

UNIT 7: FAME AND THE MEDIA

B. READING

Exercise 1. In this unit, you will look at an IELTS Reading matching features task and read a text on the topic of work and jobs. What vocabulary from the topic of work and jobs do you already know? Match the words with the definitions.

automation	employee	employer	flexibility	manufacturing
opportunity	organization	profit	self-employed	workforce.

1. A person or company that employs people: _____
2. All the people who work in a company, industry, country, etc.: _____
3. Another name for a company (often one that is very big): _____
4. Money that a business earns after it has paid for everything it needs (e.g. offices, factories, workers, etc.): _____
5. Someone who is paid to work for someone else: _____
6. The ability to change or be changed easily according to the situation: _____
7. The business of producing things (e.g. cars) in large numbers: _____
8. The chance to get a job or do something that you want to do: _____
9. The use of machine or robots to do the work in a factory: _____
10. Working for yourself or having your own business: _____

Exercise 2. Read the information. Then skim read the title and the first paragraph of the text below. Choose three statements from the list which express the main ideas of the paragraph.

In the IELTS Reading matching feature task you read an article which contains the opinions of different people who have knowledge or experience of the topic of the text. For example, they may be academics or researchers.

The first paragraph of the article introduces the main ideas or topic that the people discuss.

Remember that you can predict the topic of the article from the **title** and that you can usually find the main ideas at the end of the instruction.

The Change Face of Work

Until the 19th century, there was a fairly good chance that a young man would follow in his father's footsteps and work in the same profession or trade. If the plan was to become a doctor,

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lawyer or engineer, he would simply take the necessary subject at university. If he was planning to do manual work, as a builder, miner or factory worker for example, he would learn through practical experience. As the 20th century progressed, both men and women moved to cities to find work, in industries such as advertising, banking and retail. They may have started at a company at age 17 and probably wouldn't have left until they retired at 60 or 65. Now, in the 21st century, new technology is being developed all the time, and it is having a dramatic effect on the kind of jobs people do and the ways in which they work. The speed of change is so great that it is almost impossible to predict how people's careers may develop 20 years from now.

1. Women now work in all the same professions that men do.
2. In the area of work, things change more quickly now than they used to.
3. Technology has a big influence on how people do their jobs.
4. People don't have enough free time because they work too much
5. It's unclear what type of jobs people might do in the future.
5. Some industries have not been affected by new technology.

Exercise 3. Read the second paragraph of the text and the four statements. Choose the two statements that best match the opinions of Patrick Carter and Adrian Gates.

For an IELTS Reading matching features task, you need to match a set of statements or pieces of information to list of options, so it is important to be able to locate specific information in the text.

Statements

1. An increasing number of employers will want employees to have the right personality.
2. It is normal for companies to reduce the number of employees so that they can increase their profits.
3. Some jobs that people did in the past were boring and led to health problems.
4. Companies will increasingly appreciate the abilities of young people.

Many people are optimistic about these changes. Patrick Carter, educational consultant at City University, looks forward to a world where the types of jobs people will be more rewarding than ever before: 'Think of the jobs many people have been forced to do throughout history that were poorly paid and caused illness or injury', he says. 'People look

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back and say “the old day” were great, but they forget how difficult life was for many employees in factories, who often had to do the same task again and again, for ten or more hours a day’. Carter feels that the use of robots to build and make products can only bring positive change. However, not everyone shares this kind of optimism. Adrian Gates, a human resources consultant at Pro-Corn Enterprises, points out that, as new technologies replace humans, there will be a huge decrease in the demand for employees: ‘Jobs for accountants and retail workers, for example, will disappear. History proves that employees will find it very difficult to retrain for a completely different career.’

	1	2	3	4
Patrick Carter	☐	☐	☐	☐
Adrian Gates	☐	☐	☐	☐

Exercise 4. Read the information. Then complete the table with the words and phrases in the box. The words and phrases are all taken from the Reading text ‘The Changing Face of Work’.

the better option	may not be very useful
to invest in further learning and training	
be forced to do (something)	people can qualify for jobs they really want to do
welcome and value (somebody)	cause (something to happen, e.g. illness)
huge decrease in the demand for employees	

Positive meaning	Negative meaning

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Exercise 5. Read the numbered quotes in bold (1–6) from the third paragraph of the article. Is each person expressing a positive view, a negative view or are they making a claim? Choose the correct answers.

Carter thinks differently: (1) **‘If we introduce more automation, we don’t have to pay wages to so many employees’**, he explains, (2) **‘and then we will have more money to invest in further learning and training for more people, so that they can qualify for jobs they really want to do.’** So will there still be enough jobs for people if robots replace human workers? Joanna Hardinf, a lecturer in music technology at Mapplethorpe University, makes an interesting point about job creation and loss: (3) **‘Recent developments in technology mean we can all listen to music when and where we want. Certainly, these develops have created jobs for people in the digital music industry, especially in engineering and in factories,’** she says. (4) **‘However, those same developments have unfortunately caused huge job losses in the traditional music industry. It’s this kind of dramatic change we often find hard to imagine’**. Harding explains that because of the digital music industry and the fact that millions of people download music illegally, many record companies can no longer afford to pay songwriters, producers, technicians and marketing teams. (5) **‘ A large number of people download music illegally** just because everyone else seems to be doing it – but really, (6) **they ought to consider what consequences their selfish actions could have on other people, in this case, loss of employment.’**

	A positive view	A negative view	A claim
1			
2			
3			
4			
5			
6			

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Exercise 6. Look at the statements and read the third paragraph of the text again. Who said what? Match the statements with the correct person.

Statements

1. If more robots do manufacturing jobs, it will create opportunities for people to get a better education.
2. People should think more carefully about how their behaviour might affect others.
3. Some traditional jobs will continue to exist but in a different location.
4. We cannot always predict how new technology will affect jobs in a particular industry.

Carter thinks differently: 'If we introduce more automation, we don't have to pay wages to so many employees', he explains, 'and then we will have more money to invest in further learning and training for more people, so that they can qualify for jobs they really want to do.' So will there still be enough jobs for people if robots replace human workers? Joanna Harding, a lecturer in music technology at Mapplethorpe University, makes an interesting point about job creation and loss: 'Recent developments in technology mean we can all listen to music when and where we want. Certainly, these developments have created jobs for people in the digital music industry, especially in engineering and in factories,' she says. 'However, those same developments have unfortunately caused huge job losses in the traditional music industry. It's this kind of dramatic change we often find hard to imagine'. Harding explains that because of the digital music industry and the fact that millions of people download music illegally, many record companies can no longer afford to pay songwriters, producers, technicians, and marketing teams. 'A large number of people download music illegally just because everyone else seems to be doing it – but really, they ought to consider what consequences their selfish actions could have on other people, in this case, loss of employment.'

	Patrick Carter	Joanna Harding	Neither person
1. If more robots do manufacturing jobs, it will create opportunities for people to get a better education.	☐	☐	☐
2. people should think more carefully about how their behavior might affect others.	☐	☐	☐
3. Some traditional jobs will continue to exist but in a	☐	☐	☐

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different location.			
4. We cannot always predict how new technology will effect jobs in a particular industry.	○	○	○

Exercise 7. In an IELTS Reading matching features task, you will need to use your knowledge of synonyms and paraphrases. Match the words on the left with the synonyms and paraphrases on the right. The synonyms and paraphrases are all taken from the text ‘The Changing Face of Work’.

Choose	•	•	the next few generations
Self- employed	•	•	new environments
Employers	•	•	companies
Traditional	•	•	knowledge and skills
Personality	•	•	welcome and value
Different location	•	•	decide
Young people	•	•	working for themselves
Abilities	•	•	the kind of character

Exercise 8. Read the final three paragraphs of the text. Look at the statements and the list of researchers. Match each statement with the correct researcher, A–D.

However, many large corporations have been created in the last 20 years because of the existence of the Internet. It is the internet that allows them to sell their apps or online services as downloads. Professor of Sociology, Sara Millington, researches employment at these massive internet-based companies. ‘They make enormous profits but employ few people, and thousands of applicants hope to get the same few jobs,’ she says. ‘If you decide to apply, you need to have the right skills and qualifications, but you also need to have exact qualities they are looking for,’ she says. ‘More and more companies are interviewing people to find out if they have the kind of character that fit in with their company culture – and this trend is going to continue.’

The way that people work is also likely to change. Nadia Campbell, who works for the Independent Professionals Group, can see this trend already developing. ‘Many people no longer want to do a nine-to-five job every day. And in this future they will want even more flexibility.’

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in regards to the hours they work, and with the place they choose to work from,' she says. 'The idea of working for one boss will become less option. 'New technology might mean new types of jobs, but it is also likely that certain 'older' jobs will have to evolve to suit future needs. A recent study from researchers in Finland concluded that 'many of these jobs won't disappear completely... they will move into new environments, such as into outer space – work.' Although change in the types of work we will do is causing anxiety for many, it must be remembered that the generation that controls much of the workforce, people now in their fifties and sixties, may retire in the next ten to fifteen years.

Jack McCaw, a researcher for Career magazine suggests that the next few generations will have a completely different experience of work: 'In the year 2020, 50 % of the US workforce will be people born after the year 2000. These people know how to connect to others, learn and work together in a digital way, organizations today will welcome and value them as they have the knowledge and skills they need. 'These are exactly the kind of people now taking Joanna Harding's music technology course. She knows that some of the things she is teaching them now may not be very useful in ten years' time, as the technology will completely different.

List of researchers

Sara Millington

Nadia Campbell

Researchers in Finland

Jack McCaw

	A	B	C	D
1. An increasing number of employers will want employees to have the right personality	☐	☐	☐	☐
2. Some traditional jobs will continue to exist but in a different location.	☐	☐	☐	☐
3. More and more people will choose to become to become self-employed.	☐	☐	☐	☐
4. companies will increasingly appreciate the abilities of young people.	☐	☐	☐	☐