

ویرایش نیترو مقالات با ارائه گواهی معتبر
مشاوره در تدوین مقالات انگلیسی و پایان نامه ها و اخذ پذیرش از مجلات و همایش ها

MHLE, TOEFL, TOLIMO, IELTS, EPT, MCHE, MSRT

کنکور کارشناسی، ارشد و دکتری (مبحث زبان)

بسته های آموزشی متنوع با تخفیف های ویژه

با ارائه مدرک معتبر از آکادمی شریف زاده

با عرض تبریک فراوان

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نمونه سوالات آیلتس

بخش ۳

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Academic IELTS Reading Sample 21: Looking for a Market among Adolescents

You should spend about 20 minutes on Questions 14-27 which are based on Reading Passage 21 on the following pages.

A.

In 1992, the most recent year for which data are available, the US tobacco industry spent \$5 billion on domestic marketing. That figure represents a huge increase from the approximate £250-million budget in 1971, when tobacco advertising was banned from television and radio. The current expenditure translates to about \$75 for every adult smoker, or to \$4,500 for every adolescent who became a smoker that year. This apparently high cost to attract a new smoker is very likely **recouped** over the average 25 years that this teen will smoke.

B.

In the first half of this century, leaders of the tobacco companies boasted that innovative mass-marketing strategies built the industry. Recently, however, the tobacco business has maintained that its advertising is geared to draw established smokers to particular brands. But public health advocates insist that such advertising plays a role in generating new demand, with adolescents being the primary target. To explore the issue, we examined several marketing campaigns undertaken over the years and correlated them with the ages smokers say they began their habit. We find that, historically, there is considerable evidence that such campaigns led to an increase in cigarette smoking among adolescents of the targeted group.

C.

National surveys collected the ages at which people started smoking. The 1955 Current Population Survey (CPS) was the first to query respondents for this information, although only summary data survive. Beginning in 1970, however, the National Health Interview Surveys (NHIS) included this question in some polls. Answers from all the surveys were combined to produce a sample of more than 165,000 individuals. Using a respondent's age at the time of the survey and the reported age of initiation, [age they started smoking], the year the person began smoking could be determined. Dividing the number of adolescents (defined as those 12 to 17 years old) who started smoking during a particular interval by the number who were "eligible" to begin at the start of the interval set the initiation rate for that group.

D.

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Mass-marketing campaigns began as early as the 1880s, which boosted tobacco consumption six-fold by 1900. Much of the rise was attributed to a greater number of people smoking cigarettes, as opposed to using cigars, pipes, snuff or chewing tobacco. Marketing strategies included painted billboards and an extensive distribution of coupons, which a recipient could redeem for free cigarettes.... Some brands included soft-porn pictures of women in the packages. Such tactics inspired outcry from educational leaders concerned about their corrupting influence on teenage boys. Thirteen percent of the males surveyed in 1955 who reached adolescence between 1890 and 1910 commenced smoking by 18 years of age, compared with almost no females.

E.

The power of targeted advertising is more apparent if one considers the men born between 1890 and 1899. In 1912, when many of these men were teenagers, the R.J. Reynolds Company launched the Camel brand of cigarettes with a revolutionary approach.... Every city in the country was bombarded with print advertising. According to the 1955 CPS, initiation by age 18 for males in this group jumped to 21.6 percent, a two-thirds increase over those boom before 1890. The NHIS initiation rate also reflected this change. For adolescent males, it went up from 2.9 percent between 1910 and 1912 to 4.9 percent between 1918 and 1921.

F.

It was not until the mid-1920s that social mores permitted cigarette advertising to focus on women.... In 1926 a poster depicted women imploring smokers of Chesterfield cigarettes to "Blow Some My Way". The most successful crusade, however, was for Lucky Strikes, which urged women to "Reach for a Lucky instead of a Sweet." The 1955 CPS data showed that 7 percent of the women who were adolescents during the mid-1920s had started smoking by age 18, compared with only 2 percent in the preceding generation of female adolescents. Initiation rates from the NHIS data for adolescent girls were observed to increase threefold, from 0.6 percent between 1922 and 1925 to 1.8 percent between 1930 and 1933. In contrast, rates for males rose only slightly.

G.

The next major boost in smoking initiation in adolescent females occurred in the late 1960s. In 1967 the tobacco industry launched "niche" brands aimed exclusively at women. The most popular was Virginia Slims. The visuals of this campaign emphasized a woman who was strong, independent and very thin.... Initiation in female adolescents nearly doubled, from 3.7 percent between 1964 and 1967 to 6.2 percent between 1972 and 1975 (NHIS data). During the same period, rates for adolescent males remained stable.

H.

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Thus, in four distinct instances over the past 100 years, innovative and directed tobacco marketing campaigns were associated with marked **surges** in primary demand from adolescents only in the target group. The first two were directed at males and the second two at females. Of course, other factors helped to entrench smoking in society.... Yet it is clear from the data that advertising has been an overwhelming force in attracting new users.

Questions 14-19

Reading Passage 21 has eight paragraphs (A-H). Choose the most suitable heading for each paragraph from the list of headings below.

Write the appropriate numbers (i-xi) in boxes 14-19 on your answer sheet.

NB There are more headings than paragraphs so you will not use all of them. You may use any heading more than once.

List of Headings

- i Gathering the information
- ii Cigarettes produced to match an image
- iii Financial outlay on marketing
- iv The first advertising methods
- v Pressure causes a drop in sales
- vi Changing attitudes allow new marketing tactics
- vii Background to the research
- viii A public uproar is avoided
- ix The innovative move to written adverts
- x A century of uninhibited smoking
- xi Conclusions of the research

Example Answer

Paragraph H xi

- 14. Paragraph A
- 15. Paragraph B
- 16. Paragraph C
- 17. Paragraph E
- 18. Paragraph F
- 19. Paragraph G

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Questions 20-24

Do the following statements agree with the information in Reading Passage 21? In boxes 20-24 write:

YES	if the statement is true according to the passage
NO	if the statement contradicts the passage
NOT GIVEN	if there is no information about this in the passage

20. Cigarette marketing has declined in the US since tobacco advertising banned on TV.
21. Tobacco companies claim that their advertising targets existing smokers.
22. The difference in initiation rates between male and female smokers at of the 19th century was due to selective marketing.
23. Women who took up smoking in the past lost weight.
24. The two surveys show different trends in cigarette initiation.

Questions 25-27

Complete the sentences below with words taken from the Reading Passage. Use **NO MORE THAN THREE WORDS** for each answer. Write your answers in boxes 25-27 on your answer sheet.

Tobacco companies are currently being accused of aiming their advertisements mainly at (25) Statistics on smoking habits for men born between 1890 and 1899 were gathered in the year (26) The (27) brand of cigarettes was designed for a particular sex.

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Answers

14. iii
15. vii
16. i
17. ix
18. vi
19. ii
20. NO
21. YES
22. YES
23. NOT GIVEN
24. NO
25. adolescents
26. 1955
27. Virginia Slims

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Academic IELTS Reading Sample 22: First Impressions Count

A

Traditionally uniforms were — and for some industries still are — manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense -- those for the military, for example, were originally intended to impress and even terrify the enemy; other uniforms denoted a hierarchy -- chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.

B

The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit — particularly in ‘customer-facing’ industries, and especially in financial services and retailing. From uniforms and workwear has emerged ‘corporate clothing’. “The people you employ are your ambassadors,” says Peter Griffin, managing director of a major retailer in the UK. “What they say, how they look, and how they behave is terribly important.” The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.

C

Truly effective marketing through visual cues such as uniforms is a subtle art, however. **Wittingly** or **unwittingly**, how we look sends all sorts of powerful **subliminal** messages to other people. Dark colours give an **aura** of authority while lighter **pastel** shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can **spill over** and indicate an obsession with power. “If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear innovative, everybody can’t look exactly the same. Subliminally we see all these things,” says Lynn Elvy, a director of image consultants House of Colour.

D

But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a **fraught** process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales - £380 million in 1994.

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E

A successful uniform needs to balance two key sets of needs. On the one hand, no uniform will work if staff feel uncomfortable or ugly. Giving the wearers a choice has become a key element in the way corporate clothing is introduced and managed. On the other, it is pointless if the look doesn't express the business's marketing strategy. The greatest challenge in this respect is time. When it comes to human perceptions, first impressions count. Customers will **size up** the way staff look in just a few seconds, and that few seconds will colour their attitudes from then on. Those few seconds can be so important that big companies are prepared to invest years, and millions of pounds, getting them right.

F

In addition, some uniform companies also offer rental services. "There will be an increasing specialisation in the marketplace," predicts Mr Blyth, Customer Services Manager of a large UK bank. The past two or three years have seen **consolidation**. Increasingly, the big suppliers are becoming 'managing agents', which means they offer a total service to put together the whole complex operation of a company's corporate clothing package -- which includes reliable sourcing, managing the inventory, budget control and distribution to either central locations or to each staff member individually. Huge investments have been made in new systems, information technology and **amassing** quality assurance accreditations.

G

Corporate clothing does have potentials for further growth. Some banks have yet to introduce a full corporate look; police forces are researching a completely new look for the 21st century. And many employees now welcome a company **wardrobe**. A recent survey of staff found that 90 percent welcomed having clothing which reflected the corporate identity.

Questions 28-33

The passage First Impressions Count has seven paragraphs A-G. Which paragraphs discuss the following points? Write the appropriate letters **A-G** in boxes **28-33** on your answer sheet.

Example

the number of companies supplying the corporate clothing market

Answer

D

28. different types of purchasing agreement
29. the original purposes of uniforms
30. the popularity rating of staff uniforms
31. involving employees in the selection of a uniform
32. the changing significance of company uniforms
33. perceptions of different types of dress

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Questions 34-40

Do the following statements agree with the views of the writer of the passage? In boxes 34-40 on your answer sheet write

YES if the statement agrees with the writer's views
NO if the statement contradicts the writer's views
NOT GIVEN if it is impossible to say what the writer thinks about this

34. Uniforms were more carefully made in the past than they are today.
35. Uniforms make employees feel part of a team.
36. Using uniforms as a marketing tool requires great care.
37. Being too smart could have a negative impact on customers.
38. Most businesses that supply company clothing are successful.
39. Uniforms are best selected by marketing consultants.
40. Clothing companies are planning to offer financial services in the future.

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Answers

Answer:

- 28. F
- 29. A
- 30. G
- 31. E
- 32. B
- 33. C
- 34. NOT GIVEN
- 35. YES
- 36. YES
- 37. YES
- 38. NO
- 39. NOT GIVEN
- 40. NO

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Academic IELTS Reading Sample 23: Air Pollution

You should spend about 20 minutes on Questions 1-13 which are based on Reading Passage 23 below.

PART 1

A

Air pollution is increasingly becoming the focus of government and citizen concern around the globe. From Mexico City and New York to Singapore and Tokyo, new solutions to this old problem are being proposed, mailed and implemented with ever increasing speed. It is feared that unless pollution reduction measures are able to keep pace with the continued pressures of urban growth, air quality in many of the world's major cities will deteriorate beyond reason.

B

Action is being taken along several fronts: through new legislation, improved enforcement, and innovative technology. In Los Angeles, state regulations are forcing manufacturers to try to sell ever cleaner cars: their first of the cleanest, titled 'Zero Emission Vehicles', have to be available soon, since they are intended to make up 2 percent of sales in 1997. Local authorities in London are campaigning to be allowed to enforce anti-pollution laws themselves; at present only the police have the power to do so, but they tend to be busy elsewhere. In Singapore, renting out road space to users is the way of the future.

C

When Britain's Royal Automobile Club monitored the exhausts of 60,000 vehicles, it found that 12 percent of them produced more than half the total pollution. Older cars were the worst offenders; though a sizeable number of quite new cars were also identified as gross polluters, they were simply badly tuned. California has developed a scheme to get these gross polluters off the streets: they offer a flat \$700 for any old, run-down vehicle driven in by its owner. The aim is to remove the heaviest-polluting, most decrepit vehicles from the roads.

D

As part of a European Union environmental programme, a London council is resting an infra-red spectrometer from the University of Denver in Colorado. It gauges the pollution from a passing vehicle -- more useful than the annual stationary test that is the British standard today -- by bouncing a beam through the exhaust and measuring what gets blocked. The council's next step may be to link the system to a computerised video camera able to read number plates automatically.

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E

The effort to clean up cars may do little to cut pollution if nothing is done about the tendency to drive them more. Los Angeles has some of the world's cleanest cars -- far better than those of Europe -- but the total number of miles those cars drive continues to grow. One solution is **car-pooling**, an arrangement in which a number of people who share the same destination share the use of one car. However, the average number of people in a car on the freeway in Los Angeles, which is 1.0, has been falling steadily. Increasing it would be an effective way of reducing emissions as well as easing congestion. The trouble is Los Angelinos seem to like being alone in their cars.

F

Singapore has for a while had a scheme that forces drivers to buy a **badge** if they wish to visit a certain part of the city. Electronic innovations make possible increasing sophistication: rates can vary according to road conditions, time of day and so on. Singapore is advancing in this direction, with a city-wide network of transmitters to collect information and charge drivers as they pass certain points. Such road-pricing, however, can be controversial. When the local government in Cambridge, England, considered introducing Singaporean techniques, it faced vocal and ultimately successful opposition.

PART 2

The scope of the problem facing the world's cities is immense. In 1992, the United Nations Environmental Programme and the World Health Organisation (WHO) concluded that all of a sample of twenty megacities -- places likely to have more than ten million inhabitants in the year 2000 -- already exceeded the level the WHO deems healthy in at least one major pollutant. Two-thirds of them exceeded the guidelines for two, seven for three or more.

Of the six pollutants monitored by the WHO -- carbon dioxide, nitrogen dioxide, ozone, sulphur dioxide, lead and **particulate** matter -- it is this last category that is attracting the most attention from health researchers. PM10, a sub-category of particulate matter measuring ten-millionths of a meter across, has been implicated in thousands of deaths a year in Britain alone. Research being conducted in two counties of Southern California is reaching similarly disturbing conclusions concerning this little-understood pollutant.

A worldwide rise in allergies, particularly asthma, over the past four decades is now said to be linked with increased air pollution. The lungs and brains of children who grow up in polluted air offer further evidence of its destructive power. The old and ill, however, are the most vulnerable to the acute effects of heavily polluted stagnant air. It can actually hasten death, so it did in December 1991 when a cloud of exhaust fumes lingered over the city of London for over a week.

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The United Nations has estimated that in the year 2000 there will be twenty-four mega-cities and a further eighty-five cities of more than three million people. The pressure on public officials, corporations and urban citizens to reverse established trends in air pollution is likely to grow in proportion with the growth of cities themselves. Progress is being made. The question, though, remains the same: 'Will change happen quickly enough?'

Questions 1-5

Look at the following solutions (Questions 1-5) and locations. Match each solution with one location. Write the appropriate locations in boxes 1-5 on your answer sheet.

NB You may use any location more than once.

Solutions

1. Manufacturers must sell cleaner cars.
2. Authorities want to have the power to enforce anti-pollution laws.
3. Drivers will be charged according to the roads they use.
4. Moving vehicles will be monitored for their exhaust emissions.
5. Commuters are encouraged to share their vehicles with others.

Locations

Singapore
Tokyo
London
New York
Mexico City
Cambridge
Los Angeles

Questions 6-10

Do the following statements reflect the claims of the writer in Reading Passage 23?

In boxes **6-10** on your answer sheet write

YES if the statement reflects the claims of the writer
NO if the statement contradicts the claims of the writer
NOT GIVEN if it is impossible to say what the writer thinks about this

6. According to British research, a mere twelve percent of vehicles tested produced over fifty percent of total pollution produced by the sample group.
7. It is currently possible to measure the pollution coming from individual vehicles whilst they are moving.
8. Residents of Los Angeles are now tending to reduce the yearly distances they travel by car.

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9. Car-pooling has steadily become more popular in Los Angeles in recent years.

10. Charging drivers for entering certain parts of the city has been successfully done in Cambridge, England.

Questions 11-13

Choose the appropriate letters **A-D** and write them in boxes **11-13** on your answer sheet.

11. How many pollutants currently exceed **WHO** guidelines in all mega cities studied?

- A one
- B two
- C three
- D seven

12. Which pollutant is currently the subject of urgent research?

- A nitrogen dioxide
- B ozone
- C lead
- D particulate matter

13. Which of the following groups of people are the most severely affected by intense air pollution?

- A allergy sufferers
- B children
- C the old and ill
- D asthma sufferers

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Answers

1. Los Angeles
2. London
3. Singapore
4. London
5. Los Angeles
6. YES
7. YES
8. NO
9. NO
10. NO
11. A
12. D
13. C

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Academic IELTS Reading Sample 24: Measuring Organizational Performance

You should spend about 20 minutes on Questions 28-40 which are based on Reading Passage 24 below.

There is clear-cut evidence that, for a period of at least one year, supervision, which increases the direct pressure for productivity can achieve significant increases in production. However, such short-term increases are obtained only at a substantial and serious cost to the organisation.

To what extent can a manager make an impressive earnings record over a short period of one to three years by exploiting the company's investment in the human organisation in his plant or division? To what extent will the quality of his organisation suffer if he does so? The following is a description of an important study conducted by the Institute for Social Research designed to answer these questions.

The study covered 500 clerical employees in four parallel divisions. Each division was organised in exactly the same way, used the same technology, did exactly the same kind of work, and had employees of comparable aptitude.

Productivity in all four of the divisions depended on the number of clerks involved. The work entailed the processing of accounts and generating of invoices. Although the volume of work was considerable, the nature of the business was such that it could only be processed as it came along. Consequently, the only way in which productivity could be increased was to change the size of the workgroup.

The four divisions were assigned to two experimental programmes on a random basis. Each programme was assigned at random a division that had been historically high in productivity and a division that had been below average in productivity. No attempt was made to place a division in the programme that would best fit its habitual methods of supervision used by the manager, assistant managers, supervisors and assistant supervisors.

The experiment at the clerical level lasted for one year. Beforehand, several months were devoted to planning, and there was also a training period of approximately six months. Productivity was measured continuously and computed weekly throughout the year. The attitudes of employees and supervisory staff towards their work were measured just before and after the period.

Turning now to the heart of the study, in two divisions an attempt was made to change the supervision so that the decision levels were pushed down and detailed supervision of the

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workers reduced. More general supervision of the clerks and their supervisors was introduced. In addition, the managers, assistant managers, supervisors and assistant supervisors of these two divisions were trained in group methods of leadership, which they endeavoured to use as much as their skill would permit during the experimental year. For easy reference, the experimental changes in these two divisions will be labelled the 'participative programme'!

Result of the Experiment

In the other two divisions, by contrast, the programme called for modifying the supervision so as to increase the closeness of supervision and move the decision levels upwards. This will be labelled the 'hierarchically controlled programme'. These changes were accomplished by a further extension of the scientific management approach. For example, one of the major changes made was to have the jobs timed and to have standard times computed. This showed that these divisions were overstaffed by about 30%. The general manager then ordered the managers of these two divisions to cut staff by 25%. This was done by transfers without replacing the persons who left; no one was to be dismissed.

Changes in Productivity

Figure 1 shows the changes in salary costs per unit of work, which reflect the change in productivity that occurred in the divisions. As will be observed, the hierarchically controlled programmes increased productivity by about 25%. This was a result of the direct orders from the general manager to reduce staff by that amount. Direct pressures produced a substantial increase in production.

A significant increase in productivity of 20% was also achieved in the participative programme, but this was not as great an increase as in the hierarchically controlled programme. To bring about this improvement, the clerks themselves participated in the decision to reduce the size of the work group. (They were aware of course that productivity increases were sought by management in conducting these experiments.) Obviously, deciding to reduce the size of a work group by eliminating some of its members is probably one of the most difficult decisions for a work group to make. Yet the clerks made it. In fact, one division in the participative programme increased its productivity by about the same amount as each of the two divisions in the hierarchically controlled programme. The other participative division, which historically had been the poorest of all the divisions, did not do so well and increased productivity by only 15%.

Changes in Attitude

Although both programmes had similar effects on productivity, they had significantly different results in other respects. The productivity increases in the hierarchically controlled programme were accompanied by shifts in an adverse direction in such factors as loyalty, attitudes, interest, and involvement in the work. But just the opposite was true in the participative programme.

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For example, Figure 2 shows that when more general supervision and increased participation were provided, the employees' feeling of responsibility to see that the work got done increased. Again, when the supervisor was away, they kept on working. In the hierarchically controlled programme, however, the feeling of responsibility decreased, and when the supervisor was absent, work tended to stop.

As Figure 3 shows, the employees in the participative programme at the end of the year felt that their manager and assistant manager were 'closer to them' than at the beginning of the year. The opposite was true in the hierarchical programme. Moreover, as Figure 4 shows, employees in the participative programme felt that their supervisors were more likely to 'pull' for them, or for the company and them, and not be solely interested in the company, while in the hierarchically controlled programme, the opposite trend occurred.

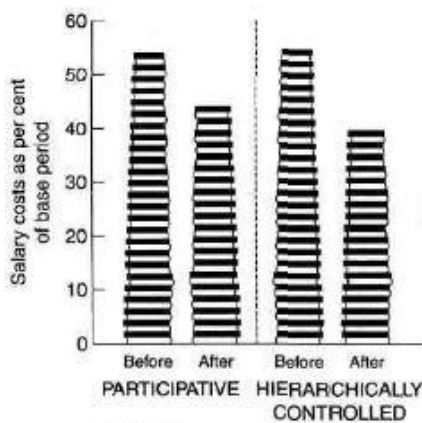


FIGURE 1

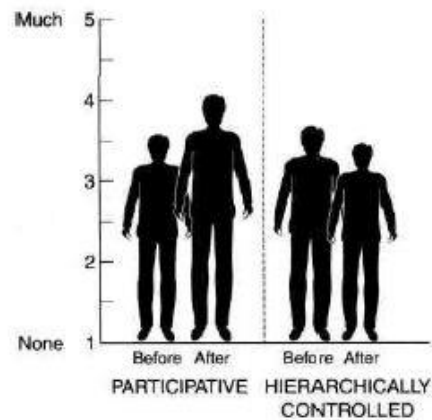


FIGURE 2

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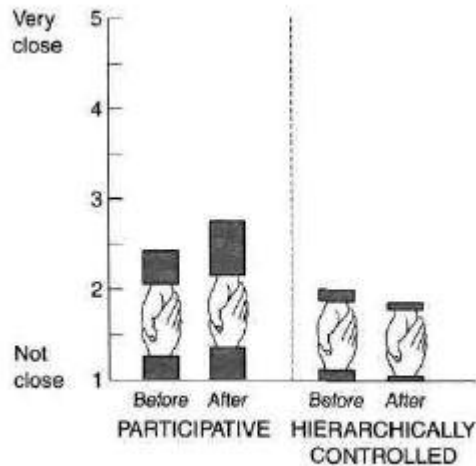


FIGURE 3

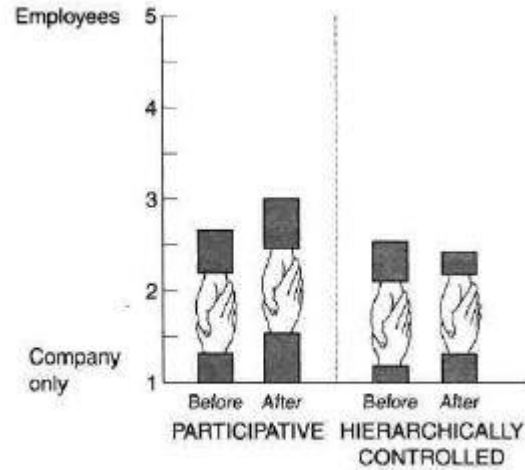


FIGURE 4

Choose the appropriate letters **A-D**, and write them in boxes **28-30** on your Answer Sheet.

28. The experiment was designed to
- A. establish whether increased productivity should be sought at any cost.
 - B. show that four divisions could use the same technology.
 - C. perfect a system for processing accounts.
 - D. exploit the human organisation of a company in order to increase profits.
29. The four divisions
- A. each employed a staff of 500 clerks.
 - B. each had equal levels of productivity.
 - C. had identical patterns of organisation.
 - D. were randomly chosen for the experiment.
30. Before the experiment
- A. the four divisions were carefully selected to suit a specific programme.
 - B. each division was told to reduce its level of productivity.
 - C. the staff involved spent a number of months preparing for the study.
 - D. the employees were questioned about their feelings towards the study.

Questions 31-36

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Complete the summary below. Choose ONE word from Reading Passage 24 for each answer.
Write your answers in boxes 31-36 on your answer sheet.

This experiment involved an organisation comprising four divisions, which were divided into two programmes: the hierarchically controlled programme and the participative programme. For a period of one year a different method of (31) was used in each programme. Throughout this time (32) was calculated on a weekly basis. During the course of the experiment, the following changes were made in an attempt to improve performance.

In the participative programme:

- supervision of all workers was (33)
- supervisory staff were given training in (34)

In the hierarchically controlled programme:

- supervision of all workers was increased.
- work groups were found to be (35) by 30%.
- the workforce was (36) by 25%.

Questions 37-40

Look at Figures 1, 2, 3 and 4 in Reading Passage 24.

Choose the most appropriate label, A-I, for each Figure from the box below.

Write your answers in boxes 37-40 on your answer sheet.

- A. Employees' interest in the company
- B. Cost increases for the company
- C. Changes in productivity
- D. Employees' feelings of responsibility towards completion of work
- E. Changes in productivity when supervisor was absent
- F. Employees' opinion as to extent of personal support from management
- G. Employees feel closer to their supervisors
- H. Employees' feelings towards increased supervision
- I. Supervisors' opinion as to closeness of work group

- 37. Fig 1
- 38. Fig 2
- 39. Fig 3
- 40. Fig 4

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Answers

28. A

29. C

30. C

31. supervision / leadership / management

32. productivity

33. reduced / cut / decreased

34. (group methods of) leadership

35. overstaffed

36. reduced / cut / decreased

37. C

38. D

39. G

40. F

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Academic IELTS Reading Sample 25: Tracking Hurricanes

You should spend about **20** minutes on Questions **1-15** which are based on Reading Passage 24 below.

North American meteorologists from the National Oceanic and Atmospheric Administration (NOAA)'s Hurricane Research Division have recently improved the success rate in their forecasting of where hurricanes are likely to hit land by an estimated 15 to 30%. This increase in accuracy is due to the use of instruments called **GPS-dropwindsondes**, which can probe the atmosphere surrounding a hurricane while it is still out at sea. The atmospheric characteristics of hurricanes over land are well-understood because an investigation is possible with weather balloons containing sophisticated meteorological instruments. When hurricanes are out of reach of balloons, gathering information is **decidedly** more difficult. Little is known of the weather conditions that guide hurricanes towards land.

An accurate estimation of where a hurricane will strike is essential in order to reduce the loss of life and property. Hurricane Andrew, the most costly hurricane in U.S. history, killed 15 people and caused damage of \$35 billion, in today's dollars, in 1992. However, the unnamed¹: Category 4 hurricane, which struck south-east Florida in 1926 and killed 243 people would have caused an estimated \$77 billion if it had struck today. The reason for this is the explosion in population growth and development along the south-east coast of the U.S. during the last half century.

Hurricanes occur in cycles every few decades, the last intense period in the U.S. being from 1940 to 1969. 'Camille', a Category 5 hurricane of such catastrophic force that it caused over a billion and a half dollars worth of damage at the time and killed 256 people, struck the coast of the Gulf of Mexico in 1969 with winds over 320 km/h. Yet, for the last quarter century, hurricane activity has been relatively mild. Scientists do not know the precise reason for the cycles of hurricane activity, but they could be caused by a phenomenon called the 'Atlantic Conveyor'. This is the name given to the gigantic current of water that flows cold from the top of the globe slowly along the Atlantic Ocean floor to Antarctica and **resurfaces** decades later before flowing back north, absorbing heat as it crosses the equator. Since hurricanes derive their energy from the heat of warm water, it is thought that an increase in the speed of the 'Conveyor', as it pulls warm water to the north, is an indicator of intensifying hurricane activity.

The use of GPS-dropwindsondes began in 1997. Small sensing devices dropped from planes at very high altitudes and over a wide area, they are far more revealing than previously used sensors. Because they weigh only 0.4 kilograms, they are able to stay aloft for longer periods and broadcast more data to the ground. Each **sonde** carries its own global positioning satellite receiver. The GPS signals received are used to calculate the direction and speed of the wind,

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and data on temperature, humidity, and barometric pressure at half second intervals all the way down to the ocean surface.

Dropwindsonde information is fed into a special meteorological computer in Maryland which generates a global computer model of wind patterns. Data analysts have discovered a greater variability in the winds at sea level than previously believed, but many forecasting problems are beyond a solution, at least for the time being. For instance, it is not yet known why hurricanes can suddenly change in intensity; current computer models often fail to predict whether a hurricane will reach land or else cannot pinpoint where a strike will take place.

One surprising result of a recent computer simulation was the destruction of a large part of downtown New York. Hurricane researchers believe that the city is more likely than Miami to suffer a direct hit in the near future. Also, certain geographical features of the coastline near New York make it conceivable that a wall of water called a storm surge pushed ashore by hurricane winds would cause a devastating flooding of Manhattan. A storm surge was responsible for the more than 8000 deaths caused by the hurricane that destroyed the city of Galveston in 1900.

¹ the custom of naming hurricanes began in the early 1950s

² hurricanes are categorised according to their wind speed from Category 1 (least intense) to Category 5 (most intense)

Questions 1 - 4

You are advised to spend about 5 minutes on Questions 1-4.

Refer to Reading Passage 25 "Tracking Hurricanes", and look at Questions 1 - 4 below.

Write your answers in boxes 1 - 4 on your Answer Sheet. The first one has been done for you as an example.

Example:

What do the letters NOAA stand for?
Administration

Answer

National Oceanic and Atmospheric

Q1. Which instruments have recently increased the success rate of U.S. hurricane forecasts?

Q2. What reason is given for the lack of knowledge of hurricanes at sea?

Q3. Why was the hurricane which struck in 1926 not given a name?

Q4. What is the name of the strongest hurricane mentioned in the article?

You are advised to spend about 8 minutes on Questions 5-11.

Look at the table below. According to Reading Passage 1, to whom or what do the phrases on the right refer?

Write your answers in boxes 5-11 on your Answer Sheet. The first one has been done for you

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as an example.

Note that you must give your answer in **NO MORE THAN THREE WORDS**.

WHO or WHAT ?

Ex : *Meteorologist* ...

Q5

Q6

Q7

Q8

Q9

Q10

York.

Q11

have improved their forecasts for hurricanes.

become stronger every few decades.

energises all hurricanes.

is a huge current of water flowing from north to south.

could not stay in the air for a long time.

know more about surface winds than they knew before.

recently predicted a catastrophe for the city of New

is a huge wave of water blown on land by a hurricane.

Questions 12 -15

You are advised to spend about 7 minutes on Questions 12-15.

Refer to Reading Passage 25, and decide which of the answers best completes the following sentences.

Write your answers in boxes 12 -15 on your Answer Sheet. The first one has been done for you as an example.

Example: The main point of the passage is to give information about:

- a) previous U.S. hurricanes
- b) future U.S. hurricanes
- c) forecasting hurricane activity
- d) why hurricanes change in intensity**

Q12. The intensity of U.S. hurricanes:

- a) has increased by 15 to 30% recently
- b) depends on the GPS-dropwindsondes
- c) was greater from 1940 to 1969 than at any previous time
- d) can be more accurately measured by satellite assistance

Q13. The Category 4 hurricane which hit Florida in 1926:

- a) was the most catastrophic to hit the U. S. this century
- b) caused \$77 billion worth of damage
- c) caused an explosion in population growth
- d) none of the above

Q14. Hurricane 'Camille':

- a) caused \$1.5 billion dollars damage in today's money
- b) was the worst U.S. storm this century in terms of life lost

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- c) was named in the 1950s
- d) was not as intense as the hurricane of 1926

Q15. The writer of the passage probably believes that:

- a) accurate tracking of hurricanes might be possible in the future
- b) storm surges only occur within computer simulations
- c) computer predictions are unreliable
- d) the worst hurricanes occur in the U.S.

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Answers

1. GPS-dropwindsondes
2. (weather) balloons
3. (the custom of) naming hurricanes began in the (early) 1950s
4. Camille
5. Hurricanes
6. heat (of water) / warm water
7. (the) Atlantic Conveyor
8. previously used sensors
9. data analysts
10. (a) computer (simulation) / hurricane researchers
11. (a) storm surge
- 12.
13. d
14. b
15. A

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Academic IELTS Reading Sample 26: The Department of Ethnography

You should spend about 20 minutes on Questions 1—12 which are based on Reading Passage 26 below.



The Department of Ethnography was created as a separate department within the British Museum in 1946, after 140 years of gradual development from the original Department of Antiquities. It is concerned with the people of Africa, the Americas, Asia, the Pacific and parts of Europe. While this includes complex kingdoms, as in Africa, and ancient empires, such as those of the Americas, the primary focus of attention in the twentieth century has been on small-scale societies. Through its collections, the Department's specific interest is to document how objects are created and used, and to understand their importance and significance to those who produce them. Such objects can include both the extraordinary and the mundane, the beautiful and the banal.

The collections of the Department of Ethnography include approximately 300,000 artifacts, of which about half are the product of the present century. The Department has a vital role to play in providing information on non-Western cultures to visitors and scholars. To this end, the collecting emphasis has often been less on individual objects than on groups of material which allow the display of a broad range of a society's cultural expressions. Much of the more recent collecting was carried out in the field, sometimes by Museum staff working on general anthropological projects in collaboration with a wide variety of national governments and other institutions. The material collected includes great technical series -- for instance, of textiles from Bolivia, Guatemala, Indonesia and areas of West Africa -- or of artifact types such as boats. The latter include working examples of coracles from India, reed boars from Lake Titicaca in the Andes, kayaks from the Arctic, and dug-out canoes from several countries. The field assemblages, such as those from the Sudan, Madagascar and Yemen, include a whole

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range of material culture representative of one people. This might cover the necessities of life of an African **herdsman** or on Arabian farmer, ritual objects, or even on occasion airport art. Again, a series of acquisitions might represent a decade's fieldwork documenting social experience as expressed in the varieties of clothing and jewellery styles, tents and camel **trappings** from various Middle Eastern countries, or in the developing preferences in personal adornment and dress from Papua New **Guinea**. Particularly interesting are a series of collections which continue to document the evolution of ceremony and of material forms for which the Department already possesses early (if not the earliest) collections formed after the first contact with Europeans.

The importance of these acquisitions extends beyond the objects themselves. They come to the Museum with documentation of the social context, ideally including photographic records. Such acquisitions have multiple purposes. Most significantly they document for future change. Most people think of the cultures represented in the collection in terms of the absence of advanced technology. In fact, traditional practices draw on a continuing wealth of technological **ingenuity**. Limited resources and ecological constraints are often overcome by personal skills that would be regarded as exceptional in the West. Of growing interest is the way in which much of what we might see as disposable is, elsewhere, recycled and reused.

With the Independence of much of Asia and Africa after 1945, it was assumed that economic progress would rapidly lead to the disappearance or assimilation of many small-scale societies. Therefore, it was felt that the Museum should acquire materials representing people whose art or material culture, ritual or political structures were on the point of **irrevocable** change. This attitude altered with the realisation that marginal communities can survive and adapt in spite of partial integration into a notoriously **fickle** world economy. Since the seventeenth century, with the advent of trading companies exporting manufactured textiles to North America and Asia, the importation of cheap goods has often contributed to the destruction of local skills and indigenous markets. On the one hand, modern imported goods may be used in an everyday setting, while on the other hand other traditional objects may still be required for ritually significant events. Within this context trade and exchange attitudes are inverted. What are utilitarian objects to a Westerner may be prized objects in other cultures -- when transformed by local ingenuity -- principally for aesthetic value. In the same way, the West imports goods from other peoples and in certain circumstances categorise them as 'art'.

Collections act as an ever-expanding database, not merely for scholars and anthropologists, but for people involved in a whole range of educational and artistic purposes. These include schools and universities as well as colleges of art and design. The provision of information about non-Western aesthetics and techniques, not just for designers and artists but for all visitors, is a growing responsibility for a Department whose own context is an increasingly multicultural European society.

Questions 1-6

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Do the following statements agree with the information given in Reading Passage 26?

In boxes 1-6 on your answer sheet write

- TRUE** if the statement is true according to the passage
FALSE if the statement is false according to the passage
NOT GIVEN if the information is not given in the passage

Example

The Department of Ethnography replaced the Department of Antiquities at the British Museum.

Answer

FALSE

1. The twentieth-century collections come mainly from mainstream societies such as the US and Europe.
2. The Department of Ethnography focuses mainly on modern societies.
3. The Department concentrates on collecting single unrelated objects of great value.
4. The textile collection of the Department of Ethnography is the largest in the world.
5. Traditional societies are highly inventive in terms of technology.
6. Many small-scale societies have survived and adapted in spite of predictions to the contrary.

Questions 7-12

Some of the exhibits at the Department of Ethnography are listed below (Questions 7-12). The writer gives these exhibits as examples of different collection types. Match each exhibit with the collection type with which it is associated in Reading Passage 26. Write the appropriate letters in boxes 7-12 on your answer sheet.

NB You may use any collection type more than once.

Example

Boats

Answer

AT

Collection Type

- AT** Artifact Types
EC Evolution of Ceremony
FA Field Assemblages
SE Social Experience
TS Technical Series

7. Bolivian textiles
8. Indian coracles

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9. airport art
10. Arctic kayaks
11. necessities of life of an Arabian farmer
12. tents from the Middle East

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Answers

1. FALSE
2. FALSE
3. FALSE
4. NOT GIVEN
5. TRUE
6. TRUE
7. TS
8. AT
9. FA
10. AT
11. FA
12. SE

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Academic IELTS Reading Sample 27: Secrets of the Forests

You should spend about 20 minutes on Questions 13-25 which are based on Reading Passage 27 on the following pages.

A

In 1942 Allan R Holmberg, a doctoral student in anthropology from Yale University, USA, **ventured deep into** the jungle of Bolivian Amazonia and searched out an isolated band of Siriono Indians. The Siriono, Holmberg later wrote, led a "strikingly backward" existence. Their villages were little more than clusters of **thatched huts**. Life itself was a perpetual and punishing search for food: some families grew **manioc** and other **starchy** crops in small garden plots cleared from the forest, while other members of the tribe **soured** the country for small game and promising fish holes. When local resources became **depleted**, the tribe moved on. As for technology, Holmberg noted, the Siriono "may be classified among the most handicapped peoples of the world". Other than bows, arrows and **crude digging sticks**, the only tools the Siriono seemed to possess were "two **machetes** worn to the size of pocket-knives".

B

Although the lives of the Siriono have changed in the intervening decades, the image of them as Stone Age **relics** has endured. Indeed, in many respects, the Siriono epitomize the popular conception of life in Amazonia. To casual observers, as well as to influential natural scientists and regional planners, the luxuriant forests of Amazonia seem **ageless, unconquerable**, a habitat totally hostile to human civilization. The apparent simplicity of Indian ways of life has been judged an evolutionary adaptation to forest ecology, living proof that Amazonia could not -- and cannot -- sustain a more complex society. Archaeological traces of far more elaborate cultures have been dismissed as the ruins of invaders from outside the region, abandoned to decay in the uncompromising tropical environment.

C

The popular conception of Amazonia and its native residents would be enormously consequential if it were true. But the human history of Amazonia in the past 11,000 years **betrays** that view as myth. Evidence gathered in recent years from anthropology and archaeology indicates that the region has supported a series of indigenous cultures for eleven thousand years; an extensive network of complex societies -- some with populations perhaps as large as 100,000 -- thrived there for more than 1,000 years before the arrival of Europeans. (Indeed, some contemporary tribes, including the Siriono, still live among the **earthworks** of earlier cultures.) Far from being evolutionarily **retarded**, prehistoric Amazonian people

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developed technologies and cultures that were advanced for their time. If the lives of Indians today seem "primitive", the appearance is not the result of some environmental adaptation or ecological barrier; rather it is a comparatively recent adaptation to centuries of economic and political pressure. Investigators who argue otherwise have **unwittingly** projected the present onto the past.

D

The evidence for a revised view of Amazonia will **take many people by surprise**. Ecologists have assumed that tropical ecosystems were shaped entirely by natural forces and they have focused their research on habitats they believe have escaped human influence. But as the University of Florida ecologist, Peter Feinsinger, has noted, an approach that leaves people out of the equation is no longer tenable. The archaeological evidence shows that the natural history of Amazonia is to a surprising extent tied to the activities of its prehistoric inhabitants.

E

The realization comes none too soon. In June 1992 political and environmental leaders from across the world met in Rio de Janeiro to discuss how developing countries can advance their economies without destroying their natural resources. The challenge is especially difficult in Amazonia. Because the tropical forest has been depicted as ecologically **unfit** for large-scale human occupation, some environmentalists have opposed development of any kind. Ironically, one major **casualty** of that extreme position has been the environment itself. While policy makers struggle to define and implement appropriate legislation, development of the most destructive kind has continued **apace** over vast areas.

F

The other major casualty of the "naturalism" of environmental scientists has been the indigenous Amazonians, whose habits of hunting, fishing, and **slash-and-burn** cultivation often have been represented as harmful to the habitat. In the clash between environmentalists and developers, the Indians, whose presence is, in fact, crucial to the survival of the forest, have suffered the most. The new understanding of the pre-history of Amazonia, however, points toward a middle ground. Archaeology makes clear that with judicious management selected parts of the region could support more people than anyone thought before. The long-buried past, it seems, offers hope for the future.

Questions 13-15

Reading Passage 27 has six sections A-F.

Choose the most suitable headings for sections A, B, and D from the list of headings below.

Write the appropriate numbers i-vii in boxes 13-15 on your answer sheet.

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Example
Paragraph C

Answer
iv

List of Headings

- i Amazonia as unable to sustain complex societies
- ii The role of recent technology in ecological research in Amazonia
- iii The hostility of the indigenous population to North American influences
- iv Recent evidence
- v Early research among the Indian Amazons
- vi The influence of prehistoric inhabitants on Amazonian natural history
- vii The great difficulty of changing local attitudes and practices

- 13 Section A
- 14 Section B
- 15 Section D

Questions 16-21

Do the following statements agree with the views of the writer in Reading Passage 27? In boxes 16—21 on your answer sheet write:

- YES if the statement agrees with the views of the writer
- NO if the statement contradicts the views of the writer
- NOT GIVEN if it is impossible to say what the writer thinks about this

Example

The prehistoric inhabitants of Amazonia were relatively backward in technological terms.

Answer

NO

- 16. The reason for the simplicity of the Indian way of life is that Amazonia has always been unable to support a more complex society.
- 17. There is a crucial popular misconception about the human history of Amazonia.
- 18. There are lessons to be learned from similar ecosystems in other parts of the world.
- 19. Most ecologists were aware that the areas of Amazonia they were working in had been

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shaped by human settlement.

20. The indigenous Amazonian Indians are necessary to the well-being of the forest.

21. It would be possible for certain parts of Amazonia to support a higher population.

Questions 22-25

Choose the appropriate letters A-D and write them in boxes 22-25 on your answer sheet.

22. In 1942 the US anthropology student concluded that the Siriono

- A. were unusually aggressive and cruel.
- B. had had their way of life destroyed by invaders.
- C. were an extremely primitive society.
- D. had only recently made permanent settlements.

23. The author believes recent discoveries of the remains of complex societies in Amazonia

- A. are evidence of early indigenous communities.
- B. are the remains of settlements by invaders.
- C. are the ruins of communities established since the European invasions.
- D. show the region has only relatively recently been covered by forest.

24. The assumption that the tropical ecosystem of Amazonia has been created solely by natural forces

- A. has often been questioned by ecologists in the past.
- B. has been shown to be incorrect by recent research.
- C. was made by Peter Feinsinger and other ecologists.
- D. has led to some fruitful discoveries.

25. The application of our new insights into the Amazonian past would

- A. warn us against allowing any development at all.
- B. cause further suffering to the Indian communities.
- C. change present policies on development in the region.
- D. reduce the amount of hunting, fishing, and 'slash-and-burn'.

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Answers

13. v

14. i

15. vi

16. NO

17. YES

18. NOT GIVEN

19. NO

20. YES

21. YES

22. C

23. A

24. B

25. C

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Academic IELTS Reading Sample 28: Cleaning up The Thames

You should spend about 20 minutes on Questions 1 – 14 which are based on Reading Passage 28 below.

The River Thames, which was biologically “dead” as recently as the 1960s, is now the cleanest metropolitan river in the world, according to the Thames Water Company. The company says that thanks to major investment in better sewage treatment in London and the Thames Valley, the river that flows through the United Kingdom capital and the Thames Estuary into the North Sea is cleaner now than it has been for 130 years. The Fisheries Department, who are responsible for monitoring fish levels in the River Thames, has reported that the river has again become the home to 115 species of fish including sea bass, flounder, salmon, smelt, and shad. Recently, a porpoise was spotted cavorting in the river near central London.

But things were not always so rosy. In the 1950s, sewer outflows and industrial effluent had killed the river. It was starved of oxygen and could no longer support aquatic life. Until the early 1970s, if you fell into the Thames, you would have had to be rushed to the hospital to get your stomach pumped. A clean-up operation began in the 1960s. Several Parliamentary Committees and Royal Commissions were set up, and, over time, legislation has been introduced that put the onus on polluters -- effluent-producing premises and businesses to dispose of waste responsibly. In 1964 the Greater London Council (GLC) began work on greatly enlarged sewage works, which were completed in 1974.

The Thames clean-up is not over, though. It is still going on, and it involves many disparate arms of government and a wide range of non-government stakeholder groups, all representing a necessary aspect of the task. In London’s case, the urban and non-urban London boroughs that flank the river’s course each has its own reasons for keeping “their” river nice. And if their own reasons do not hold out a sufficiently attractive carrot, the government also wields a compelling stick. The 2000 Local Government Act requires each local borough to “prepare a community strategy for promoting or improving the economic, social, and environmental well-being of their area.” And if your area includes a stretch of river, that means a sustainable river development strategy.

Further legislation aimed at improving and sustaining the river’s viability has been proposed. There is now legislation that protects the River Thames, either specifically or as part of a general environmental clause, in the Local Government Act, the London Acts, and the law that created the post of the mayor of London. And these are only the tip of an iceberg that includes industrial, public health and environmental protection regulations. The result is a wide range

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of bodies officially charged, in one way or another, with maintaining the Thames as a public amenity. For example, Transport for London -- the agency responsible for transport in the capital -- plays a role in regulating river use and river users. They now are responsible for controlling the effluents and rubbish coming from craft using the Thames. This is done by officers on official vessels regularly inspecting craft and doing spot checks. Another example is how Thames Water (TW) has now been charged to reduce the amount of litter that finds its way into the tidal river and its **tributaries**. TW's environment and quality manager, Dr. Peter Spillett, said: "This project will build on our investment which has dramatically improved the water quality of the river. London should not be spoiled by litter which belongs in the bin not the river." Thousands of tons of rubbish end up in the river each year, from badly stored waste, people throwing litter off boats, and rubbish in the street being **blown** or washed into the river. Once litter hits the water, it becomes too heavy to be blown away again and therefore the rivers act as a sink in the system. While the Port of London already collects up to 3,000 tons of solid waste from the tideway every year, Thames Water now plans to introduce a new device to capture more rubbish floating down the river. It consists of a huge cage that sits in the flow of water and gathers the passing rubbish. **Moored** just offshore in front of the Royal Naval College at Greenwich, south-east London, the device is expected to capture up to 20 tons of floating litter each year. If washed out to sea, this rubbish can kill marine mammals, fish and birds. This machine, known as the Rubbish Muncher, is hoped to be the first of many, as the TW is now looking for sponsors to pay for more cages elsewhere along the Thames.

Monitoring of the cleanliness of the River Thames in the past was the responsibility of a **welter** of agencies -- British Waterways, Port of London Authority, the Environment Agency, the Health and Safety Commission, Thames Water -- as well as academic departments and national and local environment groups. If something was not right, someone **was bound to call foul** and hold somebody to account, whether it was the local authority, an individual polluter or any of the many public and private sector bodies that bore a share of the responsibility for maintaining the River Thames as a public amenity. Although they will all still have their part to play, there is now a central department in the Environment Agency, which has the **remit** of monitoring the Thames. This centralisation of accountability will, it is hoped, lead to more efficient control and enforcement.

[Source: US Water News 2000]

Questions 1-6

Some of the actions taken to clean up the River Thames are listed below.

The writer gives these actions as examples of things that have been done by various agencies connected with the River Thames.

Match each action with the agency responsible for doing it. Write the appropriate letters (A-G) in boxes 1-6 on your answer sheet.

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Example	Answer
The Fisheries Department	D

Actions to Clean up the River Thames

- A. Operating the Rubbish Muncher
- B. Creating Community Strategies
- C. Monitoring the Cleanliness of the River Thames
- D. Monitoring Fish Levels
- E. Collecting Solid Waste from the Tideway
- F. Creating Enlarged Sewage Works
- G. Controlling the River Thames' Traffic

1. The Environment Agency
2. Transport for London
3. The Greater London Council
4. Thames Water
5. Port of London
6. Local Boroughs

Questions 7-14

Do the following statements agree with the views of the writer of the reading passage on Cleaning up the Thames?

In Boxes 7-14 write:

- Y** if the statement agrees with the writer
N if the statement doesn't agree with the writer
NG if it is impossible to say what the writer thinks about this

7. The Thames is now cleaner than it was in 1900.
8. Swimming in the Thames now poses no health hazards.

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9. It is now mainly the responsibility of those who pollute the Thames to clean their waste up.
10. All local London boroughs are now partly responsible for keeping the Thames clean.
11. Transport for London now employs a type of River Police to enforce control of their regulations.
12. Rubbish Munchers are now situated at various locations on the Thames.
13. Previously no one department had overall responsibility or control for monitoring the cleanliness of the Thames.
14. British Waterways will no longer have any part in keeping the Thames clean.

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Answers

1. C
2. G
3. F
4. A
5. E
6. B
7. Y
8. NG
9. N
10. Y
11. Y
12. N
13. Y
14. N

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Academic IELTS Reading Sample 29: Deer Farming In Australia

Paragraph A

Deer are not indigenous to Australia. They were introduced into the country during the nineteenth century under the **acclimatization** programs governing the introduction of exotic species of animals and birds into Australia. Six species of deer were released at various locations. The animals dispersed and established wild populations at various locations across Australia, mostly depending upon their points of release into the wild. These animals formed the basis for the deer industry in Australia today.

Commercial deer farming in Australia commenced in Victoria in 1971 with the authorized capture of **rusa deer** from the Royal National Park, NSW. Until 1985, only four species of deer, two from temperate climates (red, yellow) and two tropical species (**rusa, chital**) were confined for commercial farming. Late in 1985, pressure from industry to increase herd numbers saw the development of import protocols. This resulted in the introduction of large numbers of red deer hybrids from New Zealand and North American **elk** directly from Canada. The national farmed deer herd is now distributed throughout all states although most are in New South Wales and Victoria.

Paragraph B

The number of animals processed annually has continued to increase, despite the downward trend in venison prices since 1997. Of concern is the apparent increase in the number of female animals processed and the number of whole herds committed for processing. With more than 40,000 animals processed in 1998/99 and 60,000 in 1999/2000, there is justified concern that future years may see a dramatic drop in production. At least 85% of all venison produced in Australia is exported, principally to Europe. At least 90% of all **velvet antler** produced is exported in an unprocessed state to Asia.

Schemes to promote Australian deer products continue to have a positive effect on sales that in turn have a positive effect on prices paid to growers. The industry appears to be showing limited signs that it is emerging from a state of depression caused by both internal and external factors that include: (i) the Asian currency **downturn**; (ii) the industry's lack of competitive advantage in influential markets (particularly in respect to New Zealand competition); and (iii) within industry processing and marketing competition for limited product volumes of venison.

Paragraph C

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From the formation of the Australian Deer Breeders Federation in 1979, the industry representative body has evolved through the Deer Farmers Federation of Australia to the Deer Industry Association of Australia Ltd (DIAA), which was registered in 1995. The industry has established two product development and marketing companies, the Australian Deer Horn and Co-Products Pty Ltd (ADH) and the Deer Industry Projects and Development Pty Ltd, which trades as the Deer Industry Company (DIC). ADH collects and markets Australian deer horn and co-products on behalf of Australian deer farmers. It promotes the harvest of **velvet antler** according to the strict quality assurance program promoted by the industry. The company also plans and coordinates regular **velvet accreditation** courses for Australian deer farmers.

Paragraph D

Estimates suggest that until the early 1990s the rate of the annual increase in the number of farmed deer was up to 25%, but after 1993 this rate of increase fell to probably less than 10%. The main reasons for the decline in the deer herd growth rate at such a critical time for the market were: (i) severe drought conditions up to 1998 affecting eastern Australia during 1993-96 and (ii) the consequent slaughter of large numbers of breeding females, at very low prices. These factors combined to decrease confidence within the industry. Lack of confidence saw a drop in new investment within the industry and a lack of willingness of established farmers to expand their **herds**. With the development of strong overseas markets for venison and velvet and the prospect of better seasons ahead in 1996, the trends described were seen to have been significantly reversed. However, the relatively small size of the Australian herd was seen to impose undesirable restraints on the rate at which herd numbers could be expanded to meet the demands for products. Supply difficulties were exacerbated when the supply of products, particularly venison, was maintained by the slaughter of young breeding females. The net result was **depletion** of the industry's female breeding herds.

Paragraph E

Industry programs are funded by **statutory levies** on sales of animals for venison, velvet antler sales and the sale of live animals into export markets. The industry has a 1996-2000 five year plan including animal nutrition, pasture quality, **carcass** quality, antler harvesting, promotional material and technical bulletins. All projects have generated a significant volume of information, which **complements** similar work undertaken in New Zealand and other deer farming countries.

Major projects funded by levy **funds** include the Venison Market Project from 1992 to 1996. This initiative resulted in a dramatic increase in international demand for Australian venison and an increase in the domestic consumption of venison. In an effort to maintain existing venison markets in the short term and to increase them in the long term, in 1997 the industry's top priority became the increase in size and production capacity of the national herd.

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Questions 33 -37

Read the passage about Deer Farming in Australia again and look at the statements below.
In boxes 33-37 on your answer sheet write:

NO	if the statement is true
YES	if the statement is false
NOT GIVEN	if the information is not given in Reading Passage 29.

33. Until 1985 only 2 species of the originally released Australian deer were not used for farming.
34. Since 1985 many imported deer have been **interbred** with the established herds.
35. The drop in deer numbers since 1997 led to an increase in the price of **venison**.
36. Only a small amount of Australian venison production is consumed domestically.
37. Current economic conditions in Asian countries have had **positive** effects on the Australian deer industry.

Questions 38-40

Complete each of the following statements (Questions 38 -40) with words taken from Reading Passage 29.

Write **NO MORE THAN THREE WORDS** for each answer.
Write your answers in boxes **38-40** on your answer sheet.

38. A stringent allows the Australian deer industry to maintain their excellence of product.
39. Herd stock expansion was made difficult by the killing of to continue product supply.
40. Foreign and home markets for Australian venison increased due to the

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Answers

- 33. NO
- 34. YES
- 35. NO
- 36. YES
- 37. NOT GIVEN
- 38. Schemes
- 39. Young breeding females/female breeding herds
- 40. Consumption is increased.

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Academic IELTS Reading Sample 30: Hard Disk Drive Technology

You are advised to spend about 20 minutes on Questions 29-40.



A few years ago, a query about the health of a person's hard disk drive would have been met with a blank stare. Nowadays, almost everyone is aware of this remarkable electronic storage medium that is part of every modern computer, even though most users remain ignorant of the complexity of hard drive technology.

In the early days of computing, an information record of a computer's memory content was kept on punched cards similar to the way in which an automated piano stores the keynote sequences on a piano roll. Later, magnetic tape was used to store electronic signals, and is still the favoured means of economically backing up the contents of hard drives. However, accessing information sequentially stored on tape is slow since the electronic data must be input through a fixed head in a single pass.

Hard disk drives solve this problem by incorporating a spinning platter on which magnetic data can be made accessible via a moving head that reads and writes information across the width of the disk. It is analogous to the way in which a person can choose to play a particular track on a CD player by causing the arm to move the head across the disk. The CD player is, in fact, necessarily similar in design to a hard drive, although there are significant differences in speed of data access.

Most modern hard drives incorporate several platters to further reduce the time spent seeking the required information. Also, some newer drives have two heads; one for reading, and a second head for writing data to disk. This separation of tasks enables much higher densities of magnetic information to be written on the platter, which increases the capacity of the hard drive.

There are three important ways in which the capacity of hard disks has been increased. First, the data code itself has been tightened with express coding techniques. Second, as previously

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noted, the head technology has been improved; and third, the distance between the heads and the platters has been greatly reduced. It is hard to believe, but the head can be made to pass over the magnetised platter at distances of less than 1 microinch (the width of a typical human hair is 5000 microinches). This is achieved by means of a special protective coating applied to the platter. Each of these three improvements enables speedier access to the data.

Hard drives are more commonplace than tape recorders these days, but it must be remembered that they are much more fragile. Treated with respect they may last a number of years, but they are quite easily damaged, often with disastrous consequences for the user, whose precious data can become lost forever. Dropping a drive is almost always fatal, as is passing an incorrect electrical current through one (by faulty connection). Dust and even extremes of temperature can cause failure. Yet, no physical damage can ever result from the input of data via the keyboard or mouse. Of course, over time the magnetised coating on the platters will erode, yet this is almost entirely independent of the amount of use.

There are serious questions being raised about the direction of the future of electronic storage media. Some researchers claim that it would be wiser to invest more time and money in setting up systems for streaming data across networks of computers from centralised banks of information storage. This would avoid the need for each personal computer user to have his or her own copy of a software program resident on a local hard drive. Personal data files could be kept at a central storage unit, and be suitably protected from disaster by a **failsafe** backup system.

As the Internet becomes ever more pervasive, and the speed of access to other machines increases across our telephone lines, it might be possible to **do away with** local storage systems altogether.

Glossary:	
backing up	-- duplicating
sequential(ly)	-- in sequence (or one after the other)
platter	-- circular disk or plate
Streaming data	-- sending or broadcasting information as data

Questions 29 - 31

You are advised to spend about 5 minutes on Questions 29-31.

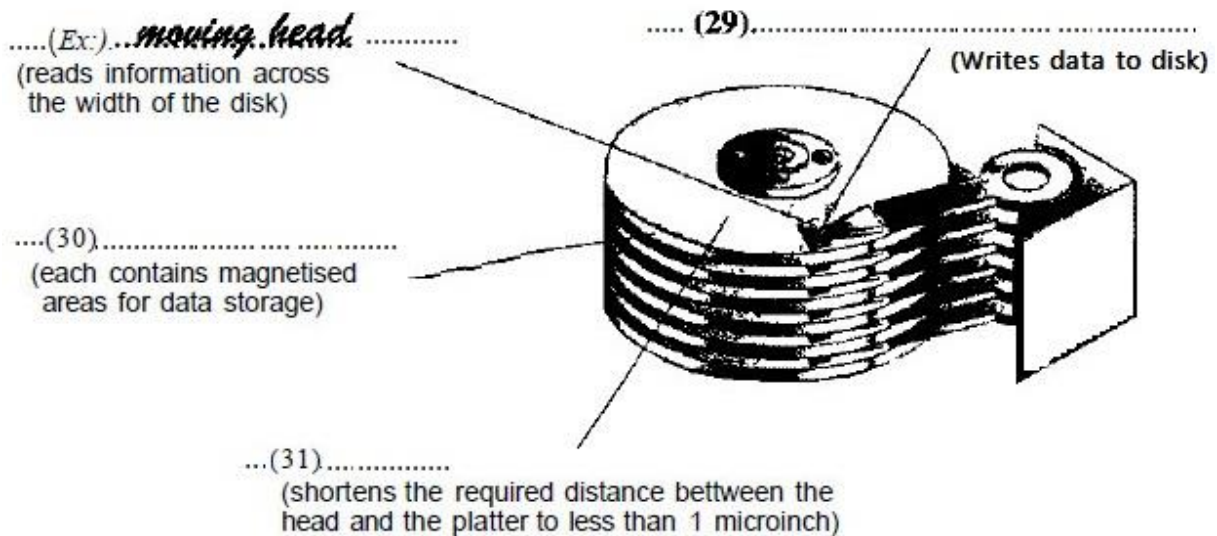
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Refer to Reading Passage 30 "Hard Disk Drive Technology" and the diagram below.
Choose from the words and phrases in the given list, and label the diagram with the correct name of each part of the hard drive.

Write your answers in boxes 29-31 on your Answer Sheet. The first one has been done for you as an example.

Note that you will not need to use every word or phrase in the list.

List of Parts:			
CD player	second head	magnetic tape	moving
head	date code	platter	electric current
protective coating			special



Refer to Reading Passage 30 "Hard Disk Drive Technology", and decide which of the answers best completes the following sentences. Write your answers in boxes 32 - 36 on your Answer Sheet.

The first one has been done for you as an example.

Example: Nowadays, hard disk drive technology is:

- a) less complex
- (b) part of every modern computer

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- c) expensive
- d) not difficult to understand

Q32. Magnetically-coated disks are one of many types of:

- a) sequential access information systems
- b) information storage solutions
- c) tape storage solutions
- d) CD players

Q33. Connecting a hard drive incorrectly usually:

- a) results in excess temperature
- b) erodes the magnetised material on the platters
- c) damages the keyboard or mouse
- d) destroys the drive

Q34. Keyboard or mouse use can easily cause:

- a) incorrect electrical currents
- b) the magnetised coating on the platter to wear out
- c) physical damage to the hard disk drive
- d) none of the above

Q35. In the future, a computer user might be able to access personal data files from:

- a) a central storage unit
- b) a local hard drive
- c) a software program
- d) the local bank

Q36. Centralised banks of storage information could:

- a) offer better protection of a user's data files
- b) stream data across telephone lines
- c) mean the end of local storage systems
- d) all of the above

Questions 37-40

You are advised to spend about 8 minutes on Questions 37-40.

The following text is a summary of part of Reading Passage 30.

Complete each gap in the text by choosing the best phrase from the box below the summary.

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Write your answers in boxes **37 - 40** on your Answer Sheet.

Note that **there are more phrases to choose from than are required**. The first one has been done for you as an example.

Hard disk drives are exceedingly complex and fragile pieces of equipment, but (Ex:) the cheapest way to store computer information is (37) However, it is slow to read back stored information in this way. (38), on the other hand, consists of one or more spinning platters coated with magnetised material holding data made accessible by two moving heads. Modern advances in disk technology have increased the (39) of hard disks. This has been accomplished (40)

- A. storage capacity
- B. on magnetic tape
- C. most computer users know that a hard disk drive is complex
- D. a CD player is faster than a disk drive
- E. A hard disk drive
- F. few computer users are aware of this
- G. in three ways
- H. cost
- I. increasing the size of the platters used
- J. size of the heads

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Answers

29. second head

30. platter

31. special protective coating

32. b

33. d

34. d

35. a

36. d

37. B

38. E

39. A

40. G

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