



IELTS READING/Writing LESSON 7-31-2019/8-01-2019

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Section One Vocabulary

Match the correct word in column A with the definition in column B, then use in a sample sentence

Column A	Column B
VOCABULARY	DEFINITION
1. Emerge (Verb)	A. Arranged in a tidy way; in good order. Syn: well ordered, tidy, well kept.
2. Hierarchy (Noun)	B. The action or process of making something stronger or more solid. Syn: strengthen
3. Homogeneous (Adj)	C. Becoming apparent or prominent. Syn: come out, appear, arise.
4. Cues (Noun)	D. The distinctive atmosphere or quality that seems to surround and be generated by a person, thing, or place. Syn: atmosphere, impression, mood.
5. Neat (Verb)	E. Have an urge or inclination to do something
6. An Aura (Noun)	F. A system in which members of an organization or society are ranked according to relative status or authority. Syn: Pecking order, ranking
7. Consolidation (Noun)	G. Consisting of parts all of the same kind. Syn: identical, Similar
8. Hinder (Verb)	H. Make it difficult for (someone) to do something or for (something) to happen. antonyms: help, facilitate
9. Tempted (Verb)	I. A thing said or done that serves as a signal to an actor or other performer to enter or to begin their speech or performance. Syn: signal, sign, reminder.

Section Two Reading

ARTICLE A

FIRST IMPRESSIONS COUNT

Source

- 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.
- 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.
- 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.
- 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.



5. 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.
6. 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 per cent welcomed having clothing which reflected the corporate identity.

ARTICLE B

How To Make A Great First Impression

Source

First impressions matter – a lot! You only get one shot to make a first impression. While the studies don't agree on one specific number – they all agree that you have less than 30 seconds to impress someone. Some studies even state that you have only seven seconds before someone makes a judgment. You've got a lot to pack into those seven seconds to make your impression a positive one.

1. Show confidence in your body language.

Your body language speaks volumes. It can help you or it can hinder you. When you're nervous, it shows in the way you're standing or what you're doing with your hands. The same goes for when you're confident. Standing tall and making eye contact shows confidence. Think about someone like Oprah – when she walks onto a stage or into a room she commands it. It's not just because she's a prominent and well known speaker, it's because she goes on stage like she owns the place.

If you need a quick boost of confidence before a job interview, presentation, big meeting, or any time really, take a power pose. One great power pose is the wonder woman – your hands on your hips, legs out in a V shape, shoulders and back straight, and chin slightly up. Stay there for a few moments thinking about how confident you are. Try it out for yourself and you'll see how quickly it impacts you.

2. Be aware of the way you speak.

Speak clearly and with an even tone. You don't want to be too loud or too quiet, as you could come across as dominating or shy. We all have little language quirks, from regional slang to overusing filler words. Pay close attention to the way you speak, as these things can make a negative first impression. Slang, in general, should be avoided in professional settings when you're dealing with someone in a position above yours. It's fine among colleagues and in more relaxed settings like an office party or out of office retreat.

Using filler words such as 'um' or 'so' or filling in gaps with 'like' or 'you know' will make you seem less knowledgeable. Pay special attention to your usage of the word 'like'. This is one word that has infiltrated our daily speech and we don't realize how often we use it. If you need time to compose your thoughts, simply pause, or restate the question. If you're asked, 'Can you tell me about a time you solved a problem?', you could reply with 'One time I solved a problem well was...'. This gives you time to think without saying, 'um, a problem was...', and instantly makes you sound more professional.

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3. Put your phone away.

Being on your phone equals rudeness in most professional settings. It indicates that you don't care about what's currently happening and you aren't fully committed or engaged. It doesn't matter if you're the world's best multi-tasker and being on your phone truly doesn't take away your ability to listen when someone's talking. It comes across as rude and instantly creates a negative first impression.

Unless you need your phone to demonstrate something, it should not be in your hand. In a job interview, your phone should remain in your bag on silent for the whole interview. Putting it on silent will ensure that you aren't tempted to check it when it vibrates. Looking at your phone during an interview reduces your chances of getting the job. In any other professional setting, it's simply good business practice. If you're in a meeting, being on your phone is distracting to others and indicates to the team that you're not fully committed to the project.



4. Dress to impress.

The way you present yourself starts with your clothing. Know the appropriate way to dress so you won't be underdressed or overdressed. If you're going for a job interview, think about the type of company you're interviewing with. Startups usually have a more relaxed dress code, while corporate jobs usually require business casual. If you're not sure, business casual is always an appropriate choice.



You don't have to spend a lot of money or go out and buy an entirely new wardrobe. What's important is that your clothes fit well and aren't wrinkled. Invest in a work-appropriate bag or backpack as well. As for shoes, they simply need to be professional. A good rule of thumb is no open-toed shoes, sleeveless dresses, or clothes that are baggy. When in doubt, go with a pair of black pants and a blouse paired with conservative shoes and a simple bag.