

Homework - Unit 4 - Lesson 7

Reading

BUSINESS AND WORK

READING

IN THIS UNIT YOU WILL LEARN HOW TO

- skim a text to identify facts, opinions and theories
- match a fact, opinion or theory with a person
- recognise the use of *will* and *going to* future forms
- match sentence beginnings and endings about a passage.



LEAD-IN

0 1 In the Reading test, you will be tested on your ability to identify facts, opinions and theories. Read statements 1–3 and decide which category they belong to: fact, opinion or theory.

- 1 I don't believe space tourism will ever be possible – it is far too dangerous.
- 2 According to experts, robots will soon reach human levels of intelligence.
- 3 The first working robot was introduced in 1961. It worked on a production line making cars for Ford.

0 2 With a partner, discuss statements 1 and 2 in exercise 1.



MATCHING FEATURES



'Matching features' is a common task in the Reading test and is used with texts which contain opinions, theories or facts about different people. This type of question requires the student to match an opinion, theory or fact with a person or people.

03

Skim read the text to identify the main ideas.

TIP 03

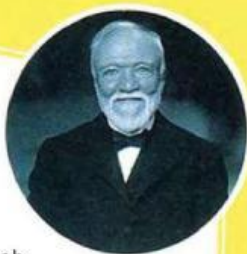
Although matching features tasks are often about a person, they can also be about a place, year or thing.

Great entrepreneurs

A

Andrew Carnegie was one of the wealthiest businessmen of the 19th century.

Mostly self-taught, he started his career as a messenger boy and telegraph operator. By 1889, however, he had become the proud owner of Carnegie Steel Corporation, the largest company of its kind. Famous not only for his success and wealth, he was equally well known for his generous contribution to society. During the last 18 years of his life, it is estimated that he donated roughly \$350 million to charities, foundations and universities.



B

Another success story of the 19th and 20th centuries was the founder of the Ford Motor Company, Henry Ford. Responsible for manufacturing an automobile which could be afforded by the masses, he made a significant impact on society and became incredibly wealthy. Primarily, his success was achieved by using the 'assembly line'* to manufacture his cars. Before this, employees of other manufacturers would work in groups to build one car at a time. The moving assembly line meant that each individual was responsible for a specific job. This division of work allowed cars to be produced more quickly and efficiently. With the addition of the world's first automatic conveyor belt*, it is estimated that Henry Ford's factory was soon producing a car every 93 minutes.



C

Estée Lauder started her own beauty company in 1946. Her business, which includes product lines such as Estée Lauder, MAC Cosmetics and Clinique, has had incredible success.

Born in Queens, New York, in 1908, she started her first beauty company with a skin cream developed by her uncle – a chemist by profession. Recognised as an innovative businesswoman, Lauder became one of the richest self-made women in the world. She believed her success came from producing high-quality products and focusing on excellent customer service.



D

Steve Jobs made his fortune by creating some of the most popular products of all time. Born in 1955 in San Francisco, California, Jobs co-founded Apple Computer with Steve Wozniak in 1976, when Jobs was just 21. The project started in the family garage and together they revolutionised the computer industry with products such as the iPod, iPhone, iPad and Mac.



*assembly line – a line of machines and workers in a factory that a product moves along while it is being built or produced

*conveyor belt – a continuously moving piece of rubber or metal used to transport objects from one place to another

04 Make notes about the main ideas in each paragraph and discuss them with a partner. Did you focus on the same points?

05 Is the text mainly factual, theoretical or opinion-based?

06 Read these statements connected to the text and underline the key words in each.

- 1 established a fast and economical way to produce a popular product
- 2 started their first company with a family member
- 3 began by inventing products at home
- 4 focused on creating first-rate items and looking after clients
- 5 a charitable entrepreneur, who gave a great deal of wealth away

07 Look back at the text and write down synonyms for key words in the statements. (Not every key word has a synonym in the text.)

08 Look at the list of entrepreneurs. Match each statement from exercise 6 with the correct entrepreneur, A–D. (You may use any letter more than once.)

Entrepreneurs

- A Andrew Carnegie
- B Henry Ford
- C Estée Lauder
- D Steve Jobs

TIP 08

Make sure your answer is based on the information in the text and not on your personal knowledge of the subject.

TIP 08

Be careful! Some of the people in the list could be distractors, you may not need to use all the letters, and the people mentioned may be used in several sections.

TIP 05

Identifying whether the text is mainly **factual**, **theoretical** or **opinion-based** will help you understand the question better and decide what type of information you are looking for.

TIP 07

When approaching this type of task, always try to look in the text for words or phrases which are **similar** to those in the question. The **same** words are rarely found in both the question and the text.

09 Read through these steps and put them in the correct order.

Approaching matching features tasks

- a Decide if the text is mainly factual, opinion-based or theoretical.
- b Read the sentence before and after each option (e.g. list of names) in the passage and match the information to a statement.
- c Read all the instructions carefully.
- d Match a statement to a name / option.
- e Skim read the whole passage to gain a general understanding.
- f Scan both the passage and question and identify:
 - the options in the passage (e.g. the list of people)
 - key words in the statements
 - synonyms in the passage for words in the statements.



IELTS passages are usually longer than the example given in exercise 3, so it is important to arrive at the correct answers as quickly as possible.



10 Skim read the passage 'Business ideas of the future' for a general understanding of what it is about.

HOME

TECHNOLOGY

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BUSINESS IDEAS OF THE FUTURE

The most successful entrepreneurs are those who predict the needs of the future earlier than the competition. No new business start-up is without risk, but the benefits can be immeasurable. Inventions such as the automobile, the internet and the iPad were all initially met with a high degree of criticism, so it is important to maintain the belief that anything is possible! Below are just a few of the business ideas expected to be successful in the future.

Travelling to space used to be possible only for governments or large aerospace companies. This is no longer the case, however, and several private companies have planned tourist missions into space which are going to take place in the next few years. Consulting firm Futron Corporation predict that the space tourism industry will be worth \$1.3 billion and have more than 25,000 customers in the next five to ten years. Space tourism pioneer Peter Diamandis also predicts that space hotels are going to be big business, with companies from around the world already working on such projects. Not everyone, however, is as convinced about the prospect of space tourism. Jeffrey Jones, a member of the Center for Space Medicine at Baylor College, warns that even a short journey into space could cause serious health problems for tourists of average or poor health.



Another idea comes from a company in New Zealand called Martin Aircraft. They have produced the first commercially available jetpack, which they plan to start selling next year. Initially, they will be sold to shops and cost approximately \$150,000. The craft will work for short trips only, approximately 30 minutes, and manage speeds of up to 74 kph and an altitude of 914 m. The CEO of the company, Peter Coker, notes that, as well as being used by the rich for pleasure, they could also be useful in search-and-rescue operations.

Growing meat in a laboratory is an idea which, understandably, appeals greatly to animal rights activists. Jason Matheny, founder of the not-for-profit company New Harvest, also feels that producing meat in this way would satisfy a growing global demand for meat. It would also be healthier, more energy-efficient and sustainable. The Dutch scientist Professor Post, who served up the world's first laboratory-grown beef burger, predicts that 'cultured meat' will mean the end of traditional cattle farming within decades. Tracey Hayes, the CEO of the Northern Territory Cattlemen's Association in Australia, admits that although this technology could be damaging to the worldwide beef industry, it would not affect Australia, as cattle farming is a great Australian tradition.

According to a recent prediction made by the United Nations, in the future, 86% of people living in developed countries will live in cities. With this in mind, an idea called 'vertical farming' has emerged. Essentially, vertical farming comes from the belief that cities should not rely on rural areas for food but should grow their own crops by creating multi-storey, high-tech greenhouses. The idea for vertical farms came from the ecologist Dickson Despommier, who turned his knowledge of parasites* into a way of looking at cities.



Daniel Kluko of Green Spirit Farms predicts that software will be used to look after these multiple farms remotely. For example, an app on a smartphone or tablet will be able to handle the day-to-day care of crops. Kluko also believes that this use of technology will help to keep costs to a minimum, allowing vertical farms to compete with traditional farms.

*parasite – a plant or animal that lives on or inside another plant or animal in order to get food



11 Decide whether the text is mainly factual, theoretical or opinion-based.

12 Look at statements 1–5 and the list of people.

This person believes this new idea

- 1 could be used to save lives.
- 2 could be harmful.
- 3 is best controlled using technology.
- 4 would fulfil a worldwide need.
- 5 could have a significant impact on an existing business.

List of people

- A Jeffrey Jones
- B Daniel Kluko
- C Peter Coker
- D Peter Diamandis
- E Jason Matheny
- F Professor Post

13 Scan the text and statements and identify:

- 1 the list of people in the text
- 2 the key words in the statements
- 3 synonyms in the text for words in the statements

14 Match each statement with the correct person.

GRAMMAR FOCUS: FUTURE: WILL AND GOING TO

15 Look at the extract taken from the previous text and answer these questions using *will*, *going to*, or *both*.

- 1 Which future form is used to express a planned action?
- 2 Which future form is used to express a prediction?

This is no longer the case, however, and several private companies have planned tourist missions into space, which **are going to take** place in the next few years. Consulting firm Futron Corporation predict that the space tourism industry **will be worth** \$1.3 billion and have more than 25,000 customers in the next five to ten years. Space tourism pioneer Peter Diamandis also predicts that space hotels **are going to be** big business, with companies from around the world already working on such projects.

16 Complete the sentences using the correct future form. More than one answer may be possible.

- 1 In the future, robots _____ do many of our manual tasks.
- 2 The new invention _____ to be revealed to the public tomorrow, according to the schedule given to the media.
- 3 A Are you going to the exhibition on space travel this afternoon?
B I'm not sure, maybe I _____.

TIP 14

Be careful of distractors. Do not simply choose the name which is nearest to the key information – you need to read the whole section to locate the correct answer.

MATCHING SENTENCES

17 Another type of question in the Reading test is matching sentence beginnings and endings. Complete each sentence beginning, 1–5, with the correct ending, A–E.

- | | |
|--|---|
| 1 Aside from the job itself, | A assessing the work environment is very important. |
| 2 A positive work environment makes | B improves job satisfaction among employees. |
| 3 If you're looking for a new job, | C the work environment is very important to an employee. |
| 4 Having a sense of balance between work and personal life | D where they are not afraid to suggest ideas for improvement. |
| 5 Employees should work in an environment | E employees feel good about coming to work. |

18 Read these tips about the matching sentence beginnings and endings task, and highlight key information.

- The questions follow the order of the text.
- The questions may test only part of the whole text.
- The sentence endings may look grammatically similar.
- Focus on the sentence beginnings as you will not use all of the sentence endings.
- Look for similar words, not matching words.

19 Read the text on page 90 again, then look at these sentence beginnings.

- Starting a new business can be difficult
- The first jetpack available to the public
- Animal rights activists would definitely

TIP 19

Remember that the sentence beginnings follow the order of the text.

20 Scan the text for the relevant section and then match each sentence beginning with the corresponding paragraph (A–F).

21 Now read the sentence endings and match them with the beginnings in exercise 19. There are more endings than you need.

- will not be able to travel far.
- but if you have money you should try.
- ban eating meat.
- support the idea of producing meat in a laboratory.
- but the rewards can be great.

22 Read each completed sentence and check both meaning and grammar are correct.

EXAM SKILLS

23 Refer again to the text on page 90 and complete sentences 1–5 with the correct endings A–G. There are two more endings than you need.

- | | |
|--|--|
| 1 New ideas that are not always believed in | A is currently available only to the rich. |
| 2 It has been predicted that accommodation in space | B the majority of the population will be living in urban areas. |
| 3 The invention which has been created to enable people to fly | C at first are still worth following. |
| 4 It has been predicted that in years to come | D will be kept to a minimum using technology. |
| 5 The price of producing food in the city | E will be possible in the future, based on the evidence of current projects. |
| | F is not as high as on traditional farms. |
| | G will not be possible in the future. |