 3 (Fast) and Grok 3 (Accurate)
   C. Grok 3 (Logic) and Grok 3 mini (Logic)
   D. Grok 3 (Base) and Grok 3 (Advanced)

4. How does Grok 3 (Think) enhance its problem-solving abilities according to the blog*?*

    A. By relying solely on pretraining data without further refinement
    B. Through large-scale reinforcement learning to refine its chain-of-thought process
    C. By using a fixed algorithmic approach to problem-solving
    D. By outsourcing complex computations to external servers

5. What score did Grok 3 (Think) achieve on the 2025 American Invitational Mathematics Examination (AIME)?

    A. 79.4%
    B. 84.6%
    C. 93.3%
    D. 95.8%

6. What is the key advantage of Grok 3 mini over Grok 3 (Think) as described in the blog?

    A. It has superior world knowledge due to broader pretraining
    B. It offers cost-efficient reasoning for STEM tasks with less need for world knowledge
    C. It performs better on graduate-level expert reasoning tasks
    D. It processes queries faster due to a smaller context window

7. How can users activate Grok 3's advanced reasoning capabilities?

    A. By subscribing to a premium API service
    B. By pressing the "Think" button in the interface
    C. By uploading a PDF with specific instructions
    D. By typing a command in Python code

8. Why is the AIME 2025 benchmark significant for evaluating Grok 3 (Think)?

    A. It was released recently, reducing the chance of prior training contamination
    B. It is the only benchmark Grok 3 was tested on
    C. It focuses exclusively on coding skills relevant to AI development
    D. It was designed specifically by xAI to test Grok's capabilities

9. What unique feature of Grok 3 (Think) allows users to inspect its process?

    A. A downloadable log of its training data
    B. An open display of its reasoning process alongside the final answer
    C. A graphical interface showing neural network activity
    D. A real-time chat log of its internal deliberations

10. What specific example does the blog provide to demonstrate Grok 3's reasoning capabilities?

    A. Solving a complex physics equation
    B. Generating a photorealistic image of a landscape
    C. Creating a Pygame game called "Break-Pong"
    D. Translating a multilingual text document

TASK 4

Fill in the gaps.

1. I won't repeat it here _____ needed.

    A. less
    B. if
    C. lest
    D. unless

2. The best leaders _____ had a hidden skill, a way of thinking that allowed them to connect the dots in ways others couldn't.

    A. I worked
    B. I worked on
    C. I worked with
    D. I worked at

3. They weren't looking at the data. They _____ the story behind it.

    A. is seeing
    B. seeing
    C. to see
    D. were seeing

4. The most transformative insights come from unexpected connections – not just within one dataset, but across multiple, _____unrelated sources.

    A. seemingly
    B. seems
    C. seem
    D. to seem

5. Many leaders make decisions _____what they already believe.

    A. had confirmed
    B. confirms
    C. has confirmed
    D. to confirm

6. Little _____certain about the satellites.

    A. is known
    B. known for
    C. are known
    D. is known for

7. This is _____a common trap that we allow ourselves to fall into.

    A. as a result
    B. the result of
    C. results
    D. result

8. Humans make mistakes all the time. All of us _____, every day, in tasks both new and routine.

    A. are
    B. do
    C. does
    D. is

9. Of course, all this is easier _____than done.

    A. say
    B. says
    C. to say
    D. said

10. "_____So You Can _____", is a guide on how to thrive professionally.

    A. Hardly Work   Work Hard
    B. Work Hard   Hardly Work
    C. Hard Work   Work Hard
    D. Work Hard   Hard Work

TEST 5

1. What is the central theme of the video?

   A. The importance of making good business decisions and avoiding bad luck in large corporations.
   B. The biographies of successful innovators like Steve Jobs and Jeff Bezos and their religious study of innovation.
   C. The strategies that established companies can use to compete effectively with smaller, resource-limited startups.
   D. The "Innovator's Dilemma" and how it explains why successful companies can be overtaken by disruptive startups.

2. According to the video, why do leading companies in their industries sometimes fail?

   A. Primarily due to poor management and a lack of foresight regarding market changes.
   B. Because they become complacent and stop investing in research and development.
   C. Due to their focus on serving their existing best customers and improving their current products, leading them to overlook potentially disruptive innovations.
   D. Because they are unwilling to take risks and experiment with new technologies.

3. The example of Netflix versus Blockbuster is used to illustrate which point?

   A. The importance of strong leadership and effective marketing strategies in the video rental industry.
   B. How established companies can successfully integrate new technologies if they act quickly.
   C. How a disruptive innovation (streaming) can be ignored by a dominant player focused on its existing business model (DVD rentals), leading to the latter's decline.
   D. The financial risks involved in acquiring smaller, innovative companies.

4. What inference can be made about the initial perception of Tesla's electric vehicles by traditional automakers?

   A. They recognized the long-term potential of electric vehicles and immediately began developing their own models.
   B. They likely viewed them as niche products with limited appeal due to their initial drawbacks in speed, cost, and range.
   C. They believed that electric vehicles would quickly become the dominant technology in the automotive industry.
   D. They saw Tesla as a direct competitor from the outset and engaged in aggressive price wars.

5. What is the overall implication of the "Innovator's Dilemma" for established businesses?

  A. That their past success guarantees future dominance in the market.
  B. That they must constantly be aware of and adapt to potentially disruptive innovations, even if those innovations initially seem insignificant or unattractive to their main customer base.
  C. That focusing solely on their best customers is the most effective long-term strategy.
  D. That they should avoid investing in unproven technologies and stick to their core competencies.

6. The academic vocabulary used in the video, such as "paradox," "dominated," "insignificant," and "redefines," serves to:

  A. Provide a more precise and analytical framework for understanding the dynamics of innovation and disruption.
  B. Make the content more entertaining and engaging for viewers.
  C. Simplify complex business concepts for a general audience.
  D. Exclude viewers who do not have a strong business background.

7. The video discusses how startups "redefine" an industry. Which of the following best replaces "redefine"?

  A. maintain
  B. expand
  C. regulate
  D. transform

8. In the context of the *Innovator's Dilemma*, what does a "disruptive innovation" typically do?

  A. It improves the existing products of an established company.
  B. It targets new and underserved markets by offering simpler, cheaper solutions.
  C. It focuses on high-end markets to attract the most profitable customers.
  D. It makes incremental improvements to existing products.

9. The concept of "sustaining innovation" is discussed in the video.
What does this term refer to?

  A. Innovations that simplify products and make them more accessible to everyone.
  B. Innovations that improve products incrementally and help established companies maintain their position in the market.
  C. Innovations that completely disrupt the market and replace old products.
  D. Innovations that make existing products obsolete in favor of new solutions.

10. According to the video, which of the following is an example of a company that failed due to the *Innovator's Dilemma*?

A. Apple, which successfully transitioned to the mobile market.
B. Netflix, which thrived with streaming while traditional rental stores failed.
C. Kodak, which missed the transition from film to digital photography.
D. Amazon, which became dominant by continuing to innovate in e-commerce.

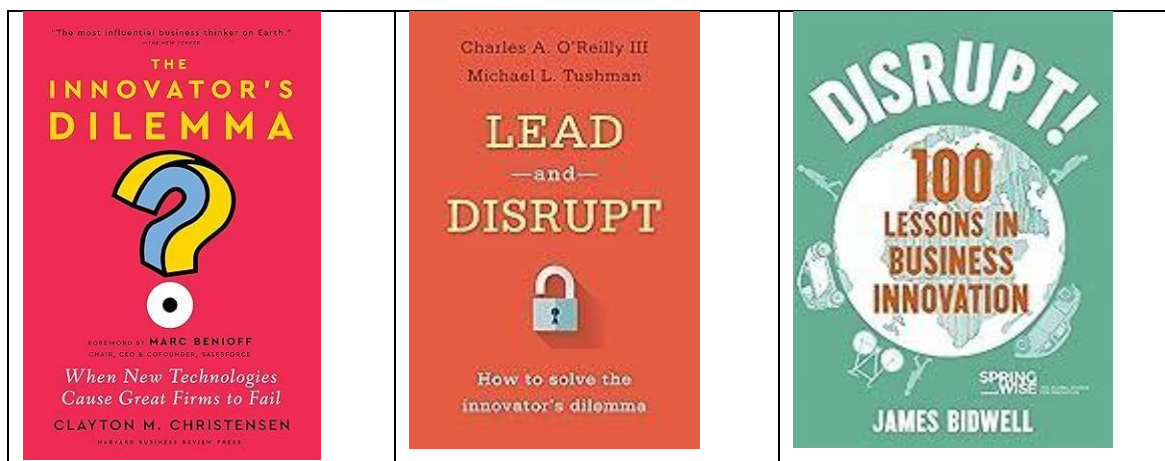11. What does it mean to "disrupt before you get disrupted"?

A. Waiting for competitors to introduce new technologies and then copying them.
B. Creating innovations in your industry before competitors or new entrants disrupt your business.
C. Maintaining the status quo and avoiding technological advancements.
D. Investing in only sustaining innovations that improve current products incrementally.

12. What is one way a company can stay ahead of disruptive innovation?

A. Focus solely on current customers and ignore emerging market trends.
B. Only invest in technologies that have been proven for decades.
C. Avoid any changes to the business model and keep doing what's been successful.
D. Monitor emerging technologies and invest in research and development.

13. What is the ultimate message the video intends to convey to its audience?

A. That the failure of large companies is inevitable in the face of technological progress.
B. That only well-established corporations have the resources to drive meaningful innovation.
C. That the business world is constantly changing due to unpredictable events and luck plays a significant role in success.
D. That both startups and established companies need to understand and proactively address the "Innovator's Dilemma" to either become the next disruptor or avoid being disrupted.

Idioms & Collocations: Match The Two Columns

1. You can say that again. / You bet!	A. a situation that can have only bad results
2. a fortune	B. very soon
3. as a result	C. Say this before asking for someone's help.
4. dressed up	D. check again when you are not sure about something
5. on the right track	E. give someone information
6. can't make it BB	F. Be patient and wait (while someone is doing something).
7. come up with something	G. Say this when you need someone to move so you can go past them.
8. it's not the end of the world	H. I forgot (it)
9. the bottom line	I. Say this when you want to speak honestly – often before saying something negative.
10. second to none	J. what will happen if
11. a bad connection	K. more than
12. Can I get by?	L. no more than
13. Do you mind if I join you?	M. This is a polite response when someone thanks you.
14. a win-win situation	N. based on the information I have
15. Can I put you on hold?	O. 21 or fewer than 21
16. a no-win situation	P. 21 or more than 21
17. (That's) fine with me	Q. get a piece of information
18. any minute now	R. last but not least
19. Could I ask you a favor?	S. Say this to show the total amount.
20. as far as I know	T. a situation that has good results in many ways
21. at least 21	U. consequently
22. at the most	V. a lot of money
23. Bear with me.	W. an unclear phone connection
24. For here or to go?	X. the caller wants to speak to you
25. it comes to	Y. Say this when you completely agree with what someone has said.
26. The pleasure it (all) mine.	Z. Say this to know why someone wants to speak to someone.

27. double-check	AA. produce an idea or solution
28. for the time being	BB. will be unable to attend
29. find out	CC. Please wait.
30. in charge of	DD. wearing their best clothes
31. Would it be possible *[for someone]* to...	EE. finish a meeting
32. Thank you! You shouldn't have.	FF. within *this* hour / within the present hour
33. it doesn't matter	GG. Say this to ask permission to be with someone.
34. it does matter	HH. Do you want to eat/drink here in the restaurant, or do you want to take it away?
35. it's up to someone	II. the situation is not very bad
36. you're not allowed to...	JJ. Say this to make a very polite request.
37. it's for you	KK. at this time only / not forever
38. let someone know	LL. responsible for
39. it slipped my mind	MM. it is not important
40. To tell you the truth...	NN. it is important
41. what if	OO. someone decides
42. within the hour	PP. doing something is not permitted
43. Would you mind *[doing]* something?	QQ. doing the right thing
44. to wrap up a meeting	RR. Say this to show appreciation when receiving a gift.
	SS. the main idea is; / the thing I'm really trying to say is
	TT. as good as or better than all others
	UU. This is a polite request. Say this when you don't know if someone can help you
	VV. I like this (thing) / I agree

You will hear an audio recording based on the article "What are the different types of media?"
https://www.axiapr.com/blog/what-are-the-different-types-of-media
Listen carefully and answer the multiple-choice questions that follow.

1. According to the audio, what is a key characteristic of traditional media?

   A. High interactivity and customization.
   B. Established forms like print, broadcast, and film.
   C. Primarily focused on niche audiences.
   D. Exclusively digital distribution.

2. What is a significant impact of digital media mentioned in the audio?

   A. Reduction in accessibility of information.
   B. Increased limitations on interactivity.
   C. Revolutionized access and sharing of information.
   D. Decline in the use of social media platforms.

3. The audio describes out-of-home media as primarily targeting

   A. Specific professional industries.
   B. Audiences in high-traffic public areas.
   C. Online communities and social networks.
   D. Viewers of specialized film genres.

4. What is a defining feature of specialized media, as mentioned in the audio?

   A. Broad appeal to a general audience.
   B. In-depth information for specific audiences or industries.
   C. Reliance on traditional print formats exclusively.
   D. Minimal use of digital platforms.

5. The audio points out that media categories are

   A. strictly separated and independent
   B. mutually exclusive with no overlap
   C. overlapping and often interconnected
   D. static and unchanging over time.

6. Which of the following is an example of broadcast media?

   A. A blog post.
   B. A billboard advertisement.
   C. A television news program.
   D. A trade publication.

7. What challenge associated with social media is mentioned in the audio?

    A. Lack of accessibility.
    B. Challenges related to misinformation and privacy.
    C. Inability to reach large audiences.
    D. Limited interactivity.

8. The audio suggests that film serves as a powerful medium for

    A. rapid dissemination of breaking news
    B. capturing attention in public spaces
    C. storytelling and cultural expression
    D. targeting specialized professional audiences

9. What has the internet revolutionized, according to the audio?

    A. The use of billboards.
    B. The production of trade publications.
    C. How we access and share information.
    D. The reliance on traditional print media.

10. What is a key point made about the media landscape in the audio?

    A. It is becoming less complex over time.
    B. It requires critical evaluation of consumed information.
    C. It is dominated by a single media type.
    D. It is primarily focused on entertainment.

TASK 6

Deliver a short lecture on media.

TEST 7

Read the text and answer the questions that follow.

WSENSE is an Italian technology company specializing in underwater monitoring and communication systems. It uses patented acoustic and optical technologies that enable underwater networking and information transmission between submerged and surface platforms. Its solutions provide an end-to-end approach to the data challenge of ocean monitoring, and open up a range of possibilities – including aquaculture, energy and environmental monitoring, security and defence.

WSENSE is a spin-off of Sapienza University of Rome, with a strong and experienced R&D team specialized in monitoring and communication systems with pioneering patented solutions in the Internet of Underwater Things (IoUT).

WSENSE has been founded in 2012 by Professor Chiara Petrioli, leading Sapienza PhD Program in Computer Science, Sapienza SENSES Lab and Sapienza Cyber Physical System Lab. WSENSE offers complete solutions, building on the customer's needs and WSENSE innovative monitoring and communication technologies to provide affordable value to assets our customers have already invested in, adding functionality to current systems, increasing profitability and competitiveness.

WSENSE breakthrough Internet of Underwater Things solutions guarantee a complete cableless networking interoperability among various vendors of underwater sensors and autonomous vehicles (UAV, ASV, AUV), ensuring real-time monitoring and an extensive surveillance of underwater environments, waterways and marine seabeds.

WSENSE solutions support Blue Growth's long term strategy in the marine and maritime sectors as a whole and sustain companies to be more "eco-innovative" with a marked reduction in cost and a significant increase in value, in terms of market share and brand reputation.

https://www.linkedin.com/company/wsense/

1. What is Wsense's primary area of expertise?

    A. Space exploration
    B. Underwater monitoring and communication
    C. Artificial intelligence
    D. Renewable energy

2. What kind of technology does Wsense utilize?
    A. Primarily satellite-based
    B. Exclusively software-based
    C. Patented acoustic and optical technologies
    D. Only mechanical technologies

3. What is the origin of Wsense?

    A. A merger of several large corporations
    B. A spin-off of Sapienza University of Rome
    C. A privately funded startup
    D. A government-funded research project

4. Which of the following is NOT mentioned as a potential application of Wsense's technology?

    A. Aquaculture
    B. Space exploration
    C. Environmental monitoring
    D. Energy monitoring

5. What is the core value proposition of Wsense's solutions?

    A. To replace existing underwater infrastructure with entirely new systems
    B. To provide expensive but highly sophisticated solutions
    C. To offer affordable and valuable solutions that enhance existing customer assets
    D. To focus solely on research and development of new technologies

6. What does "IoUT" stand for in the context of Wsense?

    A. International Organization for Underwater Technology
    B. Internet of Underwater Things
    C. Institute of Oceanographic Underwater Technologies
    D. Integrated Oceanographic Underwater Tracking

7. How does Wsense contribute to "Blue Growth"?

    A. By hindering the growth of the marine sector
    B. By promoting unsustainable practices in marine industries
    C. By supporting companies in becoming more eco-innovative and cost-effective in the marine sector
    D. By focusing solely on profit maximization for its own company

Fill in the blanks

1. _____polymath is _____individual whose knowledge spans a substantial number of subjects, known to draw on complex bodies of knowledge to solve specific problems.

   A. A   the
   B. The   the
   C. A   an
   D. The   an

2. Even if you think style doesn't matter, it_____.

   A. is
   B. was
   C. does
   D. did

3. If this _____really so, the most effective way would be to show that the basic presupposition was nonsensical.

   A. were
   B. is
   C. will be
   D. to be

4. Knowing how to think is always _____than having more information.

   A. best
   B. the best
   C. better
   D. good

5. "I type with one finger, _____quite rapidly." (Donald Hall)

   A. despite
   B. although
   C. in order to
   D. likewise

6. _____, they succeeded both because of and despite their composition.

   A. Putting different
   B. Put different
   C. Putting
   D. Put differently

7. Research _____ the collection, organization and analysis of information to increase understanding of a topic or issue.

    A. involves
    B. involve
    C. having involved
    D. involving

8. She enjoyed a long career as _____.

    A. the educator
    B. educator
    C. an educator
    D. education

9. As _____, publishers need to respond and adapt.
    A. the result
    B. result
    C. results
    D. a result

10. If nothing else _____, be open to mixing things up: try new things, or try the same things in different combinations or at different times.

    A. will work
    B. work
    C. to work
    D. works

4. "The Web as I envisaged it, we have not seen it yet. The future is still so much _____ than the past." (Tim Berners-Lee).

    A. big
    B. and bigger
    C. the biggest
    D. bigger

12. I _____ to underline the timeliness of this publication.
    A. will
    B. like
    C. would
    D. would like

13. Get the weekly email full of actionable ideas and insights you can _____ at work and home.
    A. to use
    B. use
    C. used to
    D. used

14. How_____unlock learners' creative potential?

    A. can
    B. you can
    C. can you
    D. you

8.   Are you _____demographic change?

    A. interest in
    B. interested
    C. interesting that
    D. interested in

9.   ____you have got experience of working in a similar capacity, please submit a cover letter and your CV.

    A. If
    B. When
    C. While
    D. It

10.   Coursebooks are full of pictures, big _____.

    A. the bigger
    B. and smaller
    C. the biggest
    D. and small

11.   Money is important_____time is a bigger currency.

    A. ; however,
    B. however,
    C. whatever
    D. whatsoever

12.   _____the strategies for better ranking are ever dynamic.

    A. Similarly
    B. Similarly,
    C. Similar
    D. Similarity

20. Corporations may also begin downsizing the workforce _____maintain profitability.
    A. in order to
    B. due to
    C. such as
    D. as such,

TEST 8

Read the passage carefully and answer the following multiple-choice questions.

Etiquette in Scientific Discourse

Etiquette plays an important role in maintaining a respectful and productive scientific discourse. Here are some key aspects of etiquette to keep in mind when engaging in scientific discussions:

Respect. Treat fellow scientists with respect, regardless of their experience or expertise. Remember that everyone has a contribution to make, and their perspectives should be valued.

Constructive Criticism. When providing feedback or critiquing someone's work, focus on the content and ideas rather than attacking the person. Be constructive and provide specific suggestions for improvement.

Professional Language. Use clear and concise language while avoiding jargon or overly technical terms when communicating with colleagues from different fields. This helps ensure that your ideas are accessible to a broader scientific audience.

Acknowledge Contributions. Give credit to others' work and ideas by appropriately citing relevant research papers, studies, or previous discussions. Acknowledging prior contributions fosters a collaborative and respectful environment.

Engage in Active Listening. Pay close attention to what others are saying, and don't interrupt or dismiss their viewpoints. Engaging in active listening shows that you value their perspective and are open to understanding their arguments.

Provide Evidence. Back up your statements with reliable and verifiable evidence. When presenting an argument or making a claim, provide appropriate references or data to support your assertions.

Be Open to Discussion. Science thrives on healthy debate and the exchange of ideas. Be open to different viewpoints, even if they challenge your own. Engage in discussions with an open mind, and be willing to consider alternative hypotheses or interpretations.

Tone and Diplomacy. Be mindful of the tone of your communication, both in written and oral discussions. Use a diplomatic approach, even when disagreeing with someone. Avoid personal attacks, sarcasm, or condescension, as these can undermine the productive nature of the discourse.

Timeliness and Professionalism. Respond to emails, inquiries, or requests for feedback in a timely manner. Demonstrate professionalism by meeting deadlines, following through on commitments, and being punctual for meetings or conferences.

Privacy and Confidentiality. Respect confidentiality agreements and the privacy of unpublished research. Do not share or discuss others' unpublished work without their explicit permission.

By adhering to these etiquette guidelines, you can contribute to a respectful and collaborative scientific community where ideas can be freely exchanged, knowledge can be advanced, and meaningful collaborations can flourish.

1. What is the main purpose of etiquette in scientific discussions, according to the passage?

    A. To ensure scientists use technical jargon effectively
    B. To maintain a respectful and productive discourse
    C. To prioritize the opinions of experienced scientists
    D. To limit the exchange of challenging ideas

2. When critiquing someone's work, what does the passage recommend focusing on?

    A. The person's qualifications and experience
    B. The tone and style of their presentation
    C. The content and ideas of the work
    D. The timeliness of their submission

3. What does the passage suggest about the use of language in scientific communication?

    A. It should be clear and concise, avoiding unnecessary jargon.
    B. It should always include technical terms to demonstrate expertise.
    C. It should be formal and exclude informal expressions entirely.
    D. It should prioritize written over oral communication.

4. Why is acknowledging others' contributions important in scientific discourse?

    A. It ensures that all scientists receive equal funding.
    B. It prevents scientists from engaging in active listening.
    C. It fosters a collaborative and respectful environment.
    D. It limits the need for evidence in discussions.

5. What does "active listening" involve, based on the passage?

    A. Interrupting to clarify points quickly
    B. Responding immediately with counterarguments
    C. Focusing only on evidence presented
    D. Paying close attention without dismissing viewpoints

6. What should scientists provide when making claims, according to the passage?

    A. Reliable and verifiable evidence
    B. Personal opinions based on their expertise
    C. A summary of their own research only
    D. Hypotheses without supporting data

7. How should scientists approach differing viewpoints, as recommended in the passage?

   A. They should dismiss them to maintain their own argument.
   B. They should consider them with an open mind.
   C. They should avoid discussing them to preserve diplomacy.
   D. They should only accept them if supported by senior scientists.

8. What does the passage imply about the use of sarcasm in scientific discussions?

   A. It can enhance the tone of a debate.
   B. It is acceptable when used diplomatically.
   C. It should be avoided to maintain productivity.
   D. It is encouraged to challenge weak arguments.

9. Which of the following is an example of professionalism mentioned in the passage?

   A. Sharing unpublished research to gain feedback
   B. Responding to emails in a timely manner
   C. Using complex language to impress colleagues
   D. Arriving late to meetings to prioritize research

10. What is the consequence of respecting privacy and confidentiality in scientific discourse?

    A. It limits collaboration between scientists.
    B. It ensures trust and ethical handling of unpublished work.
    C. It delays the publication of research findings.
    D. It prevents scientists from citing prior studies.

TASK 8

A. Identify the marker that signals the main idea

1. **It goes without saying** that changing your password regularly is an important security measure used to prevent unauthorized access to your information. **While** it's important to change passwords, it's equally important to choose strong, unique passwords each time and to use multifactor authentication (MFA) whenever possible. Regular **password changes** help keep your accounts more secure, **but** they should be part of a broader security strategy.

2. **Since** its **launch**, the company has been **boasting** about its **innovative** products. **However,** consumer reviews painted a different picture.

3. The **initial data** suggested a clear **trend**; **however,** further **analysis** revealed a more complex picture.

4. **Many people** believe that a high IQ **guarantees** success, **but** emotional intelligence **often** plays a more significant role.

5. He was a **talented** musician; **nevertheless,** he struggled to find **recognition** in the competitive industry.

6. They **invested heavily** in the new technology, **yet** the returns were far below **expectations**.

7. The project was **ambitious** and well-planned; **on the other hand**, unforeseen circumstances **led** to its failure.

8. Exercise is **undoubtedly** beneficial **for** physical health, **but** it is equally important to address mental well-being.

9. The company **boasted** about its **innovative** products. **However,** consumer **reviews** painted a different picture."

B. Put the lines in the correct order

Azeem: Thank you.

Patrick: Awesome. Thank you very much for coming on today and for the audience, thank you very much for joining us. Again, we'll be back next week.

Azeem: The best way to find me is at Exponential View. You can sign up to my newsletter there.

Patrick: So, I feel like we could continue having this discussion for a very long time, but do want to be respectful of your time and the audience's attention as well. Where can people find you on the Internet, Azeem?

C. Insert correct options (items are listed in order of occurrence)

so far	5 minutes	Welcome!	out of nowhere	Go ahead	hearing me out	on me	for us
-------	------------	-----------	-----------	-------------	---------------	------------	------
by far	5-minute	Welcome back!	out of curiosity	Go over	listen to me	on my mind	is for

Dr. Kim (facilitator): We've covered a lot _____. Let's take a _____ break before diving into the case studies.

Elena (student): Sounds good.

[Five minutes later, the group regathers]

Dr. Kim: _____Before we continue - Jordan, you had a comment earlier?

Jordan (student): Yeah, thanks. I just wanted to say I found the framework interesting, but that final example kind of came _____. It didn't really connect to the earlier argument.

Dr. Kim: That's fair. _____- what would you suggest as a better fit?

Jordan: Maybe something that leverages the data we saw in section two? It would make the argument more cohesive.

Dr. Kim: Great point. Let's note that for revision. Anyone else?

Elena: Just - thanks for _____earlier, by the way. That topic's been _____since the last session.

Dr. Kim: Of course. That's what this space _____.

Choose the best answer for each question based on the information provided here:

https://www.oxford-royale.com/articles/make-writing-interesting

1. According to the article, what is the primary goal of making your writing interesting?

    A. To impress readers with complex vocabulary.
    B. To engage readers and maintain their attention.
    C. To adhere strictly to formal writing conventions.
    D. To use as many rhetorical devices as possible.

2. What does the article imply about the use of varied sentence structure?

    A. It should be avoided to maintain a consistent tone.
    B. It can make writing predictable and monotonous.
    C. It adds rhythm and emphasis to your writing.
    D. It's only necessary in creative writing.

3. What is the effect of using rhetorical questions, as suggested in the article?

    A. They provide definitive answers to complex problems.
    B. They encourage readers to think critically and engage with the text.
    C. They are primarily used in formal academic writing.
    D. They distract readers from the main argument.

4. The article advises using specific details. What does this achieve?

    A. It makes the writing more concise.
    B. It makes the writing more abstract.
    C. It helps readers visualize and connect with the content.
    D. It reduces the need for vivid imagery.

5. The article suggests using sensory details. What does this mean?

    A. Using abstract concepts.
    B. Appealing to the reader's five senses.
    C. Focusing solely on factual information.
    D. Using only visual descriptions.

6. What does the article imply about the use of figurative language?

    A. It should be used sparingly to avoid confusion.
    B. It can add depth and creativity to your writing.
    C. It is only appropriate in poetry.
    D. It should be avoided in all formal contexts.

7. According to the article, what is the ultimate aim of making your writing interesting?

    A. To demonstrate mastery of complex grammar.
    B. To ensure the reader remembers the information.
    C. To create a memorable and impactful reading experience.
    D. To write a very long text.

TASK 9

1. Choose the best synonym or definition for the underlined word in each sentence.

Question 1

The author employed a **plethora** of examples to support their argument.

a) scarcity b) a few c) lack d) quite a few

Question 2

It is essential to **articulate** your ideas clearly in academic writing.

a) mumble b) express c) conceal d) confuse

Question 3

The research aimed to **elucidate** the complex relationship between variables.

a)   obscure b) clarify c) complicate d) ignore

Question 4

The professor's lecture was **concise**, focusing on the key points.

a) lengthy b) verbose c) brief d) strong

Question 5

The student's essay demonstrated a **nuanced** understanding of the historical context.

a) simplistic b) superficial c) subtle d) obvious

Question 6

The data **corroborated** the initial hypothesis.

a) contradicted b) supported c) questioned d) completed

Question 7

The study sought to **delineate** the boundaries of the research topic.

a) blur b) define c) confuse d) merge

Question 8

The researcher had to **synthesize** multiple sources to form a coherent argument.

a) separate b) analyze c) combine d) disregard

Question 9

The author's **premise** was that all living things are interconnected.

a) conclusion b) assumption c) result d) summary

Question 10

The professor emphasized the **inherent** difficulties of the research topic."

   a) acquired b) external c) internal d) learned.

Question 11

We offer an **unparalleled** range of opinions, showing all sides of the story.
a) only b) non-parallel c) no parallel d) unprecedented

2. Fill in the blanks

1. "_____digital reading, it's important to build an open platform
   to help them access and read books online," said Adam Smith, product
   management director at Google. (*TechCrunch*)

   A. The more people are discovering
   B. The more people discover
   C. As more and more people discover
   D. The fewer people are discovering

2. It is, _____, a display of unparalleled graphic virtuosity.

   A. above
   B. about all
   C. about all else
   D. above all else

3 Christensen _____ as the world's foremost authority on "disruptive innovation."

    A. known
    B. knows
    C. know
    D. is known

4. A second _____ trend is the tendency for existing psychological models of aesthetic experience of music.

    A. observe
    B. observation
    C. observing
    D. observable

5. Creativity is considered one of the most important human qualities, and it is certainly worth _____ in children.

    A. developing
    B. development
    C. to develop
    D. developed

6. For information on the agenda and details about the illustrious speakers, please click the button below. The link will also allow you to register for the event. _____.

    A. Thank you for reading.
    B. My best to you and yours.
    C. Thanks in advance.
    D. We look forward to seeing you there.

7. Only recently _____ the videos that he has released.

    A. I have found
    B. I found
    C. I founded
    D. have I found

8. Much _____ about the depiction of refugees in newspapers and television news, yet far less is known about how refugees are portrayed in Internet news.

    A. has been written
    B. wrote
    C. writing
    D. are written

9. _____your password regularly is an important security measure _____ prevent unauthorized access to your information.

    A. Changing   use to
    B. Changes   used
    C. Change   used
    D. Changing   used to

10. If you _____your data on _____drives, it would remain safe even if_____ .

    A. stored   encrypted   stolen
    B. will store   encrypted   stolen
    C. stores   encryption   stole
    D. had stored   encrypting   stole

11. Without_____, webcasts are more efficient _____anyone with an internet connection can _____them.

    A. a doubt   because   attend
    B. doubt   because of   to attend
    C. doubt   because   attend
    D. a doubt   because   to attend

12. Little _____know .

    A. do
    B. we did
    C. did we
    D. did

Read the document on "Three Types of Empathy." Then, answer the following multiple-choice questions by selecting the correct option (A, B, C, or D). Each question has only one correct answer.
https://drive.google.com/file/d/1IDLKw_enQcQSA913apz1zVq3xF2ggjkj/view

1. What is the main purpose of distinguishing between the three types of empathy in the document?

    A. To argue that empathy is an unnecessary skill in modern society
    B. To demonstrate that empathy cannot be measured scientifically
    C. To prove that one type of empathy is superior to the others
    D. To explain how different forms of empathy contribute to understanding human interactions

2. According to the document, how does cognitive empathy differ from emotional empathy?

    A. Cognitive empathy is about perspective-taking, while emotional empathy involves sharing feelings
    B. Cognitive empathy involves feeling emotions, while emotional empathy involves understanding them
    C. Cognitive empathy is less effective than emotional empathy in relationships
    D. Cognitive empathy requires more training than emotional empathy

3. What role does compassionate empathy likely play, as described in the document?

    A. It focuses solely on intellectual analysis of others' emotions
    B. It prevents individuals from becoming too emotionally involved
    C. It combines understanding and feeling with a motivation to help
    D. It is unrelated to taking action on behalf of others

4. What is implied about the application of the three types of empathy in professional settings?

    A. They are irrelevant to workplace dynamics
    B. Each type can enhance communication and relationships differently
    C. Only compassionate empathy is useful in leadership roles
    D. They are too complex to be applied practically

5. In the context of the document, what does "empathy" most closely mean

    A. The ability to dominate others emotionally
    B. The capacity to understand or feel what another person is experiencing
    C. The process of avoiding emotional connections
    D. The skill of predicting future events

6. The document mentions "perspective-taking." What does "perspective" refer to?

   A. A person's physical location
   B. A type of emotional detachment
   C. A method of statistical analysis
   D. A point of view or way of understanding a situation

7. What is the meaning of "compassionate" as used in the discussion of empathy?

   A. Showing sympathy and a desire to alleviate suffering
   B. Maintaining a neutral and unbiased stance
   C. Focusing only on intellectual understanding
   D. Ignoring others' emotional states

8. The document uses the term "resonance." What does this imply in the context of emotional empathy?

   A. A disagreement between individuals
   B. A shared emotional experience or connection
   C. A logical deduction of someone's thoughts
   D. A physical reaction to stress

9. What does "cognitive" mean in the context of cognitive empathy?

   A. Related to physical movement
   B. Focused on suppressing emotions
   C. Pertaining to mental processes like thinking and reasoning
   D. Concerned with financial decision-making

TASK 10

1. *Complete short dialogs:*

A. Take your time.	1. "Do you think they'll finish the project by tomorrow?" "_____. They're way behind schedule."
B. I'll keep my fingers crossed for you.	2. "How about we grab pizza and watch a movie?" "_____ "
C. You never know!	3. "Can you help me move this box?" "_____ "
D. Make yourself at home.	4. "Where are you going?" "_____. I need to grab my keys."
E. You made my day!	

F. Can you give me a hand (…) ?

G. Hang on a second.

H. Long time no see!

I. You bet!

J. It (completely) slipped my mind.

K. Sounds good!

L. I doubt it.

M. No big deal. / No biggie.

N. I'm all ears.

O. Same here. / Me too.

P. Give me a break.

Q. Got it. / Understood.

R. I'm good. / I'm fine.
    *(I don't need what you are
    offering.)*

S. Sure, I'd be happy to.

5. "John! _____ How have you been?"
   "Hey, Mary! It's great to see you too!"

6. "I'm so sorry I spilled your coffee."
   "_____. I'll just get another one."

7. "Come on in! _____."
   "Thank you, it's very kind of you."

8. "Do you think I could ever win the lottery?"
   _____

9. "_____ with these groceries?"
   _____

10. "I have something important to tell you."
    "Okay, _____"

11. "I brought you your favorite flowers."
    "Oh wow, _____"

12. "I have a job interview tomorrow."
    "_____"

13. "You were supposed to call me this morning."
    "Oh, I'm so sorry… _____"

14. "I'm so tired."
    _____

15. "I'm almost ready."
    "_____"

16. "Do you need my help?"
    "No thanks, _____."

17. "Remember to turn off the lights."
    _____.

18. "You're always late. "
    "_____ I was only five minutes late this time."

2. Identify the meaning of the phrases.

1. However, the internet also **comes with a dark side**. The viral nature of the internet can advance social causes or grow a brand, but it can also spread misinformation, conspiracy theories, and other negative content at a massive scale.

The phrase **"to come with a dark side"** refers to:

a. viral nature of the internet can advance social causes or grow a brand
b. it can also spread misinformation, conspiracy theories, and other negative content at a massive scale
c. all of the above

2. The new policy has sparked a heated debate, as some believe it will **do more harm than good** in the long run.

The phrase **"do more harm than good"** means:

a. cause mostly negative effects
b. be equally helpful and harmful
c. have a small impact

3. In her presentation, she **shed light on** the hidden impacts of fast fashion on the environment.

The phrase **"shed light on"** refers to:

a. hide or cover up information
b. briefly mention something
c. explain or clarify something

4. The new findings may **pave the way for** future research in sustainable agriculture.

The phrase **"pave the way for"** refers to:

a. block future progress
b. make something possible or easier
c. slow down development

5. The theory has been **at the heart of** economic policy for decades.

The phrase **"at the heart of"** means:

a. unrelated to
b. a minor part of
c. central or most important to

6. While renewable energy is widely supported, its economic feasibility remains **up in the air**.

The phrase **"up in the air"** means:

a. completely resolved
b. not yet decided or settled
c. clear and certain

7. The idea that success comes only from hard work has been **taken for granted** for generations.

The phrase **"taken for granted"** means:

a. deeply questioned
b. appreciated openly
c. accepted as true without questioning

8. Climate change is now **at the forefront** of political and economic discussions worldwide.

The phrase **"at the forefront"** means:

a. ignored or dismissed
b. the central focus or leading position
c. recently discovered

9. After years of silence, the issue has finally been **brought to light** by investigative journalists.

The phrase **"brought to light"** means:

a. hidden from the public
b. made known or revealed
c. misunderstood by everyone

10. The new policy **falls short of** addressing the root causes of poverty.

The phrase **"falls short of"** means:

a. exceeds expectations
b. nearly solves the issue
c. fails to meet expectations or goals

11. Artificial intelligence is now **on the rise** in nearly every industry.

The phrase **"on the rise"** means:

a. declining rapidly
b. increasing in presence or popularity
c. facing public criticism

12. His ideas were **ahead of their time**, which is why they were initially dismissed.

The phrase **"ahead of their time"** refers to:

a. outdated and irrelevant
b. too advanced to be appreciated when first introduced
c. carefully researched and presented early

13. The conclusion was based on evidence that was **taken out of context**.

The phrase **"taken out of context"** means:

a. interpreted with full accuracy
b. misunderstood because surrounding information was ignored
c. cited directly from the original source

14. Efforts to reform the education system have been **met with resistance**.

The phrase **"met with resistance"** means:

a. supported by most people
b. ignored entirely
c. opposed or challenged by others

15. The idea sounded promising **on the surface**, but it lacked practical application.

The phrase **"on the surface"** means:

a. after careful investigation
b. at first glance or appearance
c. completely understood

16. The argument **boils down to** whether or not we can trust the data.

The phrase **"boils down to"** means:

a. confuses the discussion
b. is based mainly on
c. introduces several complex issues

TEST 11

Listen to the passage and answer the questions that follow.

https://www.kuhf.org/programaudio/engines/eng12_64k.mp3

1. What is the central purpose of this audio segment?

   A. To celebrate the achievements of inventors.
   B. To differentiate between the meanings of science, technology, and engineering.
   C. To discuss the history of space travel.
   D. To criticize scientific terminology.

2. According to the speaker, what is the root meaning of "science"?

   A. The art of making.
   B. The study of machines.
   C. Ordered knowledge.
   D. Inventive design.

3. The speaker suggests that "technology" is best understood as:

   A. The practical application of scientific discoveries.
   B. The skill of craftsmanship alone.
   C. The study or lore of making and doing.
   D. The design and construction of engines.

4. What does the speaker propose about the Greek word "techni"?

   A. It should be replaced by the word "technology."
   B. It accurately describes the study of science.
   C. It would clarify the distinction between making and the knowledge of making.
   D. It's an outdated term with no relevance to modern engineering.

5. The word "engineering" derives from the Latin "ingeniare," which implies:

   A. The study of natural phenomena.
   B. The act of devising or inventing.
   C. The application of scientific principles.
   D. The skill of craftsmanship.

6. What is the relationship between science, "techni," and invention in the context of engineering?

   A. They are mutually exclusive fields.
   B. They are independently applied by engineers.
   C. They are combined by engineers to create inventions.
   D. They are only relevant to the construction of spaceships.

7. Why does the speaker consider the question of who deserves credit for a spaceship's success "no good"?

   A. Because it overlooks the collaborative nature of the process.
   B. Because it suggests a competition between different fields.
   C. Because spaceships are not significant achievements.
   D. Because it implies that no one is responsible.

8. According to the speaker, what distinguishes an engineer from a craftsman or scientist?

   A. Their specialized knowledge of physics.
   B. Their ability to conduct scientific experiments.
   C. Their focus on the creative design process.
   D. Their expertise in manufacturing.

9. The phrase "engines of ingenuity" refers to:

   A. Only mechanical engines.
   B. Any machine or device designed by humans.
   C. Primarily steam engines.
   D. Only large-scale industrial machines.

10. What is the speaker's overall tone in this segment?

   A. Informative and analytical.
   B. Critical and dismissive.
   C. Humorous and anecdotal.
   D. Pessimistic and cautionary.

TASK 11

Insert correct options (some words may be used more than once)

| with | against | as | into | in | at | for |

Communication technologies, **defined** _____ systems and tools used to transmit information, are essential across various sectors. These technologies are typically **divided** _____ categories such as wired, wireless, and satellite systems. Each category is **associated** _____ specific technical standards and applications. For example, wireless communication is often **seen** _____ more flexible and is **known** _____ its rapid deployment in remote areas. Engineers **involved** _____ developing these systems must understand not only the technical aspects but also the social impact, particularly when technologies are **required** _____ emergency services or rural development. Many initiatives are **aimed** _____ increasing accessibility and reducing the digital divide. However, communities may still be **prejudiced** _____ certain technologies due to misinformation or past failures. Fiber optics, often **regarded** _____ the gold standard in high-speed communication, is also **known** _____ a sustainable long-term investment in infrastructure.

ANSWER KEY

Read the research paper "The Innuendo Effect: Hearing the Positive but Inferring the Negative" and answer the following questions.

https://pmc.ncbi.nlm.nih.gov/articles/PMC4443850/pdf/nihms686974.pdf

Part 1. Multiple Choice Questions

1. The "innuendo effect" describes the phenomenon where:

   A. Positive statements are always interpreted as genuinely positive.
   B. Neutral statements are perceived as positive.
   C. Negative statements are always taken literally.
   D. Positive statements can lead to negative inferences.

2. The authors argue that the innuendo effect is primarily driven by:

   A. Explicit linguistic cues.
   B. Implicit social cognitive processes.
   C. Logical reasoning.
   D. Emotional responses.

3. The study investigates how the innuendo effect impacts:

   A. Social judgments and evaluations.
   B. Memory recall.
   C. Physical health.
   D. Economic decisions.

4. The research suggests that the innuendo effect is more likely to occur when:

   A. The speaker is a close friend.
   B. The listener is in a positive mood.
   C. There is a perceived power imbalance.
   D. The statement is very clear.

5. The authors propose that the innuendo effect is related to:

    A. The speaker's intent.
    B. The listener's pre-existing stereotypes.
    C. The clarity of the statement.
    D. The volume of the speaker's voice.

6. The study uses what type of stimuli to elicit the innuendo effect?

    A. Direct insults.
    B. Overt praise.
    C. Ambiguous compliments.
    D. Neutral statements.

7. The research examines whether the innuendo effect is:

    A. A conscious process.
    B. An automatic process.
    C. A learned behavior.
    D. A rare occurrence.

8. The authors argue that the innuendo effect can lead to:

    A. Enhanced social cohesion.
    B. Misunderstandings and negative social evaluations.
    C. Improved communication skills.
    D. Increased trust.

9. The article highlights the relevance of the innuendo effect in:

    A. Scientific research.
    B. Mathematical problem-solving.
    C. Artistic expression.
    D. Political discourse and social interactions.

10. The researchers investigate how people process:

    A. Non-verbal cues exclusively.
    B. Explicit and implicit meanings of language.
    C. Only positive statements.
    D. Only negative statements.

11. According to the study, the innuendo effect is influenced by:

    A. The speaker's physical appearance.
    B. The listener's cognitive load.
    C. The contextual information available.
    D. The time of day.

12. The study's design primarily involves:

    A. Experimental manipulation and surveys.
    B. Longitudinal observation.
    C. Case studies.
    D. Meta-analysis.

13. The findings suggest that the innuendo effect is a manifestation of:

    A. Emotional intelligence.
    B. Cognitive dissonance.
    C. Implicit bias.
    D. Logical reasoning.

14. The authors discuss the implications of the innuendo effect for:

    A. Teaching foreign languages..
    B. Legal proceedings.
    C. Architectural design.
    D. Intergroup relations.

15. The research contributes to the understanding of:

    A. Classical conditioning.
    B. Social perception and impression formation.
    C. Linguistic development.
    D. Motor skill acquisition.

Part 2. Short Answers To The Questions

1. Explain the key distinction between the explicit (stated) and implicit (inferred) meanings of a statement in the context of the innuendo effect.

The explicit meaning is the literal, surface-level message conveyed by the words used. The implicit meaning is the underlying, unstated message that the listener infers, often based on contextual cues, stereotypes, or perceived power dynamics. In the innuendo effect, a seemingly positive explicit statement can trigger a negative implicit inference.

2. Describe how social context and power dynamics influence the likelihood and intensity of the innuendo effect.

Social context plays a crucial role. For example, in situations with perceived power imbalances, such as between a supervisor and employee, ambiguous compliments can be interpreted negatively due to concerns about hidden agendas or patronizing tones. Pre-existing stereotypes related to social groups also heavily influence the implicit negative meanings.

3. What are the potential consequences of the innuendo effect on interpersonal communication and social judgments?

The innuendo effect can lead to misunderstandings, distrust, and negative social evaluations. It can damage interpersonal relationships by creating feelings of resentment or suspicion. It can also reinforce negative stereotypes and biases, leading to discriminatory behavior.

4. Discuss the cognitive mechanisms that contribute to why people infer negative meanings from positive statements, as described in the article.

The article suggests that implicit biases and automatic cognitive processes are key. People often rely on pre-existing stereotypes and social schemas to interpret ambiguous statements. These implicit associations can lead to the automatic activation of negative inferences, even when the explicit statement is positive.

5. How might the innuendo effect relate to or reinforce existing social biases or stereotypes? Provide specific examples from the article.

The innuendo effect can reinforce stereotypes by activating negative associations related to specific social groups. For instance, an ambiguous compliment directed at a member of a marginalized group might be interpreted as patronizing or condescending, reinforcing negative stereotypes about that group's competence or status. The article provides examples of how comments towards certain groups can be seen as having hidden negative meanings.

Part 3. The Innuendo Effect. Sample Essay.

The innuendo effect, as explored by Kervyn, Bergsieker, and Fiske, highlights a critical aspect of social perception: the tendency to infer negative implications from seemingly positive statements. This phenomenon underscores the complex interplay between explicit language and implicit social cognition.

The psychological mechanisms driving the innuendo effect are rooted in automatic cognitive processes and implicit biases. People rely on pre-existing stereotypes to interpret ambiguous compliments, leading to the activation of negative inferences. The contextual information, particularly power dynamics and social hierarchies, further shapes these interpretations. For instance, in situations where there is a perceived power imbalance, ambiguous praise can be seen as condescending or manipulative.

No wonder the implications of the innuendo effect are significant for interpersonal relationships and social interactions. It can lead to misunderstandings, distrust, and negative social evaluations, damaging relationships and reinforcing negative stereotypes. In political discourse, for example, ambiguous compliments directed at opposing groups can be interpreted as subtle insults, fueling animosity and division.

It could be concluded that the research presented in the article contributes to our understanding of social perception and impression formation. It demonstrates how implicit biases can influence our interpretations of language, even when the explicit message is positive. Future research should focus on developing strategies to mitigate the innuendo effect and promote more accurate and equitable social judgments. Understanding this effect is crucial for fostering effective communication and building positive social relationships.

TEST 1

Watch the video "*How to write an email (no, really) | Victoria Turk | TEDxAthens" *and answer the questions that follow.*

https://www.ted.com/talks/victoria_turk_how_to_write_an_email_no_really

1. What is the closest synonym for "ostensibly" as used in the sentence?

   Although email is ostensibly the easiest way to communicate in a work context, it's also intensely stressful.

   A. clearly
   B. naturally
   C. apparently
   D. undoubtedly

2. "Assume that everyone you're communicating with is _____ than you and cares more than you and is _____ than you." (Merlin Mann)

   A. as smart   as busy
   B. smarter   busy
   C. the smartest the busiest
   D. smarter   busier

3. Amazon CEO Jeff Bezos is apparently known for forwarding messages from customers to his employees with not just one word, but one character: _____.

   A. [/] slash
   B. [*] asterisk
   C. […] ellipsis
   D. [:] colon
   E. [;] semicolon
   F. [—] em dash
   G. [–] en dash
   H. [!] exclamation mark
   I. [?] **the question mark**

4. In the passage below

One of the major causes of email stress is that we can't get away from it. It demands so much from us, especially now that we're all walking around with mini computers in our pocket. We can check email anywhere and anytime. But instead of feeling free, we feel trapped. We're expected to be always contactable. We can never leave. The only way to buck this trend is to start setting boundaries. […]

…you really probably don't need to be on call all the time. In fact it's probably better if you're not - I've checked my work email in some incredibly inappropriate places. So just stick to work hours. Now, you could say that it's on the recipient to decide when they check their email. You can send an email at 2 a.m. but they don't have to answer until the following day. The problem is that's _____.

4.1.   What can be inferred about the author's view on the use of mobile devices for email?

   A. They **contribute to a sense of constant obligation and pressure.**
   B. They enhance professional productivity significantly.
   C. They are essential tools for achieving work-life balance.
   D. They should be used more frequently for personal communication.

4.2 What does the author most likely mean by the phrase "buck this trend"?

   A. To ignore a piece of advice.
   B. To go along with the current norm.
   C. To **challenge or resist** a prevailing behavior.
   D. To keep up with technological advancements.

4.3 Why does the author suggest that sending emails outside of work hours isn't a perfect solution?

    A.   Because most email systems block messages sent late at night.
    B.   Because recipients often misinterpret the tone of late emails.
    C.   **Because people feel compelled to respond immediately, even if they don't have to.**
    D.   Because employers penalize late-night communication.

4.4 Which of the following best summarizes the author's position on checking emails during inappropriate times?

    A.   It demonstrates a strong work ethic.
    B.   It enhances efficiency.
    C.   It is sometimes necessary to impress employers.
    D.   It is unhealthy and should be avoided.

4.5. What underlying assumption does the author make about modern communication culture?

    A.   It empowers employees to work flexibly.
    B.   It discourages multitasking during personal time.
    C.   **It creates unrealistic expectations of constant availability**.
    D.   It prioritizes face-to-face interaction over digital messages.

a. The final line is best completed by which of the following:

    A.   get the message across
    B.   read between the lines
    C.   out of office
    D.   a lot easier said than done

4.7. In the context of the excerpt, what does the word "demands" most nearly mean?

    A.   requests politely
    B.   **requires forcefully or urgently**
    C.   suggests helpfully
    D.   offers willingly

4.8.   The phrase "we feel trapped" in this context best conveys a sense of:

    A.   excitement about new technologies
    B.   lack of control or freedom
    C.   comfort in routine
    D.   confusion about priorities

4.9. Which of the following is closest in meaning to "setting boundaries" as used in the excerpt?

    A. establishing firm rules to protect one's time or space
    B. exploring new limits for digital technology
    C. blocking communication from specific contacts
    D. creating goals for productivity

4.10. What does the phrase "always contactable" imply about modern work culture?

    A. Employees have more flexible schedules.
    B. Companies are cutting down on meetings.
    C. Everyone prefers remote work.
    D. **People are expected to be reachable at all times**

TASK 1

Subject: Inquiry about Participation at [_Conference Name_] - [_Your Name_]
Dear [_Conference Organizing Committee/Specific Contact Person if known_],

My name is [_Your Name_], and I am a [_PhD student/Young Researcher_] at [_Your Institution_] in [_Your Field of Study_]. I am writing to express my strong interest in attending the upcoming [_Conference Name_] taking place from [_Start Date_] to [_End Date_] in [_Location, if applicable_].

I have been following the work presented at [_Conference Name_] for some time and am particularly interested in the topics of [_Mention 1-2 specific topics or sessions that align with your research_]. My own research focuses on [_Briefly and compellingly describe your research area - 1-2 sentences_]. I believe that attending this conference would be invaluable for [_Mention 1-2 specific benefits, e.g., learning about the latest advancements in the field, networking with leading researchers, gaining feedback on potential future work_].

While I understand that invitations may have already been sent, I was hoping there might still be an opportunity to register as an attendee. I am eager to immerse myself in the discussions, learn from the presentations, and connect with researchers in my field.

Could you please provide information on whether it is still possible to register for the conference as a non-invited participant? If so, I would be grateful if you could share details regarding the registration process, fees [_if applicable_], and any deadlines I should be aware of.

Thank you for your time and consideration. I look forward to the possibility of attending [_Conference Name_].

With best wishes,

[_Your Name_]
[_Your Email Address_]
[_Your Affiliation_]
[_Optional: Link to your personal website or institutional profile_]

TEST 2

Below is a C1-level reading comprehension test based on "Tips for Improving Workplace Communication Skills. Pro presents a primer for talking to leaders, clients, and teams" by Jeff Perry published in IEEE Spectrum on 11 Oct 2024

Read the passage and answer the following multiple-choice questions.

https://spectrum.ieee.org/workplace-communication-skills

1. What does the author imply about engineers who fail to improve their communication skills?

 A. **They risk contributing to organizational setbacks**
 B. They will still succeed if their technical skills are strong
 C. They are unlikely to work with diverse teams
 D. They will struggle to understand their own projects

2. What is suggested about the preferences of senior leaders when receiving information?

 A. They prefer detailed technical explanations over summaries
 B. They are indifferent to the format of communication
 C. They expect frequent updates regardless of relevance
 D. **They value concise updates that align with their decision-making needs**

3. What can be inferred about the "curse of knowledge" when communicating with peers?

 A. It enhances collaboration by showcasing expertise
 B. **It may hinder effective exchange due to assumed understanding**
 C. It only affects communication with non-technical stakeholders
 D. It encourages peers to seek more input from each other

4. What is implied by the advice to avoid "talking down" to staff?
 A. Staff members prefer minimal communication from leaders
 B. Leaders should withhold context to maintain authority
 C. **Respectful communication fosters better team dynamics**
 D. Staff input is less valuable than that of peers

5. What does the author suggest about the impact of communication on a leader's career?

 A. **It can influence how their performance is perceived and future prospects**
 B. It has little effect compared to technical achievements
 C. It only matters when communicating with peers, not leaders
 D. It is irrelevant if they respond quickly to requests

6. What is the implied benefit of reflecting on communication experiences?

   A. It ensures all conversations follow a strict protocol.
   B. It guarantees immediate improvement without practice.
   C. It reduces the need to adapt to different audiences.
   D. **It helps individuals refine their approach and build relationships.**

7. What is an equivalent transition word for "however" in "Context and impact, however, are important to them"?

   A. for instance
   B. **nevertheless**
   C. because
   D. in addition

8. Which academic term is closest in meaning to "cogent" in "Give the leaders what they need. Be brief and cogent"?

   A. confusing
   B. technical
   C. lengthy
   D. **persuasive**

9. What is a synonym for "beware" in "Beware of the curse of knowledge"?
   A. embrace
   B. **be cautious of**
   C. promote
   D. ignore

10. Which phrase best replaces "tangible" in "with tangible and intangible benefits"?

    A. invisible
    B. **concrete**
    C. uncertain
    D. temporary

11. What is an equivalent transition phrase for "that said" in "Transparency is important to avoid false stories and incorrect assumptions. That said, there will be occasions when you won't be able to give the staff the full picture"?

    A. **even so**
    B. on the contrary
    C. as a result
    D. to clarify

12. Which word is closest in meaning to "cultivate" in "Effective communication at this level is one of the most important ways to boost morale, cultivate respect, and influence organizational culture"?

A. reduce
B. observe
C. **develop**
D. challenge

TASK 2

Insert correct options *(some of the words or phrases may be used more than once)*

how   see   come across   already   meet   heard   since

Emma: *(approaching a small group)* Hi there, I don't think we've met – I'm Emma Carter from Lexon Technologies.

David: Nice to meet you, Emma. I'm David Lin, marketing lead at Novex Solutions.

Emma: Nice to meet you too, David. *(shakes hands)* I've heard a lot about your recent campaign – it really made waves.

David: Thanks, that's kind of you to say. Ah, and this is Anna – she's our UX strategist.

Emma: Oh, Anna! Nice to finally meet you. I've come across your work online.

Anna: Likewise, Emma – great to put a face to the name.

[A few moments later, someone else joins the group]

Emma: Oh, James! Nice to see you again – how have you been?

James: Emma! Good to see you too. It's been a while – since that panel in Berlin, right?

Emma: That's right. Can't believe it's already been a year.

enjoyed   focus   between   forward   hopefully   goal   preliminary

by the way   meet   buzz   see

Dr. Patel: Excuse me, are you attending the neuroinformatics session later this afternoon?

Dr. Lin: I am, yes. Looking forward to it – there's been a lot of buzz about the keynote. I'm Julia Lin, by the way, from the University of Toronto.

Dr. Patel: Nice to meet you, Dr. Lin. I'm Rakesh Patel, from King's College London. I really enjoyed your talk this morning—your approach to data modeling was fascinating.

Dr. Lin: Oh, thank you! That's kind of you to say. I wasn't sure how it would land – it's always tricky presenting preliminary findings.

Dr. Patel: Oh, I see. I thought it struck a good balance between technical depth and clarity. Are you planning to publish the full study soon?
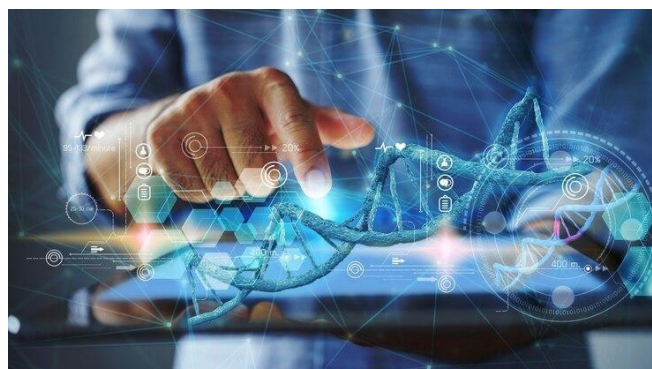
Dr. Lin: That's the goal. We're wrapping up the final analysis phase, so hopefully within the next few months. What's your research focus at the moment?

Dr. Patel: Mostly EEG signal processing. We're experimenting with some hybrid ML techniques for artifact removal. I'll be presenting in the machine learning session tomorrow, actually.

Dr. Lin: Oh, I'll definitely try to catch that. It's always good to see real-world applications of the theory.

Dr. Patel: Likewise. And if you're free later, a few of us are getting together for dinner nearby. It's very informal, just a chance to unwind and talk shop without the microphones.

Dr. Lin: That sounds lovely – count me in.

TEST 3

Read the passage carefully and answer the following multiple-choice questions.
Each question has one correct answer.

https://procomm.ieee.org/digital-online-communication/

1. What is the main focus of Aija Leiponen's *Digital Innovation Strategy*?

    A. The history of traditional business models
    B. The rise of social media and its impact on businesses
    C. How businesses can adapt to the evolving digital landscape
    D. The role of government in regulating digital technologies

2. According to the passage, which of the following is *NOT* one of the challenges discussed in *Digital Innovation Strategy*?

    A. The impact of mobile devices on traditional business models
    B. Ethical concerns in data governance
    C. The need for businesses to develop adaptive strategies
    D. **The rise of blockchain as a business tool**

3. What does Leiponen mean by "reverse corporate model" in the context of digital business?

    A. A model where corporations focus only on customer feedback
    B. A model in which companies focus on internal innovations rather than external partnerships
    C. A model where traditional businesses shift to more agile, decentralized structures
    D. A model that eliminates the need for any technological infrastructure

4. What does Leiponen argue is essential for companies to succeed in the rapidly changing technological landscape?

    A. Prioritizing short-term profit over long-term strategy
    B. **Innovation, adaptation, and agility**
    C. Maintaining strict control over technological developments
    D. Avoiding any change to traditional business practices

5. Which of the following is an example of a disruptive technology discussed in the book?

    A. **Open-source software like Linux**
    B. Email communication
    C. Traditional retail stores
    D. Print newspapers

6. What critical research gap does Leiponen identify in the field of digital innovation?

    A. The use of artificial intelligence in business operations
    B. **The role of data governance and sustainability**
    C. The effectiveness of traditional marketing strategies
    D. The need for more investment in physical retail stores

7. The passage mentions the case studies of several companies. What is their purpose in the book?

    A. To highlight the failure of digital strategies
    B. To show how companies can avoid technological innovation
    C. To provide examples of government interventions in digital businesses
    D. **To illustrate the shift from traditional to digital business models**

8. Which of the following best describes the tone of the passage?

    A. Informal and conversational
    B. Critical and disapproving
    C. Humorous and light-hearted
    D. **Analytical and informative**

9. What does the author suggest could enhance the scope of *Digital Innovation Strategy*?

    A. Including more case studies from small businesses
    B. Exploring new disruptive technologies such as blockchain
    C. Providing more nuanced strategies for navigating digital disruptions
    D. Offering additional theoretical frameworks without case studies

10. Who is the intended audience for *Digital Innovation Strategy*?

    A. Only professionals in the tech industry
    B. General readers with no background in digital business
    C. Students, researchers, professionals, and policymakers
    D. Only business owners interested in startups

11. In the passage, the term "disruptive innovation" most likely refers to:

    A. **Innovations that radically change or replace established products or services**
    B. The development of new technologies that improve existing products
    C. Innovations that only affect minor aspects of business models
    D. A gradual evolution of business practices

12. The term "co-evolution" in the passage suggests that:

    A. Technological advancements and social changes happen independently
    B. Social changes have no effect on technological progress
    C. Technological advancements occur at a faster pace than social changes
    D. **Technological advancements and social phenomena influence each other simultaneously**

13. The word "scrutinizing" (in the context of Leiponen's analysis. most closely means:

    A. Glancing over briefly
    B. Ignoring certain details
    C. **Investigating thoroughly and carefully**
    D. Summarizing quickly

14. The phrase "seismic shifts" in the passage refers to:

    A. Small changes in business practices
    B. **Significant and sudden changes in the business landscape**
    C. Gradual shifts in economic policies
    D. Minor technological developments

15. The word "entrenched" (in the context of companies. most likely means:

    A. Easily adaptable to change
    B. Involved in short-term business strategies
    C. Unaware of technological advancements
    D. **Deeply established and resistant to change**

16. In the context of the passage, "agility" refers to:

    A. The ability to avoid making decisions
    B. **The ability to be flexible and responsive to changes**
    C. The ability to maintain traditional business models
    D. The ability to create more data-driven products

17. The term "underpinnings" in the passage most likely refers to:

    A. The practical applications of digital innovations
    B. The government policies supporting digital businesses
    C. The latest technological tools used by businesses
    D. **The theoretical foundation or basic principles of digital innovation strategies**

18. The word "nuanced" (as used to describe strategies. suggests that these strategies are:

    A. Simple and straightforward
    B. Without complexity
    C. **Subtle, detailed, and requiring careful consideration**
    D. Easy to implement without much thought

19. The term "platform strategies" in the passage likely refers to:

    A. Strategies focused on the physical construction of buildings and infrastructure
    B. **Strategies for creating and utilizing digital platforms for business models**
    C. Strategies aimed at traditional offline service delivery
    D. Strategies for avoiding online interactions in business

20. The term "illustrates" in the context of the passage most likely means:

        A. To confuse or mislead
        B. To hide details for the sake of simplicity
        C. **To provide an example or explanation to clarify a concept**
        D. To discuss in theoretical terms without providing examples

TASK 3

Insert correct options.

1._____is it called?

A. What

B. How

2._____does he look like?

A. What

B. How

3. Що стосується мене,…

A. As for me …

B. What about me…

4. _____agree.

A. I

B. I am

5. Which is most suitable as a standalone sentence in conversation?

A. It depends.

B. Dependable.

6. "Will you support the proposal?"

    "_____I need more details."

A. It depends.

B. It will depend on

7. "Is studying abroad a good idea?"

   "_____— what are your goals and finances?"

A. It depends

B. It depends on

9. "Can this system handle more users?"

   "_____the server capacity and how the software is optimized."

A. It depends

B. It depends on

9. "Will you attend the meeting tomorrow?"

   "_____— if I finish my report tonight, I will."

A. It depends on

B. It depends

10. It _____what you mean.

A. depends

B. **depends on**

11. _____about the movie?

A. What do you think

B. How do you think

12. _____this machine works?

A. How do you think

B. What do you think

13. She gave me _____advice.

A. a piece of

B. an

14. I need _____ good advice.

A. a piece of

B. some

15. She _____ me a piece of advice that helped.

A. gave

B. told

16. Do _____ me what you think.

A. tell

B. say

TEST 4

Read the blog post "Grok 3 Beta — The Age of Reasoning Agents" from xAI's website https://x.ai/blog/grok-3 *carefully. Then, answer the following multiple-choice questions by selecting the correct option (A, B, C, or D). Each question tests your ability to comprehend details, infer meaning, and interpret information.*

This test assesses your ability to extract precise details (e.g., features) and infer broader implications (e.g., purpose, significance.

The C1 level requires understanding of advanced vocabulary (e.g., "reinforcement learning," "chain-of-thought") and complex sentence structures prevalent in the blog.

1.   What is the primary purpose of the blog post announcing Grok 3?

   A. To compare Grok 3's performance with other AI models in detail
   B. **To introduce an early preview of Grok 3 and highlight its reasoning advancements**
   C. To provide a technical breakdown of the Colossus supercluster's architecture
   D. To announce the immediate availability of Grok 3 to all X platform users

2. What specific detail is provided about the computational resources used to train Grok 3?

   A. It utilized 100,000 GPUs in a single data center
   B. **It was trained on the Colossus supercluster with 10x the compute of previous models**
   C. It required a custom-built quantum computing system
   D. It was trained using a distributed network of consumer-grade PCs

3. Which two variants of Grok 3 are introduced in the blog post?

    A. Grok 3 (Think) and Grok 3 mini (Think)
    B. Grok 3 (Fast) and Grok 3 (Accurate)
    C. Grok 3 (Logic) and Grok 3 mini (Logic)
    D. Grok 3 (Base) and Grok 3 (Advanced)

4. How does Grok 3 (Think) enhance its problem-solving abilities according to the blog?

    A. By relying solely on pretraining data without further refinement
    B. Through large-scale reinforcement learning to refine its chain-of-thought process
    C. By using a fixed algorithmic approach to problem-solving
    D. By outsourcing complex computations to external servers

5. What score did Grok 3 (Think) achieve on the 2025 American Invitational Mathematics Examination (AIME)?

    A. 79.4%
    B. 84.6%
    C. 93.3%
    D. 95.8%

6. What is the key advantage of Grok 3 mini over Grok 3 (Think) as described in the blog?

    A. It has superior world knowledge due to broader pretraining
    B. It offers cost-efficient reasoning for STEM tasks with less need for world knowledge
    C. It performs better on graduate-level expert reasoning tasks
    D. It processes queries faster due to a smaller context window

7. How can users activate Grok 3's advanced reasoning capabilities?

    A. By subscribing to a premium API service
    B. By pressing the "Think" button in the interface
    C. By uploading a PDF with specific instructions
    D. By typing a command in Python code

8. Why is the AIME 2025 benchmark significant for evaluating Grok 3 (Think)?

    A. It was designed specifically by xAI to test Grok's capabilities
    B. It is the only benchmark Grok 3 was tested on
    C. It focuses exclusively on coding skills relevant to AI development
    D. It was released recently, reducing the chance of prior training contamination

9. What unique feature of Grok 3 (Think) allows users to inspect its process?

    A. A downloadable log of its training data
    B. An open display of its reasoning process alongside the final answer
    C. A graphical interface showing neural network activity
    D. A real-time chat log of its internal deliberations

10. What specific example does the blog provide to demonstrate Grok 3's reasoning capabilities?

    A. Solving a complex physics equation
    B. Generating a photorealistic image of a landscape
    C. Creating a Pygame game called "Break-Pong"
    D. Translating a multilingual text document

TASK 4

Fill in the gaps.

1. I won't repeat it here _____ needed.

    A. less
    B. if
    C. lest
    D. unless

2. The best leaders _____ had a hidden skill, a way of thinking that allowed them to connect the dots in ways others couldn't.

    A. I worked
    B. I worked on
    C. I worked with
    D. I worked at

3. They weren't looking at the data. They _____ the story behind it.

    A. is seeing
    B. seeing
    C. to see
    D. were seeing

4. The most transformative insights come from unexpected connections – not just within one dataset, but across multiple, _____ unrelated sources.

    A. seemingly
    B. seems
    C. seem
    D. to seem

5. Many leaders make decisions _____ what they already believe.

    A. had confirmed
    B. confirms
    C. has confirmed
    D. to confirm

6. Little _____ certain about the satellites.

    A. is known
    B. known for
    C. are known
    D. is known for

7. This is _____ a common trap that we allow ourselves to fall into.

    A. as a result
    B. the result of
    C. results
    D. result

8. Humans make mistakes all the time. All of us _____, every day, in tasks both new and routine.

    A. are
    B. do
    C. does
    D. is

9. Of course, all this is easier _____ than done.

    A. say
    B. says
    C. to say
    D. said

10. "_____ So You Can _____", is a guide on how to thrive professionally.

    A. Hardly Work   Work Hard
    B. Work Hard   Hardly Work
    C. Hard Work   Work Hard
    D. Work Hard   Hard Work

Watch the video (once, if necessary, twice) and answer the following multiple-choice questions. Choose the best answer for each question.
https://www.youtube.com/watch?v=M-zXCmg2oaA&ab_channel=ExplifiedStudio

1. What is the central theme of the video?

A. The importance of making good business decisions and avoiding bad luck in large corporations.
B. The biographies of successful innovators like Steve Jobs and Jeff Bezos and their religious study of innovation.
C. The strategies that established companies can use to compete effectively with smaller, resource-limited startups.
D. The "Innovator's Dilemma" and how it explains why successful companies can be overtaken by disruptive startups.

2. According to the video, why do leading companies in their industries sometimes fail?

A. Primarily due to poor management and a lack of foresight regarding market changes.
B. Because they become complacent and stop investing in research and development.
C. Due to their focus on serving their existing best customers and improving their current products, leading them to overlook potentially disruptive innovations.
D. Because they are unwilling to take risks and experiment with new technologies.

3. The example of Netflix versus Blockbuster is used to illustrate which point?

A. The importance of strong leadership and effective marketing strategies in the video rental industry.
B. How established companies can successfully integrate new technologies if they act quickly.
C. How a disruptive innovation (streaming) can be ignored by a dominant player focused on its existing business model (DVD rentals), leading to the latter's decline.
D. The financial risks involved in acquiring smaller, innovative companies.

4. What inference can be made about the initial perception of Tesla's electric vehicles by traditional automakers?

A. They recognized the long-term potential of electric vehicles and immediately began developing their own models.
B. They likely viewed them as niche products with limited appeal due to their initial drawbacks in speed, cost, and range.
C. They believed that electric vehicles would quickly become the dominant technology in the automotive industry.
D. They saw Tesla as a direct competitor from the outset and engaged in aggressive price wars.

5. What is the overall implication of the "Innovator's Dilemma" for established businesses?

    A. That their past success guarantees future dominance in the market.
    B. That they must constantly be aware of and adapt to potentially disruptive innovations, even if those innovations initially seem insignificant or unattractive to their main customer base.
    C. That focusing solely on their best customers is the most effective long-term strategy.
    D. That they should avoid investing in unproven technologies and stick to their core competencies.

6. The academic vocabulary used in the video, such as "paradox," "dominated," "insignificant," and "redefines," serves to:

    A. Provide a more precise and analytical framework for understanding the dynamics of innovation and disruption.
    B. Make the content more entertaining and engaging for viewers.
    C. Simplify complex business concepts for a general audience.
    D. Exclude viewers who do not have a strong business background.

7. The video discusses how startups "redefine" an industry. Which of the following best replaces "redefine"?

    A. maintain
    B. expand
    C. regulate
    D. transform

8. In the context of the *Innovator's Dilemma*, what does a "disruptive innovation" typically do?

    A. It improves the existing products of an established company.
    B. It targets new and underserved markets by offering simpler, cheaper solutions.
    C. It focuses on high-end markets to attract the most profitable customers.
    D. It makes incremental improvements to existing products.

9. The concept of "sustaining innovation" is discussed in the video.
What does this term refer to?

    A. Innovations that simplify products and make them more accessible to everyone.
    B. Innovations that improve products incrementally and help established companies maintain their position in the market.
    C. Innovations that completely disrupt the market and replace old products.
    D. Innovations that make existing products obsolete in favor of new solutions.

10. According to the video, which of the following is an example of a company that failed due to the *Innovator's Dilemma*?

   A. Apple, which successfully transitioned to the mobile market.
   B. Netflix, which thrived with streaming while traditional rental stores failed.
   C. Kodak, which missed the transition from film to digital photography.
   D. Amazon, which became dominant by continuing to innovate in e-commerce.

11. What does it mean to "disrupt before you get disrupted"?

   A. Waiting for competitors to introduce new technologies and then copying them.
   B. Creating innovations in your industry before competitors or new entrants disrupt your business.
   C. Maintaining the status quo and avoiding technological advancements.
   D. Investing in only sustaining innovations that improve current products incrementally.

12. What is one way a company can stay ahead of disruptive innovation?

   A. Focus solely on current customers and ignore emerging market trends.
   B. Only invest in technologies that have been proven for decades.
   C. Avoid any changes to the business model and keep doing what's been successful.
   D. Monitor emerging technologies and invest in research and development.

13. What is the ultimate message the video intends to convey to its audience?

   A. That the failure of large companies is inevitable in the face of technological progress.
   B. That only well-established corporations have the resources to drive meaningful innovation.
   C. That the business world is constantly changing due to unpredictable events and luck plays a significant role in success.
   D. That both startups and established companies need to understand and proactively address the "Innovator's Dilemma" to either become the next disruptor or avoid being disrupted.

TASK 5

Idioms & Collocations: Match The Two Columns

1. You can say that again. / You bet! Y	A. a situation that can have only bad results
2. a fortune V	B. very soon
3. as a result U	C. Say this before asking for someone's help.
4. dressed up DD	D. check again when you are not sure about something
5. on the right track QQ	E. give someone information
6. can't make it BB	F. Be patient and wait (while someone is doing something).
7. come up with something AA	G. Say this when you need someone to move so you can go past them.
8. it's not the end of the world II	H. I forgot (it)
9. the bottom line SS	I. Say this when you want to speak honestly – often before saying something negative.
10. second to none TT	J. what will happen if
11. a bad connection W	K. more than
12. Can I get by? G	L. no more than
13. Do you mind if I join you? GG	M. This is a polite response when someone thanks you.
14. a win-win situation T	N. based on the information I have
15. Can I put you on hold? CC	O. 21 or fewer than 21
16. a no-win situation A	P. 21 or more than 21
17. (That's) fine with me VV	Q. get a piece of information
18. any minute now B	R. last but not least
19. Could I ask you a favor? C	S. Say this to show the total amount.
20. as far as I know N	T. a situation that has good results in many ways
21. at least 21 P	U. consequently
22. at the most L	V. a lot of money
23. Bear with me. F	W. an unclear phone connection
24. For here or to go? HH	X. the caller wants to speak to you

25. it comes to S	Y. Say this when you completely agree with what someone has said.
26. The pleasure it (all) mine. M	Z. Say this to know why someone wants to speak to someone.
27. double-check D	AA. produce an idea or solution
28. for the time being KK	BB. will be unable to attend
29. find out Q	CC. Please wait.
30. in charge of LL	DD. wearing their best clothes
31. Would it be possible *[for someone]* to… UU	EE. finish a meeting
32. Thank you! You shouldn't have. RR	FF. within *this* hour / within the present hour
33. it doesn't matter MM	GG. Say this to ask permission to be with someone.
34. it does matter NN	HH. Do you want to eat/drink here in the restaurant, or do you want to take it away?
35. it's up to someone OO	II. the situation is not very bad
36. you're not allowed to…PP	JJ. Say this to make a very polite request.
37. it's for you X	KK. at this time only / not forever
38. let someone know E	LL. responsible for
39. it slipped my mind H	MM. it is not important
40. To tell you the truth… I	NN. it is important
41. what if J	OO. someone decides
42. within the hour FF	PP. doing something is not permitted
43. Would you mind [*doing*] something? JJ	QQ. doing the right thing
44. to wrap up a meeting EE	RR. Say this to show appreciation when receiving a gift.
	SS. the main idea is; / the thing I'm really trying to say is
	TT. as good as or better than all others
	UU. This is a polite request. Say this when you don't know if someone can help you.
	VV. I like this (thing) / I agree.

You will hear an audio recording based on the article "What are the different types of media?"

https://www.axiapr.com/blog/what-are-the-different-types-of-media

Listen carefully and answer the multiple-choice questions that follow.

1. According to the audio, what is a key characteristic of traditional media?

   A. High interactivity and customization.
   B. **Established forms like print, broadcast, and film.**
   C. Primarily focused on niche audiences.
   D. Exclusively digital distribution.

2. What is a significant impact of digital media mentioned in the audio?

   A. Reduction in accessibility of information.
   B. Increased limitations on interactivity.
   C. **Revolutionized access and sharing of information.**
   D. Decline in the use of social media platforms.

3. The audio describes out-of-home media as primarily targeting

   A. Specific professional industries.
   B. **Audiences in high-traffic public areas.**
   C. Online communities and social networks.
   D. Viewers of specialized film genres.

4. What is a defining feature of specialized media, as mentioned in the audio?

   A. **In-depth information for specific audiences or industries.**
   B. Broad appeal to a general audience.
   C. Reliance on traditional print formats exclusively.
   D. Minimal use of digital platforms.

5. The audio points out that media categories are

   A. strictly separated and independent
   B. mutually exclusive with no overlap
   C. **overlapping and often interconnected**
   D. static and unchanging over time.

6. Which of the following is an example of broadcast media?

    A. A blog post.
    B. A billboard advertisement.
    C. A television news program.
    D. A trade publication.

7. What challenge associated with social media is mentioned in the audio?

    A. Lack of accessibility.
    B. Challenges related to misinformation and privacy.
    C. Inability to reach large audiences.
    D. Limited interactivity.

8. The audio suggests that film serves as a powerful medium for

    A. rapid dissemination of breaking news
    B. capturing attention in public spaces
    C. storytelling and cultural expression
    D. targeting specialized professional audiences

9. What has the internet revolutionized, according to the audio?

    A. The use of billboards.
    B. The production of trade publications.
    C. How we access and share information.
    D. The reliance on traditional print media.

10. What is a key point made about the media landscape in the audio?

    A. It is becoming less complex over time.
    B. It is primarily focused on entertainment.
    C. It is dominated by a single media type.
    D. **It requires critical evaluation of consumed information.**

TASK 6

Deliver a short lecture on media.

Sample Talk:

Welcome, everyone. Today, we'll delve into the multifaceted world of media, exploring its various forms and their distinct characteristics. As you know, media plays a crucial role in shaping our understanding of the world. We can broadly categorize media into several key types.

First, we have **traditional media**, which encompasses established forms like print, broadcast, and film. Print media, such as newspapers and magazines, has historically been a primary source of information, though its influence has waned in recent years. Broadcast media, including television and radio, continues to reach vast audiences, particularly with live events and news broadcasts. Film, while also considered entertainment, serves as a powerful medium for storytelling and cultural expression.

Next, we move to **digital media**, a rapidly evolving landscape. This category includes online platforms, social media, and digital content. The internet has revolutionized how we access and share information, offering unprecedented interactivity and accessibility. Social media platforms have become central to communication and community building, though they also present challenges related to misinformation and privacy. Digital content, such as blogs, podcasts, and streaming services, provides a diverse range of information and entertainment.

Then, there's **out-of-home media**, also known as OOH. This includes billboards, public transit advertising, and other forms of advertising encountered in public spaces. OOH media is designed to capture attention in high-traffic areas, often utilizing impactful visuals and concise messaging.

Finally, we have **specialized media**, which targets specific audiences or industries. This category includes trade publications, industry-specific websites, and niche podcasts. Specialized media provides in-depth information and analysis relevant to particular fields, catering to the needs of professionals and enthusiasts.

It's important to recognize that these categories are not mutually exclusive, and there is often overlap between them. For instance, a newspaper may have a digital edition, blurring the lines between print and digital media. Additionally, the rise of multimedia content has created new hybrid forms that combine elements of different media types. Understanding these distinctions is essential for navigating the complex media landscape and critically evaluating the information we consume.

Thank you.

Read the text and answer the questions that follow.

WSENSE is an Italian technology company specializing in underwater monitoring and communication systems. It uses patented acoustic and optical technologies that enable underwater networking and information transmission between submerged and surface platforms. Its solutions provide an end-to-end approach to the data challenge of ocean monitoring, and open up a range of possibilities – including aquaculture, energy and environmental monitoring, security and defence.

WSENSE is a spin-off of Sapienza University of Rome, with a strong and experienced R&D team specialized in monitoring and communication systems with pioneering patented solutions in the Internet of Underwater Things (IoUT).

WSENSE has been founded in 2012 by Prof. Chiara Petrioli, leading Sapienza PhD Program in Computer Science, Sapienza SENSES Lab and Sapienza Cyber Physical System Lab. WSENSE offers complete solutions, building on the customer's needs and WSENSE innovative monitoring and communication technologies to provide affordable value to assets our customers have already invested in, adding functionality to current systems, increasing profitability and competitiveness.

WSENSE breakthrough Internet of Underwater Things solutions guarantee a complete cableless networking interoperability among various vendors of underwater sensors and autonomous vehicles (UAV, ASV, AUV), ensuring real-time monitoring and an extensive surveillance of underwater environments, waterways and marine seabeds.

WSENSE solutions support Blue Growth's long term strategy in the marine and maritime sectors as a whole and sustain companies to be more "eco-innovative" with a marked reduction in cost and a significant increase in value, in terms of market share and brand reputation.

https://www.linkedin.com/company/wsense/

1. What is Wsense's primary area of expertise?

    A. Space exploration
    B. Underwater monitoring and communication
    C. Artificial intelligence
    D. Renewable energy

2. What kind of technology does Wsense utilize?

    A. Primarily satellite-based
    B. Exclusively software-based
    C. Patented acoustic and optical technologies
    D. Only mechanical technologies

3. What is the origin of Wsense?

    A. A merger of several large corporations
    B. A spin-off of Sapienza University of Rome
    C. A privately funded startup
    D. A government-funded research project

4. Which of the following is NOT mentioned as a potential application of Wsense's technology?

    A. Aquaculture
    B. Space exploration
    C. Environmental monitoring
    D. Energy monitoring

5. What is the core value proposition of Wsense's solutions?

    A. To replace existing underwater infrastructure with entirely new systems
    B. To provide expensive but highly sophisticated solutions
    C. To offer affordable and valuable solutions that enhance existing customer assets
    D. To focus solely on research and development of new technologies

6. What does "IoUT" stand for in the context of Wsense?

    A. International Organization for Underwater Technology
    B. Internet of Underwater Things
    C. Institute of Oceanographic Underwater Technologies
    D. Integrated Oceanographic Underwater Tracking

7. How does Wsense contribute to "Blue Growth"?

    A. By hindering the growth of the marine sector
    B. By promoting unsustainable practices in marine industries
    C. By supporting companies in becoming more eco-innovative and cost-effective in the marine sector
    D. By focusing solely on profit maximization for its own company

TASK 7

Fill in the blanks

1. _____polymath is _____individual whose knowledge spans a substantial number of subjects, known to draw on complex bodies of knowledge to solve specific problems.
   A. A   the
   B. The   the
   C. **A   an**
   D. The   an

2. Even if you think style doesn't matter, it_____.

   A. is
   B. was
   C. does
   D. did

3. If this _____really so, the most effective way would be to show that the basic presupposition was nonsensical.

   A. **were**
   B. is
   C. will be
   D. to be

4. Knowing how to think is always _____than having more information.

   A. best
   B. the best
   C. better
   D. good

5. "I type with one finger, _____quite rapidly." (Donald Hall)

   A. despite
   B. although
   C. in order to
   D. likewise

6. _____, they succeeded both because of and despite their composition.

    A. Putting different
    B. Put different
    C. Putting
    D. Put differently

7. Research _____ the collection, organization and analysis of information to increase understanding of a topic or issue.

    A. involves
    B. involve
    C. having involved
    D. involving

8. She enjoyed a long career as _____.

    A. the educator
    B. educator
    C. an educator
    D. education

9. As _____, publishers need to respond and adapt.

    A. the result
    B. result
    C. results
    D. a result

10. If nothing else _____, be open to mixing things up: try new things, or try the same things in different combinations or at different times.

    A. will work
    B. work
    C. to work
    D. works

11. "The Web as I envisaged it, we have not seen it yet. The future is still so much _____ than the past." (Tim Berners-Lee).

    A. big
    B. and bigger
    C. the biggest
    D. bigger

12. I _____ to underline the timeliness of this publication.

    A. will
    B. like
    C. would
    D. would like

13. Get the weekly email full of actionable ideas and insights you can _____ at work and home.
    A. to use
    B. use
    C. used to
    D. used

14. How _____ unlock learners' creative potential?

    A. can
    B. you can
    C. can you
    D. you

8.   Are you _____ demographic change?

    A. interest in
    B. interested
    C. interesting that
    D. interested in

9.   ____ you have got experience of working in a similar capacity, please submit a cover letter and your CV.

    A. If
    B. When
    C. While
    D. It

10.   Coursebooks are full of pictures, big _____.

    A. the bigger
    B. and smaller
    C. the biggest
    D. and small

11.   Money is important _____ time is a bigger currency.

    A. ; however,
    B. however,
    C. whatever
    D. whatsoever

12. _____ the strategies for better ranking are ever dynamic.

    A. Similarly
    B. Similarly,
    C. Similar
    D. Similarity

20. Corporations may also begin downsizing the workforce _____ maintain profitability.
    A. in order to
    B. due to
    C. such as
    D. as such,

TEST 8

1. What is the main purpose of etiquette in scientific discussions, according to the passage?

    A. To ensure scientists use technical jargon effectively
    B. To maintain a respectful and productive discourse
    C. To prioritize the opinions of experienced scientists
    D. To limit the exchange of challenging ideas

2. When critiquing someone's work, what does the passage recommend focusing on?

    A. The person's qualifications and experience
    B. The tone and style of their presentation
    C. The content and ideas of the work
    D. The timeliness of their submission

3. What does the passage suggest about the use of language in scientific communication?

    A. It should be clear and concise, avoiding unnecessary jargon.
    B. It should always include technical terms to demonstrate expertise.
    C. It should be formal and exclude informal expressions entirely.
    D. It should prioritize written over oral communication.

4. Why is acknowledging others' contributions important in scientific discourse?

    A. It ensures that all scientists receive equal funding.
    B. It prevents scientists from engaging in active listening.
    C. It fosters a collaborative and respectful environment.
    D. It limits the need for evidence in discussions.

12. What does "active listening" involve, based on the passage?

    A. Interrupting to clarify points quickly
    B. Responding immediately with counterarguments
    C. Focusing only on evidence presented
    D. Paying close attention without dismissing viewpoints

13. What should scientists provide when making claims, according to the passage?

    A. Reliable and verifiable evidence
    B. Personal opinions based on their expertise
    C. A summary of their own research only
    D. Hypotheses without supporting data

14. How should scientists approach differing viewpoints, as recommended in the passage?

    A. They should dismiss them to maintain their own argument.
    B. They should consider them with an open mind.
    C. They should avoid discussing them to preserve diplomacy.
    D. They should only accept them if supported by senior scientists.

15. What does the passage imply about the use of sarcasm in scientific discussions?

    A. It can enhance the tone of a debate.
    B. It is acceptable when used diplomatically.
    C. It should be avoided to maintain productivity.
    D. It is encouraged to challenge weak arguments.

16. Which of the following is an example of professionalism mentioned in the passage?

    A. Sharing unpublished research to gain feedback
    B. Responding to emails in a timely manner
    C. Using complex language to impress colleagues
    D. Arriving late to meetings to prioritize research

17. What is the consequence of respecting privacy and confidentiality in scientific discourse?

    A. It limits collaboration between scientists.
    B. It ensures trust and ethical handling of unpublished work.
    C. It delays the publication of research findings.
    D. It prevents scientists from citing prior studies.

A. Identify the marker that signals the main idea

1. It goes without saying that changing your password regularly is an important security measure used to prevent unauthorized access to your information. **While** it's important to change passwords, it's equally important to choose strong, unique passwords each time and to use multifactor authentication (MFA) whenever possible. Regular **password changes** help keep your accounts more secure, **but** they should be part of a broader security strategy.

- ✓ The paragraph structure is designed to first acknowledge a common understanding ("It goes without saying..."), and then to shift the focus to a more nuanced and important point (**but** they should be part of a broader security strategy).

2. Since its **launch**, the company has been **boasting** about its **innovative** products. **However,** consumer reviews painted a different picture.

3. The **initial data** suggested a clear **trend**; **however,** further **analysis** revealed a more complex picture.

- ✓ "However" shifts the focus from the initial assumption to the more accurate, complex reality.

Many people believe that a high IQ **guarantees** success, **but** emotional intelligence **often** plays a more significant role.

- ✓ Here, "but" highlights that emotional intelligence is the true focus, contrasting it with the common belief about IQ.

4. He was a **talented** musician; **nevertheless,** he struggled to find **recognition** in the competitive industry.

- ✓ "Nevertheless" introduces the contrast between talent and the difficulty of achieving recognition, with the latter being the core point.

5. They **invested heavily** in the new technology, **yet** the returns were far below **expectations**.

- ✓ "Yet" emphasizes the unexpected outcome, making it the central idea, in contrast to the initial investment.

6. The project was **ambitious** and well-planned; **<u>on the other hand</u>**, unforeseen circumstances **led** to its failure.

   ✓ "On the other hand" signals a shift from the positive aspects to the crucial factor that caused failure.

7. Exercise is **undoubtedly** beneficial **for** physical health, **<u>but</u>** it is equally important to address mental well-being.

   ✓ "but" shows that even though exercise is good, mental wellbeing is just as important, if not more so in the current context.

8. The company **boasted** about its **innovative** products. **<u>However,</u>** consumer **reviews** painted a different picture."

   ✓ "However" creates a contrast between the company's claims and the actual consumer experiences.

B. Put the lines in the correct order

Patrick: So, I feel like we could continue having this discussion for a very long time, but do want to be respectful of your time and the audience's attention as well. Where can people find you on the Internet, Azeem?

Azeem: The best way to find me is at <u>Exponential View</u>. You can sign up to my newsletter there.

Patrick: Awesome. Thank you very much for coming on today and for the audience, thank you very much for joining us. Again, we'll be back next week.

Azeem: Thank you.

Dr. Kim (facilitator): We've covered a lot <u>so far</u>. Let's take a <u>5-minute</u> break before diving into the case studies.

Elena (student): Sounds good.

[Five minutes later, the group regathers]

Dr. Kim: <u>Welcome back!</u> Before we continue — Jordan, you had a comment earlier?

Jordan (student): Yeah, thanks. I just wanted to say I found the framework interesting, but that final example kind of came <u>out of nowhere</u>. It didn't really connect to the earlier argument.

Dr. Kim: That's fair. <u>Go ahead</u> - what would you suggest as a better fit?

Jordan: Maybe something that leverages the data we saw in section two? It would make the argument more cohesive.

Dr. Kim: Great point. Let's note that for revision. Anyone else?

Elena: Just - thanks for <u>hearing me out</u> earlier, by the way. That topic's been <u>on my mind</u> since the last session.

Dr. Kim: Of course. That's what this space <u>is for</u>.

TEST 9

Choose the best answer for each question based on the information provided here:

https://www.oxford-royale.com/articles/make-writing-interesting

1. According to the article, what is the primary goal of making your writing interesting?
   A. To impress readers with complex vocabulary.
   B. To engage readers and maintain their attention.
   C. To adhere strictly to formal writing conventions.
   D. To use as many rhetorical devices as possible.

2. What does the article imply about the use of varied sentence structure?
   A. It should be avoided to maintain a consistent tone.
   B. It can make writing predictable and monotonous.
   C. It adds rhythm and emphasis to your writing.
   D. It's only necessary in creative writing.

3. What is the effect of using rhetorical questions, as suggested in the article?
   A. They provide definitive answers to complex problems.
   B. They encourage readers to think critically and engage with the text.
   C. They are primarily used in formal academic writing.
   D. They distract readers from the main argument.

4. The article advises using specific details. What does this achieve?
    A. It makes the writing more concise.
    B. It makes the writing more abstract.
    C. It helps readers visualize and connect with the content.
    D. It reduces the need for vivid imagery.

5. The article suggests using sensory details. What does this mean?
    A. Using abstract concepts.
    B. Appealing to the reader's five senses.
    C. Focusing solely on factual information.
    D. Using only visual descriptions.

6. What does the article imply about the use of figurative language?
    A. It should be used sparingly to avoid confusion.
    B. It can add depth and creativity to your writing.
    C. It is only appropriate in poetry.
    D. It should be avoided in all formal contexts.

7. According to the article, what is the ultimate aim of making your writing interesting?
    A. To demonstrate mastery of complex grammar.
    B. To ensure the reader remembers the information.
    C. To create a memorable and impactful reading experience.
    D. To write a very long text.

TASK 9

1. ***Choose the best synonym or definition for the underlined word in each sentence.***

Question 1

The author employed a **plethora** of examples to support their argument.

a) scarcity b) a few c) lack **d) quite a few**

Question 2

It is essential to **articulate** your ideas clearly in academic writing.

a) mumble **b) express** c) conceal d) confuse

Question 3

The research aimed to **elucidate** the complex relationship between variables.

b)   obscure **b) clarify** c) complicate d) ignore

Question 4

The professor's lecture was **concise**, focusing on the key points.

a) lengthy b) verbose **c) brief** d) strong

Question 5

The student's essay demonstrated a **nuanced** understanding of the historical context.

a) simplistic b) superficial **c) subtle** d) obvious

Question 6

The data **corroborated** the initial hypothesis.

a) contradicted **b) supported** c) questioned d) completed

Question 7

The study sought to **delineate** the boundaries of the research topic.

a) blur **b) define** c) confuse d) merge

Question 8

The researcher had to **synthesize** multiple sources to form a coherent argument.

a) separate b) analyze **c) combine** d) disregard

Question 9

The author's **premise** was that all living things are interconnected.

a) conclusion **b) assumption** c) result d) summary

Question 10

The professor emphasized the **inherent** difficulties of the research topic."

   b) acquired b) external **c) internal** d) learned.

Question 11

We offer an **unparalleled** range of opinions, showing all sides of the story.
a) only b) non-parallel c) no parallel **d) unprecedented**

2. Fill in the blanks

1. "_____digital reading, it's important to build an open platform to help them access and read books online," said Adam Smith, product management director at Google. (*TechCrunch*)

   A. The more people are discovering
   B. The more people discover
   C. As more and more people discover
   D. The fewer people are discovering

2. It is, _____, a display of unparalleled graphic virtuosity.

   A. above
   B. about all
   C. about all else
   D. above all else

3. Christensen _____as the world's foremost authority on "disruptive innovation."

   A. known
   B. knows
   C. know
   D. **is known**

4. A second _____trend is the tendency for existing psychological models of aesthetic experience of music.

   A. observe
   B. observation
   C. observing
   D. observable

3. Creativity is considered one of the most important human qualities, and it is certainly worth _____in children.

   A. **developing**
   B. development
   C. to develop
   D. developed

4. For information on the agenda and details about the illustrious speakers, please click the button below. The link will also allow you to register for the event. _____.

   A. Thank you for reading.
   B. My best to you and yours.
   C. Thanks in advance.
   D. We look forward to seeing you there.

5. Only recently _____ the videos that he has released.

    A. I have found
    B. I found
    C. I founded
    D. have I found

6. Much _____ about the depiction of refugees in newspapers and television news, yet far less is known about how refugees are portrayed in Internet news.

    A. has been written
    B. wrote
    C. writing
    D. are written

7. _____ your password regularly is an important security measure _____ prevent unauthorized access to your information.

    A. Changing   use to
    B. Changes   used
    C. Change   used
    D. Changing   used to

8. If you _____ your data on _____ drives, it would remain safe even if _____.

    A. stored   **encrypted**   **stolen**
    B. will store   encrypted   stolen
    C. stores   encryption   stole
    D. had stored   encrypting   stole

9. Without _____, webcasts are more efficient _____ anyone with an internet connection can _____ them.

    A. a doubt   **because**   **attend**
    B. doubt   because of   to attend
    C. doubt   because   attend
    D. a doubt   because   to attend

10. Little _____ know .

    A. do
    B. we did
    C. did we
    D. did

Read the document on "Three Types of Empathy." Then, answer the following multiple-choice questions by selecting the correct option (A, B, C, or D). Each question has only one correct answer.
https://drive.google.com/file/d/1IDLKw_enQcQSA913apz1zVq3xF2ggjkj/view

1. What is the main purpose of distinguishing between the three types of empathy in the document?

    A. To argue that empathy is an unnecessary skill in modern society
    B. To demonstrate that empathy cannot be measured scientifically
    C. To prove that one type of empathy is superior to the others
    D. To explain how different forms of empathy contribute to understanding human interactions

2. According to the document, how does cognitive empathy differ from emotional empathy?

    A. **Cognitive empathy is about perspective-taking, while emotional empathy involves sharing feelings**
    B. Cognitive empathy involves feeling emotions, while emotional empathy involves understanding them
    C. Cognitive empathy is less effective than emotional empathy in relationships
    D. Cognitive empathy requires more training than emotional empathy

3. What role does compassionate empathy likely play, as described in the document?

    A. It focuses solely on intellectual analysis of others' emotions
    B. It prevents individuals from becoming too emotionally involved
    C. It combines understanding and feeling with a motivation to help
    D. It is unrelated to taking action on behalf of others

4. What is implied about the application of the three types of empathy in professional settings?

    A. They are irrelevant to workplace dynamics
    B. Each type can enhance communication and relationships differently
    C. Only compassionate empathy is useful in leadership roles
    D. They are too complex to be applied practically

5. In the context of the document, what does "empathy" most closely mean

    A. The ability to dominate others emotionally
    B. The capacity to understand or feel what another person is experiencing
    C. The process of avoiding emotional connections
    D. The skill of predicting future events

6. The document mentions "perspective-taking." What does "perspective" refer to?

    A. A person's physical location
    B. A type of emotional detachment
    C. A method of statistical analysis
    D. **A point of view or way of understanding a situation**

7. What is the meaning of "compassionate" as used in the discussion of empathy?

    A. Showing sympathy and a desire to alleviate suffering
    B. Maintaining a neutral and unbiased stance
    C. Focusing only on intellectual understanding
    D. Ignoring others' emotional states

8. The document uses the term "resonance." What does this imply in the context of emotional empathy?

    A. A disagreement between individuals
    B. A shared emotional experience or connection
    C. A logical deduction of someone's thoughts
    D. A physical reaction to stress

9. What does "cognitive" mean in the context of cognitive empathy?

    A. Related to physical movement
    B. Focused on suppressing emotions
    C. Pertaining to mental processes like thinking and reasoning
    D. Concerned with financial decision-making

TASK 10

3. *Complete short dialogs:*

A. Take your time.	1. "Do you think they'll finish the project by tomorrow?"
B. I'll keep my fingers crossed for you.	"I doubt it. They're way behind schedule." L
C. You never know!	2."How about we grab pizza and watch a movie?"
D. Make yourself at home.	"Sounds good" K
E. You made my day!	3."Can you help me move this box?" "You bet!" I
F. Can you give me a hand (…) ?	4."Where are you going?" "Hang on a second. G
G. Hang on a second.	I need to grab my keys."

H. Long time no see!	5. "John! Long time no see! How have you been?" H "Hey, Mary! It's great to see you too!"
I. You bet!	
J. It (completely) slipped my mind.	6. "I'm so sorry I spilled your coffee." "No big deal. / No biggie.. I'll just get another one." M
K. Sounds good!	7. "Come on in! Make yourself at home." "Thank you, it's very kind of you." D
L. I doubt it.	8. "Do you think I could ever win the lottery?" "You never know!" C
M. No big deal. / No biggie.	9. "Can you give me a hand with these groceries?" F "Sure, I'd be happy to." S
N. I'm all ears.	
O. Same here. / Me too.	10. "I have something important to tell you." "Okay, I'm all ears ." N
P. Give me a break.	11. "I brought you your favorite flowers." "Oh wow, you made my day!" E
Q. Got it. / Understood.	12. "I have a job interview tomorrow." "I'll keep my fingers crossed for you." B
R. I'm good. / I'm fine. *(I don't need what you are offering.)*	13. "You were supposed to call me this morning." "Oh, I'm so sorry…. It (completely) slipped my mind." J
S. Sure, I'd be happy to.	14. "I'm so tired." "Same here. / Me too." O
	15. "I'm almost ready." "Take your time." A
	16. "Do you need my help?" "No thanks, I'm good. / I'm fine." R
	17. "Remember to turn off the lights." "Got it. / Understood." Q
	18. "You're always late." "Give me a break. I was only five minutes late this time." P

4. Identify the meaning of the phrases.

13. However, the internet also **comes with a dark side**. The viral nature of the internet can advance social causes or grow a brand, but it can also spread misinformation, conspiracy theories, and other negative content at a massive scale.

The phrase **"to come with a dark side"** refers to:

a. viral nature of the internet can advance social causes or grow a brand
b. it can also spread misinformation, conspiracy theories, and other negative content at a massive scale
c. all of the above

14. The new policy has sparked a heated debate, as some believe it will **do more harm than good** in the long run.

The phrase **"do more harm than good"** means:

a. cause mostly negative effects
b. be equally helpful and harmful
c. have a small impact

3. In her presentation, she **shed light on** the hidden impacts of fast fashion on the environment.

The phrase **"shed light on"** refers to:

a. hide or cover up information
b. briefly mention something
c. explain or clarify something

3. The new findings may **pave the way for** future research in sustainable agriculture.

The phrase **"pave the way for"** refers to:

a. block future progress
b. make something possible or easier
c. slow down development

4. The theory has been **at the heart of** economic policy for decades.

The phrase **"at the heart of"** means:

a. unrelated to
b. a minor part of
c. central or most important to

5. While renewable energy is widely supported, its economic feasibility remains **up in the air**.

The phrase **"up in the air"** means:

a. completely resolved
b. not yet decided or settled
c. clear and certain

6. The idea that success comes only from hard work has been **taken for granted** for generations.

The phrase **"taken for granted"** means:

a. deeply questioned
b. appreciated openly
c. accepted as true without questioning

7. Climate change is now **at the forefront** of political and economic discussions worldwide.

The phrase **"at the forefront"** means:

a. ignored or dismissed
b. the central focus or leading position
c. recently discovered

8. After years of silence, the issue has finally been **brought to light** by investigative journalists.

The phrase **"brought to light"** means:

a. hidden from the public
b. made known or revealed
c. misunderstood by everyone

9. The new policy **falls short of** addressing the root causes of poverty.

The phrase **"falls short of"** means:

a. exceeds expectations
b. nearly solves the issue
c. fails to meet expectations or goals

10. Artificial intelligence is now **on the rise** in nearly every industry.

The phrase **"on the rise"** means:

a. declining rapidly
b. increasing in presence or popularity
c. facing public criticism

11. His ideas were **ahead of their time**, which is why they were initially dismissed.

The phrase **"ahead of their time"** refers to:

a. outdated and irrelevant
b. too advanced to be appreciated when first introduced
c. carefully researched and presented early

12. The conclusion was based on evidence that was **taken out of context**.

The phrase **"taken out of context"** means:

a. interpreted with full accuracy
b. misunderstood because surrounding information was ignored
c. cited directly from the original source

13. Efforts to reform the education system have been **met with resistance**.

The phrase **"met with resistance"** means:

a. supported by most people
b. ignored entirely
c. opposed or challenged by others

14. The idea sounded promising **on the surface**, but it lacked practical application.

The phrase **"on the surface"** means:

a. after careful investigation
b. at first glance or appearance
c. completely understood

15. The argument **boils down to** whether or not we can trust the data.

The phrase **"boils down to"** means:

a. confuses the discussion
b. is based mainly on
c. introduces several complex issues

TEST 11

Listen to the passage and answer the questions that follow.

https://www.kuhf.org/programaudio/engines/eng12_64k.mp3

1. What is the central purpose of this audio segment?

   A. To celebrate the achievements of inventors.
   B. To differentiate between the meanings of science, technology, and engineering.
   C. To discuss the history of space travel.
   D. To criticize scientific terminology.

2. According to the speaker, what is the root meaning of "science"?

   A. The art of making.
   B. The study of machines.
   C. Ordered knowledge.
   D. Inventive design.

3. The speaker suggests that "technology" is best understood as:

   A. The practical application of scientific discoveries.
   B. The skill of craftsmanship alone.
   C. The study or lore of making and doing.
   D. The design and construction of engines.

4. What does the speaker propose about the Greek word "techni"?

   A. It should be replaced by the word "technology."
   B. It accurately describes the study of science.
   C. It would clarify the distinction between making and the knowledge of making.
   D. It's an outdated term with no relevance to modern engineering.

5. The word "engineering" derives from the Latin "ingeniare," which implies:

   A. The study of natural phenomena.
   B. The act of devising or inventing.
   C. The application of scientific principles.
   D. The skill of craftsmanship.

6. What is the relationship between science, "techni," and invention in the context of engineering?

   A. They are mutually exclusive fields.
   B. They are independently applied by engineers.
   C. They are combined by engineers to create inventions.
   D. They are only relevant to the construction of spaceships.

7. Why does the speaker consider the question of who deserves credit for a spaceship's success "no good"?

    A. Because it overlooks the collaborative nature of the process.
    B. Because it suggests a competition between different fields.
    C. Because spaceships are not significant achievements.
    D. Because it implies that no one is responsible.

8. According to the speaker, what distinguishes an engineer from a craftsman or scientist?

    A. Their specialized knowledge of physics.
    B. Their ability to conduct scientific experiments.
    C. Their focus on the creative design process.
    D. Their expertise in manufacturing.

9. The phrase "engines of ingenuity" refers to:

    A. Only mechanical engines.
    B. Any machine or device designed by humans.
    C. Primarily steam engines.
    D. Only large-scale industrial machines.

10. What is the speaker's overall tone in this segment?

    A. Informative and analytical.
    B. Critical and dismissive.
    C. Humorous and anecdotal.
    D. Pessimistic and cautionary.

TASK 11

Insert correct options *(some words may be used more than once)*

> with   against   as   into   in   at   for

Communication technologies, **defined as** systems and tools used to transmit information, are essential across various sectors. These technologies are typically **divided into** categories such as wired, wireless, and satellite systems. Each category is **associated with** specific technical standards and applications. For example, wireless communication is often **seen as** more flexible and is **known for** its rapid deployment in remote areas. Engineers **involved in** developing these systems must understand not only the technical aspects but also the social impact, particularly when technologies are **required for** emergency services or rural development. Many initiatives are **aimed at** increasing accessibility and reducing the digital divide. However, communities may still be **prejudiced against** certain technologies due to misinformation or past failures. Fiber optics, often **regarded as** the gold standard in high-speed communication, is also **known as** a sustainable long-term investment in infrastructure.

НАЦІОНАЛЬНА АКАДЕМІЯ НАУК УКРАЇНИ

ЦЕНТР НАУКОВИХ ДОСЛІДЖЕНЬ ТА ВИКЛАДАННЯ ІНОЗЕМНИХ МОВ

Навчальне видання

В авторській редакції