

IELTS GENERAL

READING

CAMBRIDGE 11

DẠNG 1: MATCHING FEATURES

Read the text below and answer Questions 6–14.

HOLIDAY APARTMENTS TO LET

- A** Sleeps 2–3. One-bedroom apartment with uninterrupted sea views. This is a small first floor apartment in a well-established apartment complex containing a range of leisure facilities and a supermarket for residents. On the edge of the town but close to cafés and restaurants. On-street parking is generally available.
- B** Sleeps 2–4. Spacious one-bedroom apartment in a complex that has only just opened, five minutes' walk from the sea. Private parking in front of building. It is located in a quiet, unspoilt village with a local market, banks, cafés and restaurants. There are some fabulous championship golf courses within easy walking distance.
- C** Sleeps 2+child. One-bedroom cottage (child's bed can also be provided), large terrace with uninterrupted views of the river and mountains. A truly peaceful location in a picturesque village, but less than ten minutes' drive from the coast and all the amenities of a town. Owners live nearby and are happy to help in any way they can.
- D** Sleeps 2–5. Two-bedroom apartment in a complex with its own pool and beautiful views of the national park. A peaceful location just 3 km from the town centre, where there are plenty of shops and excellent sports facilities. Superb local golf courses within easy reach.
- E** Sleeps 2–4. Modern one-bedroom first floor apartment in house, owners resident on ground floor. This great location offers easy access to all that this fantastic town has to offer, a few minutes' drive from its supermarket, bank, cafés, restaurants. The ferry to the island beach leaves from 100 m away. Ten minutes walk from the new shopping centre, which has many shops, food hall, cinema and multi-storey car park.
- F** Sleeps 2. One-bedroom first floor apartment. Beautifully furnished, offering a high standard of comfort. Situated in a peaceful location on the edge of an inland village, with attractive views of the golf course. Many restaurants, bars, shops etc. are within easy walking distance. Garage available by arrangement with the owners.
- G** Sleeps 2–4. Two-bedroom apartment in central location in busy street with shops, restaurants etc. not far from the beach. The town has ideal facilities for holidays all year round, including swimming pool, tennis courts and golf course.

Test 1

Questions 6–14

The text on page 21 has seven sections, **A–G**.

For which apartment are the following statements true?

Write the correct letter, **A–G**, in boxes 6–14 on your answer sheet.

NB You may use any letter more than once.

- 6 It overlooks a golf course.
- 7 It has its own parking space.
- 8 It is in the centre of a town.
- 9 The sea can be seen from it.
- 10 There is a swimming pool for residents of the apartment complex.
- 11 It is in a new apartment complex.
- 12 It is part of an apartment complex with its own supermarket.
- 13 It has a private outdoor area where you can sit.
- 14 The owners will organise parking on request.

Read the text below and answer Questions 7–14.

Flu: the facts

- A** Flu (influenza) is an acute viral respiratory infection. It spreads easily from person to person: at home, at school, at work, at the supermarket or on the train.
- B** It gets passed on when someone who already has flu coughs or sneezes and is transmitted through the air by droplets, or it can be spread by hands infected by the virus.
- C** Symptoms can include fever, chills, headache, muscle pain, extreme fatigue, a dry cough, sore throat and stuffy nose. Most people will recover within a week but flu can cause severe illness or even death in people at high risk. It is estimated that 18,500–24,800 deaths in England and Wales are attributable to influenza infections annually.
- D** Vaccination is the most effective way to prevent infection. Although anyone can catch flu, certain people are at greater risk from the implications of flu, as their bodies may not be able to fight the virus. If you are over 65 years old, or suffer from asthma, diabetes, or certain other conditions, you are considered at greater risk from flu and the implications can be serious. If you fall into one of these 'at-risk' groups, are pregnant or a carer, you are eligible for a free flu vaccination.
- E** If you are not eligible for a free flu vaccination, you can still protect yourself and those around you from flu by getting a flu vaccination at a local pharmacy.
- F** About seven to ten days after vaccination, your body makes antibodies that help to protect you against any similar viruses that may infect you. This protection lasts about a year.
- G** A flu vaccination contains inactivated, killed virus strains so it can't give you the flu. However, a flu vaccination can take up to two weeks to begin working, so it is possible to catch flu in this period.
- H** A flu vaccination is designed to protect you against the most common and potent strains of flu circulating so there is a small chance you could catch a strain of flu not contained in the flu vaccine.
- I** The influenza virus is constantly changing and vaccines are developed to protect against the predicted strains each year so it is important to get vaccinated against the latest strains.

Speak to your GP or nurse today to book your flu vaccination.

Test 2

Questions 7–14

The text on page 43 has nine sections, A–I.

Which sections contain the following information?

Write the correct letter, A–H, in boxes 7–14 on your answer sheet.

NB You may use any answer more than once.

- 7 examples of people who are likely to be particularly badly affected by flu
- 8 how to get a vaccination if you choose to pay for it
- 9 why new vaccines become available
- 10 how long a vaccine remains effective
- 11 reference to the possibility of catching a different type of flu from the ones in the vaccine
- 12 categories of people who do not have to pay for vaccination
- 13 information about what a vaccine consists of
- 14 signs that you might have flu

READING

SECTION 1 Questions 1–14

Read the text below and answer Questions 1–6.

Summer activities at London's Kew Gardens

- A** Climb up to the walkway among the trees, 18 metres above the ground, for a spectacular experience. Feel as tall as the trees and enjoy a bird's-eye view over the gardens.
- B** The Nash Conservatory displays stunning images from leading wildlife photographer Heather Angel. Each photograph explores the wealth of biodiversity at Kew Gardens, from foxes to birds, tiny insects to towering trees.
- C** A world of pollination comes to life in the Princess of Wales Conservatory. Find yourself in a tropical environment whilst walking through clouds of colourful butterflies as they fly around the Conservatory! Come face-to-face with gigantic sculptures of insects, birds and bats, which will help tell the fascinating stories of how they interact with plants.
- D** An extraordinary sound installation created by Chris Watson. On the hour throughout the day, the Palm House is filled with the sound of the dawn and dusk choruses of birds that live in the Central and South American rainforests.
- E** Come and see the fantastic outdoor exhibition of garden, wildlife and botanical photography. Walk amongst enlarged photographs and admire the wonderful garden photos – all taken by children aged 16 and under from all round the country. If you are in this age category and fancy yourself as a photographer, then you can enter for the next show!
- F** Young explorers can discover the new children's outdoor play area, shaped like a plant, in Kew's magical Conservation Area. As you journey through this interactive landscape, discover the functions of every part of a plant. Tunnel through giant roots, get lost among the leaves and hide amongst the large fungi, whilst solving puzzles along the way!
- G** What is biodiversity all about? Did you know that every breath we take and every move we make depends on plants? Take a guided tour to discover what biodiversity means and why it matters so much.
- H** Visit our exciting and colourful exhibition of South American botanical paintings, which brings the continent's exotic and lush plants to life in works from two hundred years ago and from this century.

Test 3

Questions 1–6

The text on page 63 has eight sections, A–H.

Which sections contain the following information?

Write the correct letter, A–H, in boxes 1–6 on your answer sheet.

- 1 learning what all the different sections of a plant do
- 2 seeing art showing plants from a different part of the world
- 3 the possibility of having your work exhibited
- 4 learning about why human beings need plants
- 5 something that happens daily at the same times
- 6 learning about the relationship between various creatures, insects and plants

READING**SECTION 1** **Questions 1–14**

Read the text below and answer Questions 1–7.

Visitor attractions in southern England**A Blackthorn Castle**

This famous, historically accurate, reconstructed castle and village enables visitors to travel back in time. Explore the grounds and experience the atmosphere of an ancient lifestyle. In the fields you can see the type of sheep that the original inhabitants of the castle probably kept. Homemade snacks are on sale.

B Withney Wetland Centre

Visitors will enjoy a visit to Withney whatever the season. In winter, for example, they can watch from the centrally heated observatory as thousands of swans feed on the water. Trained wardens give informative talks or lead guided walks round the site. The visitors' centre may also be hired for private or corporate events.

C Headley Hall

Headley Hall is a large seventeenth-century country house, preserved as it was when it was built. Take time to admire the various works of art displayed, and visit the huge kitchen complete with period equipment – demonstrations are given at weekends. In the park there is space for the younger visitors to run around, and picnic tables are available.

D Lewis House

Lewis House is the birthplace of Frank Lewis, a renowned painter of the eighteenth century. More of his works are on display here than anywhere else in the world. Visitors can see Lewis's studio and some of the articles he used on a daily basis.

E Canford Wildlife Centre

At Canford we have a new walk-through exhibit called Island Magic. Here visitors can observe many species from the tropical island of Madagascar and read about some of the urgent conservation projects that are taking place there to save endangered species from extinction.

F Oakwell Museum

This is an ideal venue for families. They can visit the childhood gallery with its large playroom, and listen to stories told by actors dressed in the costumes of a hundred years ago. They can also enjoy the popular games and wooden animals of that period.

Questions 1–7

Look at the six visitor attractions in southern England, A–F, on pages 85 and 86.

For which visitor attraction are the following statements true?

Write the correct letter, A–F, in boxes 1–7 on your answer sheet.

NB You may use any letter more than once.

- 1 Visitors can look at animals from another part of the world.
- 2 People can hold a business conference in this place.
- 3 Visitors can find out what toys were used in the last century.
- 4 Activities are available all year round here.
- 5 You can buy light meals here.
- 6 Visitors can see how food was prepared in the past.
- 7 You can visit modern imitations of old buildings here.

Test 1 **DẠNG 2: TRUE/ FALSE/ NOT GIVEN**

READING

SECTION 1 *Questions 1–14*

Read the text below and answer Questions 1–5.

Is Your Child at School Today?

School Attendance Information for Parents/Carers

Introduction

Receiving a good full-time education will give your child the best possible start in life. Attending school regularly and punctually is essential if children are to make the most of the opportunities available to them. The law says that parents must ensure that their child regularly attends the school where he/she is registered.

What you can do to help

- Make sure your child arrives at school on time. This encourages habits of good timekeeping and lessens any possible classroom disruption. If your child arrives after the register has closed without a good reason, this will be recorded as an 'unauthorised' absence for that session.
- If your child has to miss school it is vital that you let the school know why, preferably on the first morning of absence. (Your child's school will have an attendance policy explaining how this should be done.)
- If you know or think that your child is having difficulties attending school you should contact the school. It is better to do this sooner rather than later, as most problems can be dealt with very quickly.

Authorised and Unauthorised Absence

If your child is absent and the school either does not receive an explanation from you, or considers the explanation unsatisfactory, it will record your child's absence as 'unauthorised', that is, as truancy.

Most absences for acceptable reasons will be authorised by your child's school:

- Sickness
- Unavoidable medical or dental appointments (if possible, arrange these for after school or during school holidays)
- An interview with a prospective employer or college

- Exceptional family circumstances, such as bereavement
- Days of religious observance.

Your child's school will not authorise absence for the following reasons:

- Shopping during school hours
- Day trips
- Holidays which have not been agreed
- Birthdays
- Looking after brothers or sisters or ill relatives.

Questions 1–5

Do the following statements agree with the information given in the text on pages 18 and 19?

In boxes 1–5 on your answer sheet, write

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

- 1 Children must go to the school where they are registered.
- 2 All arrivals after the register has closed are recorded as 'unauthorised' absences.
- 3 If your child is absent from school, you must send the school a letter to explain why.
- 4 Staff who think a child is having difficulties at school will contact the parents.
- 5 Schools will contact other authorities about children who take frequent unauthorised absences.

READING**SECTION 1** **Questions 1–14**

Read the text below and answer Questions 1–6.

Sustainable School Travel Strategy

Over the last 20 years, the number of children being driven to school in England has doubled. National data suggests that one in five cars on the road at 8.50 am is engaged in the school run. Children are subject to up to 3.9 times more pollution in a car that is standing in traffic than when walking or cycling to school. Reducing cars around schools makes them safer places, and walking and cycling are better for health and the environment. It has been noted by teachers that children engaging in active travel arrive at school more alert and ready to learn.

The County Council has a strong commitment to supporting and promoting sustainable school travel. We collect data annually about how pupils get to school, and our report on the Sustainable School Travel Strategy sets out in detail what we have achieved so far and what we intend to do in the future. Different parts of the County Council are working together to address the actions identified in the strategy, and we are proud that we have been able to reduce the number of cars on the daily school run by an average of 1% in each of the last three years, which is equivalent to taking approximately 175 cars off the road annually, despite an increase in pupil numbers.

All schools have a School Travel Plan, which sets out how the school and the Council can collaborate to help reduce travel to school by car and encourage the use of public transport. Contact your school to find out what they are doing as part of their School Travel Plan to help you get your child to school in a sustainable, safe way.

Test 2

Questions 1–6

Do the following statements agree with the information given in the text on page 41?

In boxes 1–6 on your answer sheet, write

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

- 1 More children are injured when walking or cycling to school than when travelling by car.
- 2 Children who are driven to school are more ready to learn than those who walk or cycle.
- 3 Every year the Council gathers information about travel to schools.
- 4 The Council is disappointed with the small reduction in the number of cars taking children to school.
- 5 The number of children in schools has risen in recent years.
- 6 Parents can get help with paying for their children to travel to school by public transport.

Read the text below and answer Questions 7–14.

City Park and Ride

We have six purpose-built Park and Ride sites serving the city, more than almost anywhere else in the UK. Established for over 40 years, they provide around 5,000 parking spaces for cars. The sites are located on the main routes into the city centre. More than 3,000,000 passengers a year take a bus from a Park and Ride site into the city, reducing congestion and helping to improve the air quality in the city centre.

Parking at the sites is available only for those travelling from the site on a Park and Ride or other scheduled bus service, and is free. No overnight parking is permitted. Heavy goods vehicles are not permitted at the Park and Ride site at any time.

It's simple to use. Just park your car and buy your bus ticket from the bus driver, with the correct money if possible. An individual adult daily return purchased prior to 12:30 hrs for use that day costs £2.40. If purchased after 12:30 hrs it costs £2.10.

Up to four children under 16 travel free with an adult or concessionary pass holder. The return fare for unaccompanied children under 16 is £1.10.

Cycle and Ride for just £1.10 a day. Just park your cycle, motorcycle or scooter in the allocated space, and buy your ticket from the site office. You may be asked to provide evidence that you have travelled to the Park and Ride site by cycle, motorcycle or scooter.

Return tickets for concessionary bus pass holders cost £1 after 09:30 Monday to Friday and any time at weekend or bank holidays (when open). At other times there is no reduction for holders of concessionary bus passes.

Test 3

Questions 7–14

Do the following statements agree with the information given in the text on page 65?

In boxes 7–14 on your answer sheet, write

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

- 7 This was one of the first UK cities to introduce a Park and Ride scheme.
- 8 The amount of congestion in the city centre has fallen.
- 9 There is a special section of the car park for heavy goods vehicles.
- 10 Bus drivers do not give change so you must have the correct money for a ticket.
- 11 Ticket prices vary depending on the time of day.
- 12 Children under 16 travelling alone are allowed free travel.
- 13 The space for cycles, motorcycles and scooters is close to the site office.
- 14 People with concessionary bus passes must pay the full fare to travel at certain times.

Read the text below and answer Questions 8–14.

Paragliding in Australia

What is paragliding?

Paragliding is a kind of flying, but instead of the wing being made of metal, wood or plastic, it is made of nylon or polyester. The wing (known as a canopy) is attached to a harness by lines, not dissimilar to a parachute. The harness is where the pilots sit – and they report that it outperforms a parachute in terms of comfort.

Is it safe?

Like sailing and deep-sea diving, paragliding is as safe as the person doing it. The big advantage is that it's probably the slowest form of aviation, so if you do crash you'll hit the ground quite gently!

Where do I learn?

There are lots of schools, mainly based inland by appropriate hills or mountains, and there are also schools on the coast near spectacular cliffs. These are very attractive, though the prospect of landing in the sea seems to dissuade beginners! All schools will show you within a couple of days how to inflate the canopy, launch and land. They use radio instruction, tandem flying practice and schoolroom theory sessions to help you get the most from paragliding. It takes about seven days to get your basic licence; then you're free to fly independently at sites across Australia.

What do I need?

Pilots normally wear warm clothes, in case they get very high up, and a helmet in case they stumble on landing. In terms of gear, schools supply basic training, canopies, harnesses, etc. However, you'll probably want to buy your own more sophisticated equipment, which you'll be able to choose much better once you've tried some out on your course.

Who can do it?

There's no upper age limit provided your instructor deems you capable, but the youngest anybody can paraglide is 14. Anybody with good eyesight and good balance is a potential paraglider pilot. It's a very relaxed sport as you're mostly sitting down. You'll probably experience pain in some muscles you didn't know you had whilst learning, but many of those will be due to the walk up the training hill to launch. Flying a paraglider is a great sport. We hope to see you in the air with us this season!

Questions 8–14

Do the following statements agree with the information given in the text on page 88?

In boxes 8–14 on your answer sheet, write

TRUE *if the statement agrees with the information*
FALSE *if the statement contradicts the information*
NOT GIVEN *if there is no information on this*

- 8 A paraglider is more comfortable than a parachute.
- 9 Most paragliding schools are situated by the sea.
- 10 Learners must pass a theory test in order to get their licence.
- 11 Learners are able to paraglide unaccompanied after a week's course.
- 12 It is advisable to purchase some equipment before you do your training.
- 13 Fit people of any age can take up paragliding.
- 14 The preliminary uphill walk may strain some of your muscles.

DẠNG 3: GAP FILL

SECTION 2 Questions 15–27

Read the text below and answer Questions 15–21.

GZJ Travel - Recruitment Info

We're looking for keen and effective people who are passionate about travel to work as Travel Sales Consultants in our rapidly-growing team. Our recruitment process has five stages. Here's how it works:

The first stage is to use our online application form to apply for a current vacancy. This is your chance to tell us about yourself, and the qualities and experience you have that make you the ideal person for the job. For the Travel Sales Consultant role, you'll need to provide us with evidence that you have extensive experience in a marketing environment, as well as a solid academic background. If you're interested in a career as a Corporate Travel Consultant, you'll need at least one year's experience as a Travel Consultant.

If you reach Stage Two, we'll arrange a telephone discussion, where you can find out more about us, including the rewards on offer. For instance, once a year we like to acknowledge outstanding efforts and celebrate successes with our co-workers, and we have prize-giving ceremonies designed to do just this.

In Stage Three we'll be able to give you more information about GZJ Travel, and find out more about you, at an interview which you'll attend with a small group of other applicants. We'll be asking you about your ambitions and of course your sales ability, the most vital quality for our business. You'll also be required to complete a psychometric test so we can find out more about your working style and characteristics. We'll also tell you about some of the perks – for example, as a Flight Center employee you can take advantage of the free consultations conducted by our in-house health and wellbeing team, Healthwise.

Next, in Stage Four, you'll be introduced to the Area Leader and you'll also visit one of our shops, where you'll meet the team and find out more about the sort of work that's involved. If you successfully pass Stage Four, you've reached the final stage of the process and we'll be in touch with a job offer! And if you accept, we'll book you into our Learning Center to get your training under way as soon as possible. Careerwise, the department responsible for the training, will then organise individual coaching to assist in setting goals for your career path.

Questions 15–21

Complete the flow-chart below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes 15–21 on your answer sheet.

GZJ Travel – Recruitment Process

Stage One – Application form

- Go online and apply for jobs advertised
- Give proof of achievements so far both in education and in a 15

(Note: additional requirements for applicants interested in the role of 16)



Stage Two – Telephone discussion

- More information given about company and the 17 you could receive
- Information about annual event, where prizes are given to those who have made 18



Stage Three – Group interview

- Chance to tell us about how good you are at selling, and also about the 19 you have
- Take part in a 20 (used to learn about your way of working)
- Information given on benefits (e.g. health consultations)



Stage Four – Individual interview

- Meet a manager, and the 21 working in a particular store



Stage Five – Job offer

- Job offer sent out to successful applicants

Read the text below and answer Questions 22–27.

Hilton Laboratory

Health and safety in the workplace

Personal safety

You must be familiar with the emergency procedures in your building so that you know what to do in the event of fire, spillages or other accidents. Do not enter restricted areas without authorisation, and at all times observe the warnings given. Do not wedge open fire doors or tamper with door closures, and do not block doorways, corridors or stairs, as obstructions may affect access in the event of a fire. Avoid leaving drawers and doors open unnecessarily and do not trail cables or flexes across the floor.

How to dispose of rubbish safely

We aim to protect the environment by saving and recycling glass, waste paper, and an increasing range of other materials. It is important to check materials carefully for contamination before placing them in recycling containers. Never put sharp objects such as razor blades or broken glass into waste bins without having wrapped the items carefully to protect those emptying the bins. Other waste procedures may vary – contact your Building Manager or Divisional Safety Officer for advice with regard to your particular department.

How to handle heavy objects

Make sure that shelves are not overloaded and that glass and heavy objects are stored at working height where they will be easier to reach. Use steps or ladders to reach items at height; never climb on benches, tables or chairs. Never move anything that is beyond your capability. Wherever possible you should use the trolleys provided in the workplace to do the job for you. If repetitive manual operations are routine in your work, your department will ensure you receive appropriate instruction on safe working practices and posture.

Staying alert

If you become mentally or physically tired during the working day, and find that you're feeling drowsy or not concentrating properly, you could be at risk of causing an accident or making a mistake that could harm you or your colleagues. To prevent this, make sure that you take regular breaks when necessary.

Questions 22–27

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes 22–27 on your answer sheet.

- 22 There are certain places in the building that staff should avoid unless they have
- 23 To ensure people can get out easily, it is important that there are no to exits.
- 24 Items which could cause injury must be before they are disposed of.
- 25 Not all departments have the same system for dealing with, so you need to check before throwing things away.
- 26 are available to make tasks which require moving objects easier.
- 27 You should have while you are working.

SECTION 2 *Questions 15–27*

Read the text below and answer Questions 15–22.

Tips for giving an effective business presentation

Preparation

Get someone else to evaluate your performance and highlight your best skills. For example, go through your presentation in front of a colleague or relative. Think about who your audience is and what you want them to get out of the presentation. Think about content and style.

Go into the presentation room and try out any moves you may have to make, e.g. getting up from your chair and moving to the podium. Errors in the first 20 seconds can be very disorientating.

Familiarise yourself with the electronic equipment before the presentation and also have a backup plan in mind, should there be an unexpected problem like a power cut.

Dealing with presentation nervousness

A certain amount of nervousness is vital for a good presentation. The added adrenaline will keep your faculties sharp and give your presentation skills extra force. This can, however, result in tension in the upper chest. Concentrate on your breathing. Slow it right down and this will relax you. Strangely, having something to pick up and put down tends to help you do this.

It may seem an odd idea, but we seem to feel calmer when we engage in what's referred to as a displacement activity, like clicking a pen or fiddling with jewellery. A limited amount of this will not be too obvious and can make you feel more secure at the start.

Interacting with your audience

Think of your presentation as a conversation with your audience. They may not actually say anything, but make them feel consulted, questioned, challenged, then they will stay awake and attentive.

Engage with your present audience, not the one you have prepared for. Keep looking for reactions to your ideas and respond to them. If your audience doesn't appear to be following you, find another way to get your ideas across. If you don't interact, you might as well send a video recording of your presentation instead!

Structuring effective presentations

Effective presentations are full of examples. These help your listeners to see more clearly what you mean. It's quicker and more colourful. Stick to the point using three or four main ideas. For any subsidiary information that you cannot present in 20 minutes, try another medium, such as handouts.

End as if your presentation has gone well. Do this even if you feel you've presented badly. And anyway a good finish will get you some applause – and you deserve it!

Test 2

Questions 15–22

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes 15–22 on your answer sheet.

- 15 Practising your presentation on a or a family member is helpful.
- 16 Be prepared for a problem such as a
- 17 One way to overcome pre-presentation nerves is to make your less rapid.
- 18 It is acceptable to do something called a at the start of the presentation to reassure you.
- 19 Your presentation should be like a with the people who have come to hear you.
- 20 Check constantly for to the points you are making.
- 21 Make sure you use plenty of to communicate your message effectively.
- 22 To keep the presentation short, use things like to provide extra details.

Read the text below and answer Questions 23–27.

How to get a job in journalism

You can get a good qualification in journalism, but what employers actually want is practical, rather than theoretical, knowledge. There's no substitute for creating real stories that have to be handed in by strict deadlines. So write for your school magazine, then maybe try your hand at editing. Once you've done that for a while, start requesting internships in newspapers in the area. These are generally short-term and unpaid, but they're definitely worthwhile, since, instead of providing you with money, they'll teach you the skills that every twenty-first century journalist has to have, like laying out articles, creating web pages, taking good digital pictures and so on.

Most reporters keep a copy of every story they've had published, from secondary school onwards. They're called cuttings, and you need them to get a job – indeed a few impressive ones can be the deciding factor in whether you're appointed or not. So start creating a portfolio now that will show off your developing talent.

It seems obvious – research is an important part of an effective job hunt. But it's surprising how many would-be journalists do little or none. If you're thorough, it can help you decide whether the job you're thinking about applying for is right for you. And nothing impresses an editor more than an applicant who knows a lot about the paper.

There are two more elements to an application – your covering letter and curriculum vitae. However, your CV is the thing that will attract an editor's attention first, so get it right. The key words are brevity, (no more than one page) accuracy (absolutely no spelling or typing errors) and clarity (it should be easy to follow).

In journalism, good writing skills are essential, so it's critical that the style of your letter is appropriate. And, make sure it conveys your love of journalism and your eagerness to do the work.

Test 2

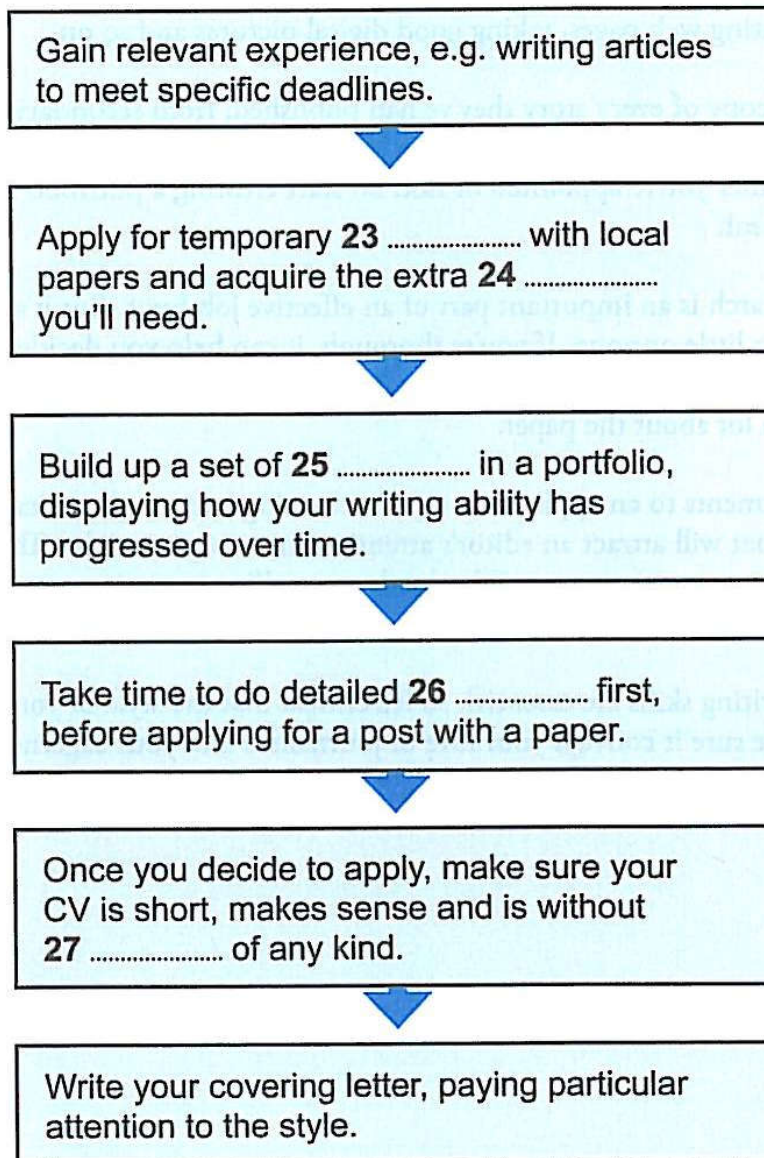
Questions 23–27

Complete the flow chart below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 23–27 on your answer sheet.

Getting a job in journalism



SECTION 2 Questions 15–27

Read the text below and answer Questions 15–20.

HOW TO ORGANISE A SUCCESSFUL BUSINESS CONFERENCE

To start with

Advance planning is the key to a hassle-free conference. The key players of a successful conference are the delegates, so identify the audience and then tailor the programme you are planning to their particular needs.

Where and when

The date and venue should then be chosen. These are often interdependent, and when choosing the date take into account the timing of similar regular events which may clash. Also consider holiday periods which may mean that people are away and so will not be able to attend.

When choosing a venue, check how easy it is to reach by train and plane etc. and the availability of parking for those driving. Visit the venue personally: consider the size of the main lecture hall and whether it is big enough for the anticipated number of delegates, then look into the potential of having breakout areas for separating into a number of groups for discussions. Then check whether there is a suitable lounge area for the tea/coffee breaks and an exhibition space for display stands if required.

Who

The next stage is to choose the speakers and invite them, making sure you give them ample notice so they are more likely to be available. Ask only those people that you know speak well. Do not try and speak yourself in addition to organising the conference, as this will be too demanding.

Contacting people

Let people know the date and venue by an early mailshot. This allows them, if they are interested, to put the date into their diaries. At the same time, contact all the speakers again, confirming their particular topic, the audio-visual aids which will be available and finding out their accommodation requirements. Ask them to provide a written summary of their presentation for distribution to delegates at the conference.

Final arrangements

Approximately 4–5 weeks before the conference, confirm the provisional numbers with the venue. Contact them again about two weeks prior to the conference to confirm final numbers, decide on menus and finalise the arrangements.

Prepare delegate packs to include a name badge, delegate list and programme. The venue should provide pads of paper and pens. Then prepare questionnaires for all delegates to complete at the end of the conference. Their responses will enable you to gauge the success of the conference and start planning the next one!

Questions 15–20

Complete the notes below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 15–20 on your answer sheet.

ORGANISING A BUSINESS CONFERENCE

First steps:

- decide who the conference is for
- ensure the programme fulfils delegates' requirements

Venue and timing:

- try to avoid scheduling the conference during **15** times or when other annual conferences occur
- check accessibility by different modes of transport
- choose a place with a large hall and also **16** spaces for smaller meetings

Speakers:

- choose appropriate speakers
- give the speakers as much **17** as possible

Communication:

- send out a mailshot to potential delegates
- confirm individual details with speakers, check if they will need accommodation and request a **18** of their presentation

Final tasks:

- give the venue precise numbers of attendees
- make sure each person attending receives information about the conference and a **19** for identification
- use **20** to get opinions on the conference

Read the text below and answer Questions 21–27.

How to deal with the annual performance appraisal

The annual performance appraisal can help improve your productivity and provide a foundation for your work priorities. It is, however, critical to have the right attitude and approach. Knowing what areas your superiors see as your weaknesses is the most direct way of increasing the likelihood of being considered for promotion, if that is what you are looking for.

Preparation

Send your boss a summary of your achievements. Reminding your boss of activities, special assignments you did, and projects you were in charge of helps him or her create a more accurate performance appraisal. Consider keeping notes of these on a regular basis to make it easier to provide the data when required.

Create a list of questions you would like to discuss during your appraisal. This one-on-one time with your boss is an excellent opportunity to ask him or her about your role in the company, request any additional responsibilities you would like and clarify your priorities. But it is best to focus your attention around personal and professional improvements, rather than financial considerations, such as an increase in salary.

During the appraisal

Present a positive attitude as soon as you enter the appraisal room. This approach may lead to a more constructive discussion of review items. Avoid taking any negative assessments that are offered as a personal attack, but rather try to take them on board calmly, because if you put the failings right you will improve your performance. A realistic assessment of your strengths and weaknesses can be one of the most beneficial ways of helping you advance in the company.

After the appraisal

Create a list of personal goals based on your performance appraisal. Make the items detailed and measurable if possible. Send this list to your boss so he or she knows you took the appraisal seriously. Use this list to help achieve higher scores on your next performance appraisal. Six months after the appraisal, ask for a mid-term review with your boss to discuss your progress. This session should be more relaxed and informal than the official review. Ask for more feedback to help you improve. Checking in with your boss helps him or her remember your dedication as far as your job is concerned, and may help remove any criticisms before they become a review point on your next formal appraisal.

Test 3

Questions 21–27

Complete the sentences below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 21–27 on your answer sheet.

- 21 By learning at an appraisal what areas of work need improving, staff can improve their chances of getting
- 22 It is important to think of some that can be used during the appraisal.
- 23 The appraisal can be a good time to ask the boss for extra
- 24 React to any criticism.
- 25 It is helpful to identify a number of individual arising from the appraisal comments.
- 26 Staff can request a meeting half-way through the year to look at the which has been achieved.
- 27 If staff act on any appraisal comments, they will demonstrate their to their work.

SECTION 2 Questions 15–27

Read the text below and answer Questions 15–21.

How to prepare for an interview

Why prepare?

There are three main reasons.

- One:* Although you can't guess every question you might be asked, if you are prepared you can tailor your answers to fit.
- Two:* If you're well prepared, you will have more confidence and this will affect the way you come across.
- Three:* Attitude matters. Prospective employers will choose a not-quite-perfect but willing candidate over a brilliant one who obviously isn't bothered.

What to prepare?

Find out about the organisation

- Visit the website and read any materials that you have been sent. If nothing has been sent, phone the company to ask for any reading matter they may have.
- Talk to anyone you know who works there already.

Find out about the job

- Ask for a job description or specification. This will tell you the duties that go with the job.
- Talk to anyone you know who is familiar with the work you may be doing.

Find out what the employer is looking for

- Make a list of the skills specified in the job advertisement.
- Think of examples to back up claims that you have these skills.

You can then answer most of the questions that will come up, such as 'Tell me more about how you work in a team'.

Add in a few 'lessons learned' – what you did and how you might have done it better. You can also outline any voluntary work you have done for a charity, or any experience of paid work in an unrelated sector.

Preparing for other kinds of questions

Interviewers are also looking for someone who is likely to stay with the organisation and progress within it. Prepare to answer questions about your ambitions for the future.

You may also be asked to account for gaps in your career history, if you have any. Be positive and accentuate the learning or experience you gained during these periods.

Preparing your own questions

- **Do** ask technical questions about software, systems and structures and how things are done.
- **Do** ask about possibilities for training.
- **Don't** ask about salary unless you have been offered the job.

When you've prepared as much as this, you've got a good chance of success.

Good luck!

Questions 15–21

Complete the sentences below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 15–21 on your answer sheet.

- 15 By preparing for your interview, you will gain which will help you present yourself well.
- 16 Read through any documents you have received about the company and also go to their
- 17 Check the job description to find out what are involved in the post you have applied for.
- 18 Interviewers may be interested to hear about any unpaid help you have given to a
- 19 Be ready to talk about your for the development of your career.
- 20 Explain any that there are in your work record and clarify how you used the time to improve your skills.
- 21 Questions about should be delayed until a later stage.

Test 4

Read the text below and answer Questions 22–27.

Setting up your own business

Here are some ideas about how you should start:

Know your market

So you know what you want to sell – the most important thing is that it should be something that people want to buy. Start by thinking about who your target customers are. Are they people who live locally? Are they a particular group of people?

Now look at your competitors. What is different about what you will be doing and how will you persuade people to come to you instead of going to someone who is already established?

How will you reach the customers?

Will you promote your product by phoning people, or visiting local traders, or advertising in magazines or online? Will your delivery system be direct or through shops?

How will your business work?

Now think about what your business needs to succeed. Do you need to look for premises or can you work from home? Do you need to invest in manufacturing equipment to start with?

Is the business something that you can do on your own, or if you get more work will you be looking to recruit staff? If so, what skills would they need?

Whether you're a sole operator or are looking to recruit a team, effective management is essential.

The law regulates how companies are run and you need to set aside the time to see that this is done properly, in relation to issues like accounting, insurance and tax.

The money!

As you are working out the prices for your products, you need to make sure you build in all your costs. Remember you will probably need help from an accountant at least once a year, so build that in too, and do a forecast of how much money you think will flow in and out of the business.

Look at what you expect to happen over the next three years – and work out what you need to do to break even, as well as the turnover that you hope to achieve to give you a profit. If you think you will need to find some funding to help get the business off the ground, how much will you need and who will you approach to get it?

Your business plan

Now write it all up and call it a business plan.

Questions 22–27

Complete the sentences below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 22–27 on your answer sheet.

Step 1:

Decide who you are going to sell to and compare yourself with the **22** you are going to have.

Step 2:

Consider how you will market your product and your method of **23**

Step 3:

Decide if you will have to find **24** to work in, or buy equipment.

Step 4:

Think whether you will need to take on staff as your business grows.

Step 5:

Make sure you deal with the accounts and other essentials in accordance with the **25**

Step 6:

Calculate all the **26** involved in your business when deciding how much to charge.

Step 7:

Calculate the turnover you are aiming for in order to make a profit in the first three years.

Step 8:

Consider if you require any **27** to start your business, and where to find it.

