IELTS Reading practice

Paragraph headings

16. Match two of the following headings with the paragraphs below.

1. Rapid sales of printing presses.
2. The revolutionary impact of the printing press.
3. New information and ideas.
4. The printing boom.

From a single point of origin, Mainz, Germany, printing spread within several decades to over two hundred cities in a dozen European countries. By 1500, printing presses in operation throughout Western Europe had already produced more than twenty million volumes. In the 16th century, with presses spreading further afield, their output rose tenfold to an estimated 150 to 200 million copies. The operation of a press became so synonymous with the enterprise of printing that it lent its name to an entire new branch of media, the press.

In Renaissance Europe, the arrival of mechanical movable type printing introduced the era of mass communication which permanently altered the structure of society. The relatively unrestricted circulation of information and ideas transcended borders and threatened the power of political and religious authorities. The sharp increase in literacy broke the monopoly of the literate elite on education and learning and bolstered the emerging middle class.

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