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берегам туманным Альбиона»**

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**The Ig Nobel Prize**

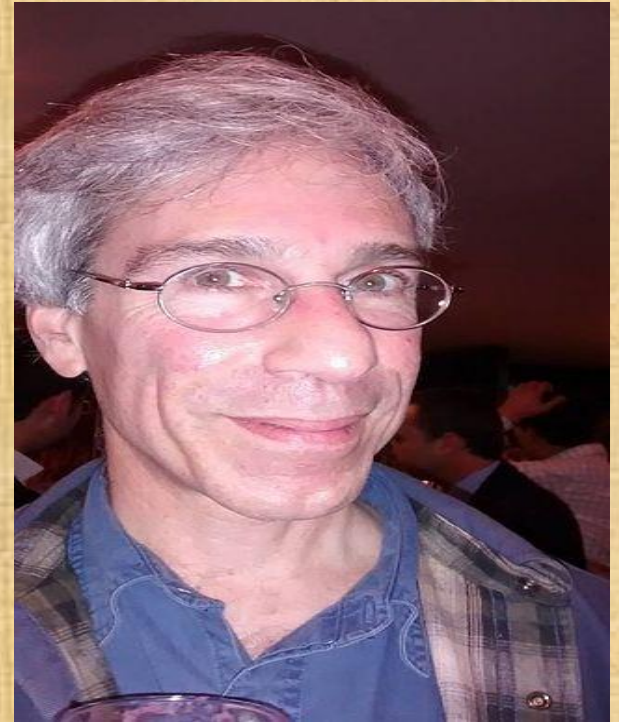
The Ig Nobel Prize

**ШНОБЕЛЕВСКАЯ ПРЕМИЯ**  
***АНТИНОБЕЛЬ***

# Did you know...

- The Ig Nobel Prizes are a parody and are given annually to scientists.
- The name is a play on the words **ignoble** ('characterized by baseness, lowness or meanness') and the **Nobel** Prize.
- The Ig Nobel Prizes are organized by a group called **Improbable Research**.
- Their aim is to inform people of scientific investigation which '**makes people laugh, but then makes them think**'.

The first Ig Nobels were created in 1991 by Marc Abrahams, editor and co-founder of the *Annals of Improbable Research*. Awards were presented at that time for discoveries "that cannot, or should not be reproduced".



# How can you get the prize?

- If your work is funny, unusual and unlike inventing smaller and better laptops, satnavs and digital cameras.
- If your scientific project has been published in a serious journal.
- Find more info [www.improbable.com](http://www.improbable.com)

# Sanders Theater at Harvard University

If you are coming to Sanders Theater, we suggest you wear colorful clothing. This is the night unearth your old wedding dress, uniform, suit of armor, labcoat.

What to bring:

Paper, Paper, paper.

Paper to make into paper airplanes.



In 2007 an Ig Nobel Prize was won by Brian Whitcombe and Dan Meyer. They wrote an article which was published in the British Medical Journal. The article was an analysis of the problems suffered by professional **swordswallowers**. They discovered that swallowing swords doesn't usually cause anything more serious than sore throat.





## What about ice cream?



Mayu Yamamoto discovered a new way of extracting vanillin from cow excrement. Vanillin is the basics of vanilla flavouring and fragrance. It is used in the food industry and in cosmetics. A famous ice cream shop created a new ice cream in honour of Yamamoto's discovery and presented it at her prize ceremony. The ice cream contained no cow excrement.



## The peace prize

Alexander Lukashenko won the **peace prize** for making it illegal to applaud in public. And the prize was given to the Belarus State Police for arresting a one-armed man for applauding.

**Neuroscientists** at Barcelona University were interested in exploring the way in which languages are acquired by the brain. They discovered that rats cannot tell the difference between somebody speaking Dutch backwards and somebody speaking Japanese backwards. 64 rats were taught to press the button when they heard normal Dutch or Japanese. But when they heard the languages backwards they had no idea what was happening.



Dr Brian Wansink from New York won the food prize for an experiment with soup. He invented a never-ending bowl. When people ate tomato soup from the bowl, the bowl was automatically filled again from a tube connected to the bottom of the bowl. He discovered that people ate 73% more than usual when they used the bowl. But they didn't feel full. The conclusion was that we decide how much to eat with our eyes, not with the way our stomach feel.



# True and False Quiz

1. The Ig Nobel Prizes are organized by UNO..
2. The first Ig Nobel prize was created in 2001.
3. Marc Abrahams founded the Annals of Improbable Research.
4. The ceremony of the Ig Nobel Prize takes part in Hyde Park.
5. You must wear official clothing.
6. The word ignoble means 'popular, famous'.

7. If you want to get the prize, your work must be published in a comic magazine.
8. The motto of the Ig Noble Prize is to announce scientific investigation which 'makes people laugh, but then makes them think'.
9. The Ig Noble prize is given twice a year.
10. The Ig Noble Prize is presented in Sanders Theater at Harvard University.



# Источники иллюстраций

- <https://yandex.ru/images/search>
- <http://www.ig-nobel.ru/>
- <http://www.improbable.com/ig/>

# Литература

- David Spencer Gateway B1+.- Student's book.- Macmillan,2011.-p. 71.
- [https://en.wikipedia.org/wiki/Ig\\_Nobel\\_Prize](https://en.wikipedia.org/wiki/Ig_Nobel_Prize)
- <http://www.improbable.com/ig/>



Thank you for your  
attention!

ALFR.  
SNOBEL

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