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Язык делового общения

Учебно-методическое пособие

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Аннотация

Учебно-методическое пособие имеет коммуниктивно-функциональную направленность, содержит ключевые речевые формулировки и задания для студентов. Основная цель работы — развитие и совершенствование речевых навыков в процессе подготовки к интервью при приеме на работу. Внимание также уделяется умению составить резюме (resume or CV - Curriculum Vitae) и сопроводительное письмо, вести беседу и отвечать на вопросы по предложенной тематике. Используются аутентичные тексты, образцы, диалоги. Приводятся словари слов и словосочетаний.

Предисловие

В большинстве университетов в настоящее время отсутствует система распределения, которая гарантировала бы выпускнику работу по специальности. Существуют центры занятости, которые могут внести ваши данные в свои базы данных, но в общем, сам выпускник отвечает за поиск работы. Поэтому стоит уже во время учебы в университете задуматься о получении работы, которая соответствовала бы получаемому образованию, карьерным ожиданиям и личным предпочтениям. Сейчас многие российские и совместные предприятия требуют хорошего знания английского языка и обычно проводят тестирование во время собеседования по приему на работу.

Предлагаемый учебный материал поможет приобрести практические навыки для подготовки к интервью при приеме на работу, составления резюме и сопроводительного письма на английском языке, предназначен для студентов старших курсов факультета «Энергомашиностроение» и может использоваться как для аудиторных занятий, так и для студентов, желающих самостоятельно повысить культуру устной деловой речи.

Unit 1. APPLYING FOR A JOB

1. Discuss these questions:

1. Why do people work?
2. What is essential in any occupation?
3. What motivates a person to select a particular occupation?
4. What is more interesting for you to have an interesting but low-paid job or to have a boring but well paid job?
5. Did you have any working experience before studying at the University, while studying or during your summer vacations?
6. What are the financial realities in your situation? Do you think it will be easy to get an interesting and well-paid job in your area (in your city) or abroad?

2. Translate wise sayings about work, success and the future:

- Your future begins with whatever in your hands today.
- Focus on the opportunities, not obstacles.
- Successful life is often expensive. It will cost you something to become a champion. Time. Energy. Focus.
- Accept work as God's gift, not punishment.
- Doing your best at this moment puts you in the best place for the next moment. (Oprah Winfrey)
- Reach high, for stars lie hidden in your soul. Dream deep, for every dream precedes the goal. (Pamela Starr)
- The formula for success is simple: Do your best and someone might like it.

3. Match the qualities with the profession:

- **Professions:** teacher, pharmacist, doctor, reporter, computer programmer, waitress, office manager, scientist, bank clerk.
- **Qualities:** patient, alert, skilful, open-minded, dedicated, organised, approachable, understanding, calm, imaginative, logical, creative, knowledgeable, kind, confident, able to cope in a crises, good communication skills, able to work under pressure, sence of humor, polite, tolerant.

Model: *A teacher has to be patient because children need time to learn certain things.*

4. Sort the applications for a job into three piles:

A: These look promising! B: These look possible. C: Thanks, but no thanks (hopeless case).

1. *As you will see from my enclosed CV, I have been working for my present company for ten years. I joined them as assistant works manager and was promoted to production manager last year. Before that I had spent two years taking a full-time diploma course.*
2. *My name is James Brown and I can do great things for your company! I'm 29, unmarried, fit and healthy and I've got all the qualifications and experience to make me the ideal.*
3. *I am sure I would be able to manage the department successfully, as I am good at supervising people and giving clear instructions. I feel that I would be...*
4. *I wish to apply for a job you have advertised. Please send me further details.*
5. *I noted with interest your advertisement for marketing Assistent in today's Daily Planet.*
6. *I am writing about the job in your advertisement in today's Evening Post. I am having five year experience in the export and import trade as well as the qualification you need.*
7. *I am ambitious and my present job doesn't offer me the chance to expand. If you consider that my experience and qualifications are suitable, I would be available for interview at any time.*

8. *I enclose a CV which gives full details of my qualifications and experience. In support of my application, I should like to mention the following points:*
9. *Although my present employees are the first-rate our relationship is excellent, I am keen to extend and I am looking for more rewarding and challenging post.*
10. *I would be grateful if I could discuss the post available in person and perhaps go into my background and my suitability for the post in more detail.*

5. Useful phrases and vocabulary dealing with personality:

- young and ambitious – молодой и целеустремленный;
- with drive, enthusiasm and flexibility – энергичный, решительный, коммуникабельный;
- hard-working, flexible, well-organized and energetic - трудолюбивый, умеет общаться, организованный и энергичный;
- to dress and act professionally – одеваться и вести себя профессионально;
- ability to learn quickly and accurately – способность быстро и точно обучаться.
- age isn't an issue – возраст не имеет значения;

6. Answer typical questions that an interviewer might ask, using if possible exercise 5. In pairs, one person reads the questions, and the other gives answers, then change your roles.

1. Tell me about yourself?
2. What do you think are your strengths and weaknesses?
3. We have a lot of applicants for this job, why should we appoint you?
4. What has been your most valuable experience?
5. How would you describe your personality?
6. When did you last lose your temper? Describe what happened.
7. Which is more important to you: status or money?
8. How long do you think you'd stay with us if you were appointed?
9. Why do you want to leave your present job?
10. What makes you think you'd enjoy working for us?
11. Are you an ambitious person?
12. What would you like to be doing ten years from now?
13. Don't you think you're a little young for this job?
14. What are your long-range goals?
15. What do you do in your spare time?

7. In pairs. Discuss which interview is better and why? Discuss the advantages and disadvantages of the dialogs.

Useful phrases: to establish the atmosphere, to take the initiative, to be obviously nervous, not to use an opportunity, a small talk.

- a. Mr. Anderson: Good afternoon, Miss Otts.
Miss Otts: Good afternoon, Mr. Anderson.
Mr. Anderson: Do sit down.
Miss Otts: Thank you for postponing this interview.
Mr. Anderson: I'm glad we were able to do so. Did you have a good journey?
Miss Otts: Yes, thank you.
- b. Mr. Anderson: Good morning, Miss Otts.
(silence)
Sit down. I see You have no further qualifications since you started working for your farther. Did you attend any classes?
Miss Otts: No. The office hours are very long and as my father was in hospital for some months I often worked very late.

8. In pairs. Discuss strengths and weaknesses of the dialogs.

Useful phrases: to say nothing about, to have to ask, briefly and to the point, to give information in a positive rather than a negative form, to be honest.

- a. Employer: I see you give reading as one of your interests. What kind of books do you read?
Applicant: Oh, anything.
Employer: Do you prefer fact or fiction?
Applicant: I don't mind which.
- b. Employer: I see you give reading as one of your interests. What kind of books do you read?
Applicant: I like autobiographies, history and some historical novels, and sometimes a mystery or a murder for a change.
Employee: Are these in your mother tongue or are they in English?
Applicant: Both, but I must confess they are usually in my own language.

9. There is an interview that may serve as a model for making dialogs.

Interviewer: Yes, your CV seems pretty well up to scratch. Now, I wonder, can you tell me about yourself?

Candidate: Well, I...

Interviewer: Yes?

Candidate: I think I am serious, serious-minded, calm...

Interviewer: You're calm?

Candidate: Yes, well, yes, I like a joke, though, good sense of humor, I don't panic in a crises and I enjoy working with all kinds of people who are, you know, bad-tempered or something like that.

Interviewer: Yes, but where do you see yourself in, let's say, five years' time?

Candidate: Well, it's a sort of a long-range thing. Well, I see myself in the public relations, and one day I must admit, I would rather to open my own consultancy in my home town.

Interviewer: What is it specifically about Anglo-European PR that attracted you?

Candidate: Well, first of all, I want to leave my present employees because they're a small company and I know about Anglo-European PR, I mean, they're a good company, larger, I think I'll have more scope. The work will be more challenging. I mean, quite a lot what I do at present is quite boring, it's routine work.

Interviewer: And you'd like to move on?

Candidate: Yes, if I could, you know, hopefully to a job that gives me more opportunity. So I can use my initiative.

Interviewer: Mhm.

Candidate: Can I just ask you a question...coughs...excuse me... I'd like to get this job with Anglo-European, would I be able to work abroad in one of your overseas branches?

Interviewer: Oh, yes, certainly. Our staff regularly do six-month placements in our branches. So, I'm sure you might ...

Candidate: Six oh, well, that's good, that's what I'm interested in.

Interviewer: I know we're all human beings here, and I'd like to know what you consider your strengths and weaknesses.

Candidate: Strengths and weaknesses? Well, I mentioned before, I think my sense of humor and my ability to work with all types of people is a particular strength.

Interviewer: Yes.

Candidate: My weaknesses? I don't know, I suppose I am a bit of a perfectionist I am quite often dissatisfied with what I've done. I always think I can do it better or, you know, in a different way.

Interviewer: I wouldn't call that a weaknesses, I'd call that a strength.

Candidate: Well, that's good, well, I mean, apart from that, I suppose, I get a little bit of the Wanderlust, and that's why I want to travel. I'm easily bored with repetitions of procedure.

Interviewer: Do you have a lack of commitment?

Candidate: No, not at all. No, Once my goals are set and I've got the right sort of initiative then I'm committed as anybody else.

Interviewer: Not one of that people who wanders off?

Candidate: No, not at all.

Interviewer: Now, is there anything else you'd like to ask me?

Candidate: Yes, if I can just get down to the nitty-gritty: would the salary be reviewed at the end of the year?

Interviewer: Yes the salary would be reviewed every six months. And after six months you'd also be eligible to share the company's bonus scheme.

Candidate: Oh, I did not know that. Oh, that's good, yes.

Interviewer: Right, well time is pressing on, I'm afraid so thank you very much for coming to see me and we'll be in touch with you before the end of the week.

Candidate: Good. Well, thank you for seeing me.

Interviewer: Goodbye.

Candidate: Bye.

10. Interview about the first job. Choose between the past simple, past continuous or past perfect.

Interviewer: So, Why did you quit your last job?

Candidate: Well, at the time I (1) was working (work) as a financial officer for an International Accountancy firm in London. I (2).....(be) in the same company for three years.

Interviewer: How (3)(you/ get) the job?

Candidate: Just after I(4)(finish) the university I (5)(go) to the job fair. I still (6)(decide) what I wanted to do and I was interested to see what kind of jobs there (7).....(be) at the fair. While I (8).....(look) information on the stands for a large international accountancy firm, someone (9)(give) me an application form to fill in. I thought this might be a good carrier opportunity for me as I (10)(already/ take) some accountancy exams for my degree. So I (11).....(complete) the form and (12).....(send) it off. They (13)(interview) me the following week and I got the job.

At first I (14).....((feel) satisfied with the job, but as time went by, things (15)(change) and I began to hate working there.

Interviewer: So what (16)(go) wrong?

Candidate: Well the situation was this: I (17).....(work) for a person who was very difficult, very demanding, never satisfied. What's more, my job (18)(become) too repetitive and I really wanted to do something more creative. So, that's why I resigned. I (19)(not have) another job to go to, but I knew I (20)(have) to make a change.

11. Ask questions during the interview to let the employee know that you are really interested in the job:

1. What would my responsibilities be?
2. Do your employees receive training?
3. What is the salary range?
4. Are there any benefits (insurance, pension plan, vacation, holidays)?
5. When does the working day begins and end?
6. Are there opportunities for advancement?
7. May I ring you on and ask about the availability of the position?

12. Change these sentences to a polite form according to the model:

Model: I was wondering + if/when + sentence
Could you tell me + how/what + sentence

1. Is there any overtime?
2. When would I start?
3. Is there any training?
4. How often do you give raises?
5. Is there a probation period?
6. Is there medical insurance?

13. Read the following sentences and say what mistakes the person made during the interview:

1. I wish I had known more about the company.
2. I wish I hadn't been nervous.
3. I wish I had shaken hands with my interviewer.
4. I wish I hadn't forgotten what I wanted to say.
5. I wish I had answered the interviewer's questions properly.
6. I wish I hadn't spilt the cup of coffee I was given.

14. In pairs, make dialogs using Exercises 9, 11 and 12.

UNIT 2. WRITING A RESUME AND A LETTER OF APPLICATION

1. Recommendations on writing a CV.

A CV ("curriculum vitae" or "resume") is essential if you are applying for a new job or for a promotion within your own company, or even register as a delegate at a conference. Some information must be given in your CV, some in your letter of application. There are no fixed international rules about this: different countries have different practices.

2. Match the words (1-7) to the definitions (a-g)

- | | |
|-----------------|--|
| 1. confidence | a. liking to have everything tidy |
| 2. neatness | b. connected with what is happening, being discussed, done, etc. |
| 3. modest | c. ability to do something expertly and well |
| 4. to highlight | d. believe in oneself or others |
| 5. relevant | e. having or showing a not too high opinion of one's merits, abilities |
| 6. skill | f. ready to help, to do what is needed, asked, etc. |
| 7. willingness | g. to give prominence or emphasis to |

3. Points to keep in mind:

1. Honesty. Tell the truth. Employees do verify resumes.
2. Confidence. You are asking someone to hire you and pay you money. If you are too modest or too unsure of your abilities, no one is going to hire you.
3. Neatness. The layout should be stylish and conservative, easy and attractive to read.
4. It is brief. It is presumably one page in length, in "telegraphic style".
5. It is without error. Spelling, grammar, and punctuation must be impeccable.

4. Comment on why the following resume is effective enough, using exercises 2, 3.

ROBERT E. BROWN
5340 Tower Avenue
Bolton, MA 01437
(413)848-7653

JOB OBJECTIVE	Automobile mechanic in car dealership
EDUCATION	Northwest Technical College Large engine repair (night courses) Bolton High School Graduated June, 1983 Major course emphasis: Auto Mechanics I, II, III Small Engine Repair Power Mechanics
EXPERIENCE	
2002 – present	Frank's Texaco Service Auto mechanic, gas station attendant (part time) <ul style="list-style-type: none">• Numerous customers• 88% customer satisfaction• Own automotive tools
2004 – present	Restored several stock cars <ul style="list-style-type: none">• Was asked to display one car at Bolton Mall• Sold two cars at 50% profit
AWARDS AND MEMBERSHIP	
2002-2003	Member, Bolton High School Automotive Club
2004	Stock car entry took 3 rd place, Dade Country Fair
REFERENCES	Available upon request

5. The letter of application.

The letter of application can be important and normally contains four paragraphs in which you should:

- confirm that you wish to apply and say where you learnt about the job,
- say why you are interested in the position and relate your interests with those of the company,
- show that you can contribute for the job by highlighting your most relevant skills and experience,
- indicate your willingness to attend an interview (and possibly say when you would be free to attend).

6. Useful phrases and vocabulary.

With reference to your advertisement in ...
I would like to apply to the position of ...
I am writing to apply for the position of ...
I feel I am well qualified for the position

На Ваше объявление в ...
Я хотел бы претендовать на должность...
Я претендую на должность...
Полагаю, что моя квалификация соответствует

because ...

I would be happy to give you more details and can be contacted at any time.

должности...

Я буду рад предоставить Вам дополнительные сведения и встретиться в любое время.

I would be happy to come to an interview at any time convenient to you.

I enclose a copy of my CV.

A full CV is attached.

I look forward to hearing from you.

Я буду рад придти на собеседование в любое удобное для Вас время.

Прилагаю копию анкеты.

Подробная анкета прилагается.

Жду ответа от Вас.

7. Comment on why the following letter of application is effective enough, using exercise 5.

10 Sane Street
Surrey UK
Tel/fsx

Ms. Gale Games
21 Blackmail Road
Cambridge

5 October 2004

Dear Ms. Games

I would like to apply for the position of a Senior Sales Manager advertised in The Economist on 4 October 2004.

My work experience has familiarized me with many of the challenges of the sales domain. I am sure that this together with my education and my understanding of the needs of the IT market would be extremely relevant to the position.

Moreover, my fluent French and proficient Spanish would be very helpful in developing the business of these countries.

As you will notice on my enclosed resume, the position you are offering involves the issues I have been in charge of for these years.

I would be pleased to come for an interview any time convenient to you.

I look forward to your reply.

Yours sincerely,

Erik Davidson

8. Look at the outline of the letter and arrange the information below properly.

a) Although I am presently employed by a non-profit making organization, it has always been my intention to work in a commercial environment. I would particularly welcome the chance to work for your company as I have long admired both quality of the products that it provides and its position as a defender of environmental causes. As you will notice from my enclosed VC, the job you are offering suits both my personal and professional interests.

b) I would be pleased to discuss my curriculum vitae with you in more detail at the interview. In the meantime, please do not hesitate to contact me if you require further information. I look forward to hearing from you.

c) Dear Ms. Baudoin

d) 8th January 2000

e) I am writing to apply for the position which was advertised last month in the Independent.

f) 52 Hanover Street Edinburgh

EH2 5LM, UK

9. This is a part of the report the personnel manager wrote after interviewing a candidate for a position of Director of Software Department. Put the words in brackets into the present simple or present continuous.

Articulate and well presented, Paul Sutherland is an excellent candidate for the post of Director of Software Department. He (1)_____ (want) to leave his present employer, a small computer company, because he (2)_____ (feel) that he (3)_____ (not use) his knowledge of software engineering to the full. He (4)_____ (look for) a more challenging position where his field of specialisation can be exploited in a more stimulating environment. He (5)_____ (realise) that our company (6)_____ (grow) rapidly and that he would be expected to contribute to the growth. He is familiar with our existing range of software and regularly (7)_____ (read) our publications. Although at present he (8)_____ (live) in the south, he (9) _____ (say) that he is willing to go wherever we (10)_____ (decide) to send him. He occasionally (11) _____ (travel) to various European countries for trade fairs and exhibitions and (12)_____ (enjoy) meeting people of different nationalities. At the moment he (13)_____ (attend) a training course at the Goethe Institute in order to perfect his German.

J. Hargreaves

Personnel Manager

27th January 2000

10. Read the following letter and correct the mistakes (spelling, grammar, punctuation, word order, wrong words; 15 mistakes).

Dear Sir/ Madam,

I am *writting* to apply for the *place* of Physical Education teacher at the All Saints' Girls' school in Liverpool as *advertising* in "The Herald" of 24th May.

I am twenty-six *year* old and obtained a degree in Sports Science at *liverpool* University at 1991. I am presently *worked* as a teaching assistant in the P.E. department at *highfield* Grammar School in Manchester where I *was* for the last four years. Prior to this, I *wasted* two years as a swimming coach in Middlesex at the Regent Leisure Centre.

I am *interested extremely* in the post available as I am eager to upgrade my present status from teaching assistant to *fully* appointed P.E. Teacher. I am patient and believe in encouraging *the all* pupils to reach their full potential.

If you wish me to *attend* an interview, I shall be glad to do so. I am looking forward to *hear* from you.

Yours faithfully,

Barbara Winters

11. Prepare a letter of application and a resume.

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