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АНГЛИЙСКИЙ ЯЗЫК

ПРИНИМАЯ  
ВЫЗОВ

TAKING UP  
A CHALLENGE



Уровень В1

Учебное пособие



ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ  
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Кафедра английского языка № 4

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# АНГЛИЙСКИЙ ЯЗЫК ПРИНИМАЯ ВЫЗОВ

## TAKING UP A CHALLENGE

Учебное пособие

Уровень В1

Утверждено редакционно-издательским советом  
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## THE LEAD-IN

In small groups, discuss the following questions, and give your ideas to the class.

- What do you think the word "trend" means?
- What makes a trend a trend?
- Is it easy or difficult to start a trend?
- Is it more important to set a trend or to follow it?
- Where do you think trends start?

Read the following sayings, give your own meaning.

Make it a trend set it.

Woods die. That's the way of the sheep and go with it.

You have to stay updated on trends, social things and pop culture. You need to stay with the times and keep up.

People who follow all the new things and trends are called trendsetters. They make a trend, but they also set it.

Read the list of trends below. Work with a partner to discuss the following.

Look at the list of trends below. Work with a partner to discuss the following.

1. Which are good trends to follow?
2. Which are trends to avoid?
3. Which are outdated trends that you think should return?

— Recycling and taking care of the environment

— Being concerned about diet and health

— Having creative hobbies

— Being fit and healthy

— Reality TV shows

— Not using cash even for small purchases

— Surfing

— Being a trendsetter

— Being a trendsetter/follower (depending on the person)

Think about the trends you see in the following areas. Then discuss your ideas in small groups. Which trends do you think are most likely to return?

— Personal life

— Family

# UNIT 1

## MODERN WORLD TRENDS

word / expression and definition	translation and sample sentences	other collocations and idioms
<p><b>cut-and-paste</b> pieced together by excerpting and combining fragments from multiple sources; sth trivial, simple or childish</p>		<p><b>cut-and-paste culture;</b> <b>cut-and-paste job</b></p>
<p><b>lifespan</b> the length of time that a person or animal lives or is expected to live, or the length of time that sth continues to exist or to be good to use</p>		<p><b>short, human, average, never-ending lifespan;</b> <b>lifespan of</b></p>
<p><b>take over</b> replace sth or someone; become dominant</p>		<p><b>take over from;</b> <b>take over as</b></p>
<p><b>buy into</b> to completely believe in a set of ideas and support them; start to do sth that a lot of people are doing</p>		<p><b>buy into the idea of;</b> <b>buy into the idea that;</b> <b>buy into the hype</b></p>
<p><b>word of mouth</b> generated from or reliant on oral publicity</p>		<p><b>word-of-mouth recommendations, publicity, marketing, customers, business;</b> <b>good, positive word-of-mouth;</b> <b>by, through word-of-mouth;</b> <b>word-of-mouth from;</b> <b>generate word-of-mouth</b></p>
<p><b>impact</b> an effect, or an influence; have an influence on sth</p>		<p><b>adverse, devastating, dramatic, serious, major, significant, profound, negative impact;</b> <b>impact statement;</b> <b>impact on, in, of;</b> <b>have, make, absorb, cushion, lessen, minimize, soften an impact</b></p>
<p><b>evolve</b> gradually develop</p>		<p><b>evolve from, into, out of</b></p>
<p><b>keep up with</b> do whatever is necessary to stay level or equal with someone or sth</p>		<p><b>keep up with challenges, changing technologies, competition, developments;</b> <b>keep up with the Joneses</b></p>

## VOCABULARY EXERCISES

Exercise 1. Match the Active vocabulary words and expressions with their definitions.

1. lifespan	a. completely believe in something and support it
2. evolve	b. do everything possible to stay at the same level
3. word of mouth	c. happen
4. mainstream	d. the length of time that a person or animal lives
5. contemporary	e. someone who starts something that others copy later
6. fashion conscious	f. replace something or somebody
7. take over	g. oral publicity
8. trendsetter	h. very interested in fashion
9. come about	i. a way of life or a set of beliefs accepted by the majority
10. keep up with	j. modern, relating to the present time
11. buy into	k. gradually develop

Exercise 2. Fill in the gaps with the appropriate words and word combinations (the first letter is given).

1. It is essential to maintain the balance between **k** ... with modern trends and standing out from a crowd. 2. **F** ... parents are crazy about their children wearing modern clothes. 3. The idea of being environmentally friendly can't be regarded as a **f** ... . 3. Famous bloggers and celebrities are considered to be **t** ... nowadays. 4. **C** ... lifestyle is based on using modern technology. 5. Nobody knows how it **c** ... . 6. **C** ... jobs are tedious for people wishing to improve their professional skills. 7. It's difficult to predict the **I** ... of a trend. 8. He wondered who would **t** ... the company. 9. People often **b** ... bright advertizing campaigns of useless things. 10. This product is very popular among the citizens thanks to **w** ... . 11. Contemporary trends have a significant **i** ... on our everyday life. 12. In the modern environment so keen on fashion a number of **f** ... is growing. 13. He had a very difficult life as his views had placed him outside the **m** ... . 14. Their partnership has **e** ... into setting up the largest textile corporation.

Exercise 3. Replace the underlined words and word expressions with the Active Vocabulary units.

1. Many quarrels **happen** due to misunderstanding. 2. The show wanted to attract **general audience**. 3. The magazine was created for the customers **very interested in fashion and wanting to wear fashionable clothes**. 4. I've never been **a person who follows popular fashions slavishly**, preferring styles that I believe suits me rather than the trends of the day. 5. Longer and healthier **lifetime** has allowed more Americans to stay in the workforce past the traditional retirement age of 65. 6. This is **a modern, present-day** design and would be a high quality building. 7. Celebrity figures are **fashion leaders** for the mainstream society. 8. We must develop new strategies to cope with **changing** markets. 9. To create an effective brand, you need to convince people **to support** it. 10. We've seen **a direction** towards more violent films this year. 11. This can give clients and test-users the ability to see the possible colour schemes before they are on the site, and you can save your choices with code allowing to **excerpt and combine fragments** from multiple sources.

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