

## IELTS QUIZ 4

A: Match the following words with their synonyms.

A	B	C
1) Some people feel that	A. AI-powered machines	1
2) With the rise of	B. coaching programs	2
3) Take over	C. digital era	3
4) Role	D. duty	4
5) Teacher	E. educator	5
6) Artificial intelligence	F. I firmly disagree	6
7) I strongly oppose	G. some people argue that	7
8) Coaching services	H. substitute	8
9) coaching platforms	I. training platforms	9
10) Digital age	J. with the increase of	10

B: Use words in the box to fill in the following gaps.

A. associated	D. online	G. strain
B. incorporate	E. overweight	H. superior
C. individuals	F. rising	I. tackle

In recent years, (1)..... coaching has emerged as a popular and convenient option for (2)..... seeking (3)..... benefits in various fields. With the prevalence of technology, a (4)..... number of people are opting for online coaching to (5)..... health issues and (6)..... preventive measures into their daily routines. This trend is particularly evident among individuals who are (7)..... and put a (8)..... on their bodies, as online coaching offers the most effective solution to tackle (9)..... health concerns.

# Blogging the World

Just ten years after the coining of the term 'blog', or web log, there are now over one hundred million of them. At current growth rates, the number of new blogs created is doubling about every five months. They are not simply personal diaries or journals. Blogs are meant for a larger audience. Whether that audience consists of just a small circle of friends or millions of people dedicated to a political cause, blogs offer a way to connect with each other and share ideas.

The first blogs required some technical expertise to maintain and publish the site. As the Internet has grown, blogging sites have developed to the point where people need no specialized knowledge. Anyone with access to a computer and the Internet can upload their text entries, which are the core of what a blog is. People write on every sort of subject: daily activities, celebrity gossip, political news, or their travelling experiences. The blogger can also include embedded hypertext links to other relevant websites. Others who see these entries can then post comments on them. On the most popular blog sites, comment threads can run many times longer than the original entry.

Usually, along the side of the blog, there are links to other blogs. This blogroll can consist merely of the writer's friends, or can be other thematically similar blogs. These links not only help to define what kind of blogging is done on the site, but also help to increase visibility and to produce better search results.

There are many variations on the blog, but one distinguishing feature between all of them and other types of traditional publishing is their individual character. There is a certain intimacy in reading a blog that has not been edited by a third party. The immediacy of blogging has also forced the mainstream media and other institutions to rethink their approach to news and branding.

(317 words)

## Questions 1–5

Choose the correct letter, **A**, **B**, **C** or **D**.

Write your answers in boxes 1–5 on your answer sheet.

1 In recent times, blogs have

- A grown at a very fast pace.
- B transformed completely several times.
- C become unfashionable and unpopular.
- D not broken into the mainstream.

2 Over the years, blogs have become

- A quite irrelevant in people's daily life.
- B increasingly complicated to use.
- C unusually wordy and ungrammatical.
- D less difficult to create and to update.

3 Blog posts can

- A only discuss a narrow range of subjects.
- B include long discussions through readers' comments.
- C inhibit the flow of ideas.
- D replace all mainstream media.

4 People do not link their blogs to other sites to

- A decrease traffic on competing blogs.
- B shape what their blog is about.
- C attract readers who have similar interests.
- D appear more prominently on search engines.

5 One unique characteristic of blogs is their

- A text-based format.
- B ability to attract people who use the Internet.
- C ability to let individuals talk to each other directly.
- D numerous and large sources of money for reporting news.

## Listening

### PART 1 Questions 1–10

Complete the notes below.

Write **ONE WORD AND/OR A NUMBER** for each answer.

#### Job details from employment agency

Role 1 .....

Location Fordham 2 ..... Centre

3 ..... Road, Fordham

##### Work involves

- dealing with enquiries
- making 4 ..... and reorganising them
- maintaining the internal 5 .....
- general administration

##### Requirements

- 6 ..... (essential)
- a calm and 7 ..... manner
- good IT skills

##### Other information

- a 8 ..... job – further opportunities may be available
- hours: 7.45 a.m. to 9 ..... p.m. Monday to Friday
- 10 ..... is available onsite