

**МЕТОДИЧНІ ВКАЗІВКИ
ДО КУРСУ
«ДІЛОВА АНГЛІЙСЬКА МОВА»:
ПІДГОТОВКА ДО КОНТРОЛЬНИХ РОБІТ
ТА ОРГАНІЗАЦІЯ САМОСТІЙНОЇ
РОБОТИ**



Міністерство освіти і науки України
Вінницький національний технічний університет

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Методичні вказівки до курсу «Ділова англійська мова»: підготовка до контрольних робіт та організація самостійної роботи / Уклад. : О. Д. Присяжна, С. О. Медведєва, Н. М. Гадайчук. – Вінниця : ВНТУ, 2020. – 44 с.

У цих методичних вказівках міститься основний теоритичний матеріал з курсу «Ділова англійська мова», а також практичні завдання, призначені для формування та закріплення знань студентів магістратури усіх форм навчання. Методичні вказівки рекомендовані до вивчення, підготовки та проведення практичних занять з дисципліни «Ділова англійська мова» та організації самостійної роботи студентів.

Навчальне видання

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Медведєва Світлана Олександрівна
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BUSINESS ENGLISH. ACADEMIC ENGLISH. FORMAL AND INFORMAL ENGLISH

Business English is a specialised area of English related to the language used in business. It is applied in business contexts, such as international trade, commerce, finance, insurance, banking, IT, accounting, logistics, transportation and many other spheres. Business English is essential for finding a job both in your home country and abroad. It includes the skills that most people need to have to be able to do their jobs well: writing e-mails and reports, making presentations, doing negotiations, using the telephone, attending and participating actively in meetings or telephone conferences, receiving visitors, etc. They will help you work more effectively and open up new career opportunities. In the Business English course, you learn the vocabulary and grammar structures used in business and perform different business tasks to practice applying them.

It should be born in mind that languages are used differently in different contexts. For example, everyone speaks to their boss differently than their grandparents. We all write differently for different contexts as well. A text message is certainly not going to be the same as a formal business report. When using English for business contexts, it is vitally important to be as clear as possible and leave nothing to interpretation. Using accurate professional vocabulary is the most important feature of Business English. The lexical features cover the specialization, formalization and standardization of the vocabulary as well as polysemy, compound and borrowed words. It also entails expectations of clarity and the choice of particular grammatical structures.

Academic English is the genre of English used in the world of research, study and teaching. According to *Education Glossary (2017)*, it refers to the oral, written, auditory, and visual language proficiency required to learn effectively in universities and academic programs. i.e., it is the language used in lectures, seminars, textbooks, and journals. The style of English academic writing is formal and impersonal. Academic writing maintains an objective and scholarly tone. Its main characteristics are the absence of conversational features and the use of appropriate academic vocabulary. Academic language includes conventional text structures within the field of their studies such essays, reports, abstracts, summaries and other language-related activities typical of an educational and scientific environment. It is the language needed by students to understand and communicate in the academic disciplines.

Formal English is mainly used in academic writing. It prefers more complex vocabulary than everyday speech. For example, it uses many academic words that aren't normally common in conversations like, for example, multi-syllable words (e.g. *compensate, ascend, interrogate, etc*). It also prefers one-part verbs (e.g. *establish*) instead of simpler, phrasal verbs (e.g. *set up*). Slang and colloquial vocabulary are avoided.

When formal English is used in writing, sentences tend to be long and complex, and grammar rules are followed strictly. It tends to be impersonal (or neutral), often using impersonal pronouns like it and passive verbs. Contracted and abbreviated forms of words are usually avoided.

Task 1. Read the information given above and answer the questions.

1. What is Business English?
2. What is studied in a Business English Course?
3. Why is it important to study Business English?
4. What are the basic Business English features?
5. What is Academic English? Where is it applied? What are its peculiarities?
6. What is formal English? In what way does it differ from every-day English style?

Task 2. Compare four pairs of sentences and decide which are written in a formal style and which in informal. What features of formality or informality can you find in the sentences?

1. Thanks a lot for the invitation, but I'm afraid I can't come.	1. Thank you very much for your kind invitation. I regret it will not be possible for me to come.
2. I am not currently in a position to provide any comments on the findings of this paper.	2. I really can't comment on the findings of this paper.
3. Will you write me back as soon as possible? I am waiting for your reply.	3. I would greatly appreciate hearing from you at your earliest convenience.
4. I should be pleased to provide any further details you request. Sincerely yours, Alex Brown.	4. If you need any further details, please let me know. With best wishes, Alex.

(Based on Yakhontova)

Task 3. Watch the video on https://www.youtube.com/watch?v=hdKYl8Tg_FQ and tell the 4 key differences between formal and informal styles.

Task 4. Read the features of Formal English writing and memorise them.

FEATURES OF FORMAL ENGLISH WRITING

In formal English writing you have to be aware of the followings:

- All contracted forms need to be in full forms.
E.g: it'll = it will; it's = it is; there's = there is.
- Avoid using personal pronouns (I, you, he, she, you, they). As a subject use 'There', 'It' or 'One'.

E.g. *I see a serious risk of ... = There is a serious risk of...*

I can't do it = It is impossible to...

You may ask whether... = One may ask whether....

- Long noun subjects or objects are common in writing.

E.g. *We analysed the data and we found evidence.... = Analysis of the data provided evidence....*

- Use Passive constructions. Passive construction help to make your writing less personal.

E.g. *They can learn English effectively... = English can be learnt effectively...*

They analysed the data and they discovered... = The data was analysed...

You can see the data in Table 3. = The data can be seen in Table 3.

- Use **-ing** forms. Present participle or gerunds help to create more complex forms.

E.g. *They have to speak English = Speaking English is necessary*

If we understand the reasons behind... = Understanding the rationale indicates...

- Some words are seen as informal. Substitute them with more academic lexis.

E.g. *establish, assumption, criteria, differentiation, controversial, etc.*

- Use fixed academic phrases.

E.g. *It can be said / it could be argued that...;*

One major drawback of this approach is that.....;

One of the most significant current discussions in ...;

It is important to note that...

- Beware of using slang, and general English terms like 'kids', 'stuff' or 'wanna'.

- Avoid using Phrasal Verbs. They are often considered informal. There is usually a formal alternative.

E.g. *put off = postpone; look into = investigate; come across = discover*

- Avoid using idioms, metaphors and proverbs. Instead of '*Every coin has two sides...*' use '*on the other hand...*'.

- Apply logical connectors.

E.g. *consequently, however, in fact, nevertheless, etc.*

- Don't start a sentence with 'And', 'Also', 'But', 'So', 'Or', 'Even so'. Instead use 'In addition', 'However', 'Hence', 'Consequently', 'Alternatively', 'Nevertheless'.

- When referring to the number of countable objects, use **words** rather than figures when the amount is less than twenty. Don't write "we used **3** methods" – instead write "we used **three** methods".

- Avoid direct questions (although not always).

E.g. *What can be done to improve the state of our economy? = We now need to consider what can be done to improve the state of our economy.*

- Avoid using adverbs in initial or final positions. The middle position is preferable.
E.g. Then it will be shown how teachers can utilize this method. = It will then be shown how teachers can utilize this method.;
This work relies on previous research heavily. = This work heavily relies on previous research.
- Use appropriate negative forms (not ... any → no; not ... many → few; not ... much → little).
E.g. The investigation didn't yield any new results. = The investigation yielded no new results.
The book doesn't raise many important issues. = The book raises few important issues.
The government won't do much to support universities in the near future. = The government will do little to support universities in the near future.
- Avoid using *e.g.* or *i.e.* or *etc.* Write 'for example', 'that is' and 'so on'.

Task 5. Study a chart of some most common formal and informal words. Read, translate and memorise them.

A Chart of Formal and Informal Verbs

informal	formal	informal	formal
ask	enquire	make up	fabricate
ask for	request	mend	repaire
begin	commence	need	require
break down	fail/collapse	point out	indicate
bring about	cause	put off	postpone, delay
can	be capable of	put up	tolerate
deal with	handle	ring up	call
end	complete	say no	reject
find out	discover	say sorry	appologize
free	release	seem	appear
get	obtain	set up	establish
get in touch with	contact	shorten	decrease
go	depart	show	demonstrate,
go against	oppose	show up	illustrate
go ahead	proceed	stand for	arrive
go up	increase	start	represent
go down	decrease	stop	commence
help	assist	talk about	cease
keep	retain, preserve	tell	discuss
let	permit	think about	inform
live	reside	use	consider
look at	examine	want	apply
			desire

A Chart of Formal and Informal Nouns, Adjectives and Adverbs

informal	formal	informal	formal
also	moreover, furthermore, in addition, additionally	lack	deficiency
anyway	nevertheless	lots of/ a lot of	much, many
ASAP	as soon as possible, at your earliest convenience	mainly	principally
at first	initially	next	subsequently
at once	immediately	Okay, OK	acceptable
bad	negative	really	definitely
big	considerable	right	correct
but	however	sight	vision
chance	opportunity	smart	intelligent
cheap	inexpensive	so	in conclusion, thus, to summarize
enough	sufficient	tons of, heaps of	large quantities of, a number of
good	positive	to sum up	therefore, thus
in charge	responsible	totally	completely
in the end	finally	understanding	comprehension
I think	In my opinion, to my mind	whole	complete
it's about	it concerns	wrong	incorrect

A Chart of Letter Expressions

Informal	Formal
Hi Robert, Just wanted to let you know... I'm writing to tell you... You can call me if you need anything Love, Cheers, Hope to hear from you soon	Dear Sir or Madam, I am writing to inform you... I am writing to point out... Please do not hesitate to contact me Yours sincerely/Yours faithfully, Yours truly, I look forward to hearing from you

Task 6. Match informal words with their more formal equivalents. In some cases several variants are possible.

Permissible, obtain, elements, satisfactory, extract, immense, difficult, tremendous, become, objects, complicated, sizeable, substances, aspects, undeniable, effortless, elementary, possessions, manageable, voluminous, facts, sufficient, receive, mere, attain, obvious, considerable, simple, uncomplicated, equipment, points, goods, considerable, materials, significant, extensive, gain, substantial, figures, abundant, acquire, plenteous.

OK	Acceptably,
Get	
Hard	
Easy	
Big	
A lot of	
Things	

Task 7. Choose the most formal option to complete each sentence.

1. Please (**get in touch/contact me/ give me a shout**) if you (**need/are after/require**) any further information.
2. Can you send me that (**info/information**) by email (**asap/ASAP/as soon as possible**)?
3. I'm writing in response to your complaint (**we got it/ which we received**) this morning.
4. We have decided to (**cancel/call off/not do**) the meeting this morning. Sorry for any (**probs/inconvenience/pains in the neck**) this has caused.

Task 8. Change the 'neutral' verbs and expressions in **bold** in sentences 1 – 15 to more 'formal' words using the verbs/expressions in the box. Each sentence requires only one word or expression. In most cases, you will need to change the form of the verb.

address	adjourn	adjust	administer	analyse	annul
appeal to	assess at	assign	audit	avert	await
		award			

1. We need to **examine in detail** the market potential of these new products.
2. The value of the business was **calculated to be** £5 million.
3. The management increased their offer in the hope of **stopping** the strike **happening**.
4. It will be the HR manager's job to **organise** the induction programme.
5. He was **given** the job of checking the sales figures.
6. The contract was **cancelled** by the court.
7. Our accountants have been asked to **examine** the accounts for the last quarter.
8. When he was dismissed, he **asked** his lawyer **for support**.
9. The chairman **spoke to** the sales team.
10. At the meeting it was decided to **give** middle management a salary increase.
11. We are **waiting for** the decision of the planning department.
12. Prices will be **changed** according to the current rate of inflation.
13. The chairman **stopped** the meeting until 3 o'clock.

amalgamate	appoint	assist	assure	attempt	attend
dismiss	employ	license	present	report	settle

1. The chairman has asked all the managers **to come** to the meeting.
2. We have been **told** that the shipment will arrive next week.
3. Can you **help** me with these income tax returns?
4. Three different companies have **joined together to make one corporation**.
5. We will **try** to deliver within the next few days.
6. They have **promised** us that the delivery will be made on time.
7. The insurance company refused to **pay** his claim for storm damage.
8. The court **refused to accept** his claim for compensation.
9. If we increase production, we will need to **take on** more staff.
10. The HR director will **talk about** the new staff structure to the Board.
11. The company has been **given formal permission** to sell spare parts.
12. We have **chosen** a new distribution manager.

(Based on "Check Your English Vocabulary for Business and Administration")

Task 9. *It is important your academic writing be in a formal style. Study the example and learn how to reduce the informality of your texts.*

Another thing to think about is the chance of crime getting worse.

1. First highlight non-academic style words.

*Another **thing** to **think about** is the **chance** of crime **getting** worse.*

2. Use synonyms for informal words.

thing = area, aspect, feature, point;

think about = consider, note, understand, acknowledge;

chance = possibility, probability, situation;

getting = becoming

3. Rewrite the sentence

Another aspect to consider is the possibility of crime becoming worse.

4. Apply noun phrase (nominalization) structure

Another aspect of consideration is the possibility of crime becoming worse.

(Based on <https://www.academic-englishuk.com/formality>)

Task 10. *Reduce the informality of each sentence.*

1. The study of the origin of the Universe will go on.
2. The machine should work because it has been tested.
3. You can clearly see the difference between these two sets of data.
4. We can't tell whether electricity is some peculiar kind of substance or motion of ordinary matter.
5. This approach does not promise many innovations.
6. Our new lab assistant is a nice guy.
7. 7 out of 10 students had difficulty with the task.

8. Our bank has told us that you haven't made this month's payment.
9. We can't send you the engineering blueprints on disk until the full joint-venture agreement is signed in full next month.
10. We're too busy to go to London for the meeting in this period. Can you come over here?
11. Your client didn't complete the documents properly. Please get him to do it and then send them back to us as soon as possible.
12. If you've got any problems give me a call.
13. There's a problem on the computer system. It won't work between 10 and 12pm tomorrow.
14. We'll help you if you need it.
15. If we don't receive payment we'll call our lawyers.
16. We'll give you 8 days to solve this problem.

Task 11. *Logical connectors are linking words and phrases which establish the logical relationship between ideas within a sentence or between sentences. Study the list of some widespread logical connectors. Memorise them.*

accordingly	in contrast
although	in fact
as	in other words
as a matter of fact	in spite of
as a result	in this case
as far as	likewise
as long as	meanwhile
as to	moreover
at the same time	nevertheless
because of	nonetheless
concerning	notwithstanding
consequently	on the contrary
conversely	on the whole
despite	on the one hand
due to	on the other hand
even though	otherwise
finally	overall
firstly	regarding
for example	similarly
for instance	since
furthermore	that is (i.e.)
hence	therefore
however	thus
in addition	whereas
in brief	while
in conclusion	yet

Task 12. Group the given logical connectors into their functions according to their meaning. Several connectors may have more than one meaning, so they may refer to more than one of the cells. Each cell contains one connector provided as an example for you.

Function	Connectors
Addition	<i>furthermore,</i>
Cause and effect	<i>because of,</i>
Comparison	<i>likewise,</i>
Concession	<i>nevertheless,</i>
Conclusion	<i>therefore,</i>
Contrast	<i>on the other hand,</i>
Enumeration	<i>firstly,</i>
Illustration	<i>for example,</i>
Intensification	<i>as a matter of fact,</i>
Reformulation	<i>in other words,</i>
Relation	<i>regarding,</i>
Summation	<i>overall,</i>
Time	<i>meanwhile,</i>

(Based on Yakhontova)

Task 13. Choose the most suitable logical connector out of the two given in each sentence.

1. Writing is a difficult skill for native speakers and nonnative speakers (*alike/accordingly*), (*thus/because*) writers must balance multiple issues such as content, organization, purpose, audience, vocabulary, punctuation, spelling, and mechanics such as capitalization.

2. Writing is especially difficult for nonnative speakers (*because/even though*) they are expected to create written products that demonstrate mastery of all the above elements in a new language.

3. (*In contrast/in addition*), writing has been taught for many years as a product rather than a process.

4. (*Therefore/moreover*), teachers emphasize grammar and punctuation rather than decisions about the content and organization of ideas.

5. Your essay is badly organized and full of spelling mistakes. (*Even though/Nevertheless*), it contains some very interesting ideas.

6. He felt guilty about leaving the company (*even so/even though*) he knew he had made the right decision.

7. The delivery has not arrived from you. (*Consequently/Since*) we are delaying full payment.

8. The event was cancelled (*because/due to*) the fact that not many tickets were sold.

Task 14. Fill in the blanks with the logical connectors given before the text.

in other words	for example	therefore	however	even though
	in fact	that is why	then	

(1.) _____ computers are clever machines, they hardly can understand ordinary spoken English or any other natural language. (2) _____, the only language they can understand directly is machine code: central processors operate on codes, which consist of a series of binary digits. The instructions are (3) _____ said to be in machine code. (4) _____, machine code as a means of communication is very difficult to write. (5) _____ we use symbolic languages that are easier to understand. (6) _____, by using a special program, these languages can be translated into machine code. (7) _____, the so-called 'assembly languages' use abbreviations such as ADD, SUB, MPY to represent instructions. (8) _____, they are labels, which can be easily associated with the items they refer to.

(Based on Yakhontova)

CV. RESUME. CV TYPES. CV STRUCTURE

What is a CV?

The term CV is an abbreviation of the Latin word *Curriculum Vitae*, which is literally translated to as ‘the course of your life’. In the USA a term ‘resume’ is widely used. Basically, the difference between a CV and a resume lies in the length, layout, and purpose of these documents. Resumes are typically one page long; CVs can be longer. A CV details the whole course of the candidate’s academic career; a resume summarizes skills and work experience. But it should be noted that in European countries the term CV is used to describe an equivalent of a US resume: a short, targeted document you use to apply for jobs.

A CV is a document that describes your career journey step-by-step, including all sorts of personal information. You can look at the CV as a comprehensive description of everything you have ever done, all the achievements you are proud of.

The main purpose of a CV is to persuade a potential employer that you have the right skills, experience, education and personality for the job.

A successful CV is the product of careful thought and planning. It needs to stand out from potentially hundreds of competing applicants. In order to do it, a CV must be planned and written specifically for the job you are applying for, clearly expressing how you meet the requirements for the job. A successful CV must be concise, honest and error-free.

You need to update your CV every time you accomplish something new academically or get some professional experience. Meaning, whenever you get a new job, publish something new, obtain a new certificate, and so on you should add it to your CV.

There is no rule of thumb on how long a CV should be - depending on the amount of experience, it can range up to 2 pages.

There is no one correct way to structure your CV and there is no limit to the number of sections in a CV, although all CVs should cover your name, contact information, professional experience, educational qualifications and skills. The only rule to remember is that the sections within your CV should all be strictly relevant to the position you are applying for.

Task 1. *Read the information given above and answer the questions.*

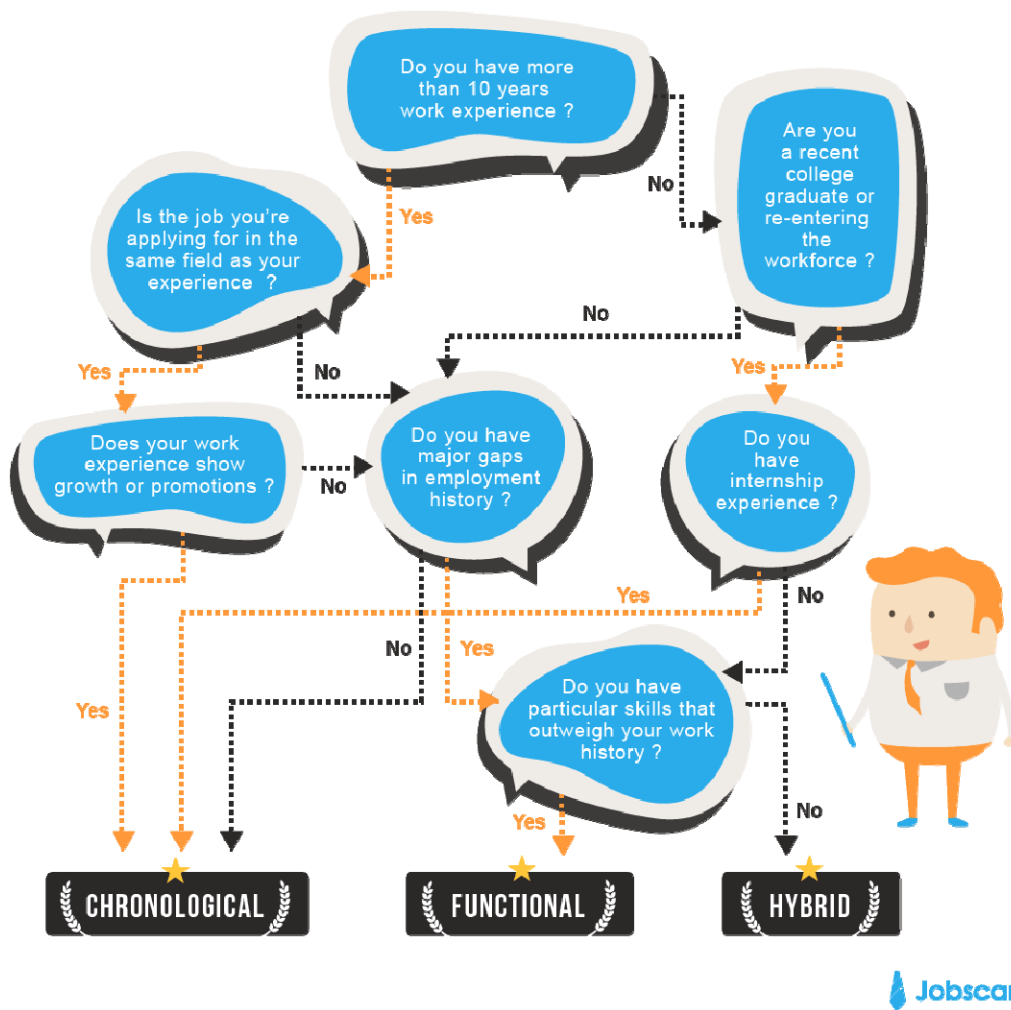
1. What does CV stand for?
2. What is the key difference between a CV and a resume?
3. Where is a resume usually used?
4. What is the main purpose of a CV?
5. What are the key qualities of a successful CV?
6. How many sections are there in a typical CV? What are they?
7. How often should you update your CV?
8. Is it possible to prepare a universal CV suitable for every job?

Types of CVs

Depending on the type of job you are applying to, your working experience and skills different CV formats may be used. The four standard types of CVs include 1) chronological, 2) functional (skills-based), 3) combination (hybrid) and 4) targeted.

It is very important to choose the right CV format. Different CV formats allow you to decide which professional attributes to highlight. This influences how a recruiter or hiring manager will judge your qualifications. In order to choose your CV format, start by evaluating your career history and future goals.

If you're still not sure, this flowchart can help you come to a decision:



(Based on <https://www.americasjobexchange.com/career-advice/types-of-resume-formats>)

Chronological CV:

- **What is it** - Chronological CVs are the most commonly used format. They list your academic achievements and work experience in chronological order, starting with your most recent job down to your earliest. This type is preferred by most employers because it provides a quick snapshot of work history, with most recent positions up front.

- **Who should use** - If you have a solid work history, your experience is aligned with the job you are applying to, and you have no lapses between employment, use this format.

James Dean

555 PLEASANT BLVD.
CHICAGO, IL, 55555
555-555-5555
JAMESDEAN@UNIVERSITY.COM

Education

SAMPLE UNIVERSITY , NAPERVILLE , IL UNITED STATES

Bachelor of Arts Candidate, May 2014

- Active In Philosophy Departmental Planning & Administration
- Yearly Dean's List Inclusion
- Vice President of Chess Club

Professional Experience

SAMPLE UNIVERSITY , CHICAGO , IL UNITED STATES

Department Office Assistant , Jan 2011 – present

- Direct or coordinate the supportive services department of a business, agency, or organization.
- Direct, coordinate, and evaluate the activities of personnel, including support staff, engaged in administering academic institutions, departments or alumni organizations.
- Participate in student recruitment, selection, and admission, making admissions recommendations when required to do so.
- Represent institutions at community and campus events, in meetings with other institution personnel, and during accreditation processes.

TARGET , NAPERVILLE , IL UNITED STATES

Shift Lead , Jul 2008 – Aug 2011

- Manage staff, preparing work schedules and assigning specific duties.
- Plan and direct activities such as sales promotions, coordinating with other department heads as required.
- Perform sales floor work, such as greeting or assisting customers, stocking shelves, or taking inventory.

MCDONALDS , CHICAGO, IL UNITED STATES

Cashier , Mar 2006 – May 2008

- Receive payment by cash, check, credit cards, vouchers, or automatic debits.
- Assist customers by providing information and resolving their complaints.
- Count money in cash drawers at the beginning of shifts to ensure that amounts are correct and that there is adequate change.

Additional Skills

- Adobe Photoshop
- Asana Project Management Software
- Spanish Fluency
- CPR Certified

Functional (skills-based) CV:

- **What is it** - Unlike chronological CVs, functional CVs focus on your skills and experience first. They list your key transferrable skills relevant to the job and provide evidence of these skills. Employment history is secondary and is listed under the details of your skills.

- **Who should use** - If you have lapses in employment, are in the middle of a career transition, are a recent college or University graduate with limited work experience, or have a diverse background with no clear career path, this is the most effective type of CV.

Joe Jobscan

Seattle, WA
(206) 555-5555
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linkedin.com/in/joe-jobscan-123

Professional Summary

- List a few bullet points that summarize what you have to offer.
- This could include a summary of your experience with certain tasks or roles across multiple companies.
- Mention the soft skills (communication, innovation, integrity) the recruiter or hiring manager will find most attractive for the position.

Relevant Skills and Proficiencies

- List hard skills that are most relevant to the position. This includes skills that weren't used in your previous jobs but were developed on your own and are required for the position.
- Include any certifications or education you've received outside of your formal education at the bottom of the resume.

Work History

Company 3, Job Title, Month/Year - Present

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 2, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 1, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Education

Degree, School, Years


Combination (Hybrid) CV:

- **What is it** - Combination CVs let you detail both your skills and experience, while also backing this up with a chronological listing of work history. Flexible in nature, the combination CV lets you tailor to the prospective job opening and tell hiring managers a story.

- **Who should use** - Use this format if you want to detail work experience and to show hiring managers the type of employee you are.

Bookkeeper Resume Sample

Combination Format

 email@gmail.com  480 555 555  47 Smith Dr., Scottsdale, AZ , 85251  LinkedIn.com/in/yourprofile

PROFESSIONAL PROFILE

A general bookkeeper with 8+ years of experience using both single-entry and double-entry systems for medium-sized businesses. Specialize in performing bookkeeping for multimillion-dollar companies. Possess expertise in numerous pieces of bookkeeping software. Identified and eliminated departmental inefficiencies to increase productivity by 15%.

SKILLS

MS Office Proficient QuickBooks Expert Data Entry Skills Strong Work Ethic Leadership
Time Management Leadership Handling Pressure Collaboration Problem Solving

EXPERIENCE

GENERAL BOOKKEEPER

Franklin & Rodgers Business Solutions, Scottsdale, AZ / September 2012 - Present

- Performed financial calculations such as amounts due, interest charges, balances, discounts, equity, and principal for a multimillion-dollar company.
- Accessed computerized financial information to answer general questions as well as those related to specific accounts.
- Formulated, prepared, and issued bills, invoices, and account and financial statements with 10% increased efficiency to ensure timely deliverable.
- Trained 3 new administrative assistants and junior bookkeepers
- Corrected spreadsheet error saving A/P \$3,500.

ADMINISTRATIVE ASSISTANT BOOKKEEPER

Patton Group, Tempe, AZ / June 2010 - August 2012

- Operated computers programmed with accounting software to record, store, and analyze information.
- Checked figures, postings, and documents for correct entry, mathematical accuracy, and proper codes.
- Operated 10-key calculators, typewriters, and copy machines to perform calculations and produce documents.

EDUCATION

B.S. ACCOUNTING

Wilhem University, 2010
Phoenix, AZ

A.S. ACCOUNTING

Wilhem University, 2008
Phoenix, AZ

CERTIFIED BOOKKEEPER

American Institute of Professional
Bookkeepers

Targeted CV:

- **What is it** - Targeted CVs are customized in detail to the prospective job you are seeking. Everything from your objective, your qualifications to educational experience mirrors the job requirements.

- **Who should use** - These CVs are the most time-consuming, but can generate the best results as the qualifications and experience you outline mirror the prospective job opening closely.

Cashier Resume Sample

Martin Liuetner
562nd Green Valley 306 21st Street
Barcelona Spain, 65161
Email id: l_martin@email.com
Phone: (564) 8766-0909

Objective:

Seeking positions as cashier in Revenger Department Store, Madrid, Spain. I am interested in applying for these positions because this is a land a job where I have been before. So with the experience I had of course become my lunch to work better.

Work Experience:

2009-2011

Cashier in POPULAR Teleshop, co, ltd

Responsible for providing services efficiently and quickly. Also keep and record every good circulation of money in the purchase or sale of, and provide simple reports to superiors every day after work ended.

2007-2009

Customer Service in the Global Media Edutainment, co, ltd

Have a duty to provide information regarding programs for children education related companies. In addition, also serving customers and deliver any complaints, suggestions, and criticisms to the supervisor or manager of customer companies.

2006-2007

Administration Staff in NEURO, co, ltd

Assigned to assist in performing the accounting records money circulation that occur every day. In addition, assist in conducting the input data into the computer and make reporting simpler.

Skill:

- Computer literature, Internet, Microsoft Excel, Microsoft Access, Microsoft Power Point, SPSS, and Microsoft Front Page
- Spanish, English, Mandarin language
- Good communication and interpersonal skills

Strength:

- Ability to work in a team
- Good personality
- Having good leadership skills

(Based on: <https://www.jobscan.co/resume-formats>)

Task 2. Answer the questions.

1. What are the four standard CV formats?
2. What does the choice of the CV format depend on?
3. What is the most frequently used CV type?
4. What kind of CV is preferred with employers?
5. What does functional CVs focus on?
6. In what cases should you choose a combination (hybrid) CV?
7. What are the peculiarities of the targeted CVs?
8. Outline the most general features of each CV format.

Task 3. Read the examples of the following CVs and define their formats.

Full Name

800 King Street West, 3rd Floor
Kitchener, ON
N2G 1E8

Telephone 519-725-0785

POSITION

Customer Service Representative

HIGHLIGHTS OF QUALIFICATIONS

- Good communications, telephone manners and customer service skills
- Skilled in planning, coordinating and solving problems
- A supportive team worker, quick to learn, easily adapts to new environments
- Accurate keyboarding and data entry skills
- Proficient in Windows XP, MS Office, Power Point, Excel, Access

SKILLS AND EXPERIENCE

Customer Service Skills

- Developed excellent communication skills through written, spoken and telephone interaction with staff, students, parents and public
- Professionally dealt with distributors and customers
- Problem-solved, followed through with customer enquiries via fax, phone, email

Administrative Assistant

- Determined and established office procedures
- Accurately scheduled staff appointments and arranged travel plan
- Composed sales and collection letters

Teacher

- Creatively developed lesson plans to best suit student's level
- Excellent ability to multi-task in a busy classroom environment
- Provided after class support to students
- Effectively evaluated and monitored students' needs

EMPLOYMENT HISTORY

2005-Present	Cashier	Food Basics, Cambridge, ON
1995-2005	Teacher	Visitor School, Zimbabwe, Africa
1990-1995	Office Support	XYZ Company, Zimbabwe, Africa

EDUCATION

Institute of Teacher Training, Zimbabwe, Africa
Bachelor of Arts University of Harare, Zimbabwe, Africa

References available on request

John Smith

12 Main Street Apt. 10 • Chicago, IL 12345

Phone: (555) 123-4567 • Email: jsmith@yahoo.com

OBJECTIVE

Seeking a leading marketing role for a prestigious advertising agency.

QUALIFICATIONS

- Advanced proficiency in all Microsoft Office programs.
- Quality writing and communication skills.
- Highly competitive attitude and strong self-motivation.
- Strong quantitative and creative aptitude.
- Excellent time-management and organizational skills.
- Ability to adapt and learn new tools quickly.
- Type 50 wpm.

EDUCATION

Bachelor of Science, Business Administration
Concentration in Marketing
San Diego State University, May 2008

PROFESSIONAL EXPERIENCE

Advertising Executive

XYZ, Inc

November 2007 – Present

- Analyze market trends to better create new promotional developments.
- Increase market share by 2% through online advertisements.
- Gain a consistent 98% client satisfaction rate which has raised company's ranking position in the finance industry.
- Control numerous campaigns worth over \$500,000 for client endorsements.

Marketing Coordinator

TopCompany.com

July 2004 – November 2007

- Promoted products to users within social networks and online communities.
- Developed strategic marketing plans to increase promotion of current products.
- Conducted and evaluated studies on customer product usage and consumer needs to distinguish value of competitive market.
- Acted as a 3rd party liaison for outside firms looking to partner on various campaigns.

Payroll & Benefits Coordinator

Money Market Corporation

June 2000 – June 2004

- Processed payroll for 300+ employees using PayChex system.
- Managed employee benefits and assisted with all insurance inquiries.
- Coordinated open enrollments as well as regular employee enrollments.
- Administered monthly insurance and workers compensation statements.

JUAN DELA CRUZ

☎ (0917) 111 2222

✉ juan.at.pedro@pinoy.com

📍 Happy Paradise, Shangri-la, Wonderland

Objective:

A self-motivated, result oriented, very disciplined Finance Officer, with a wide knowledge in Banking and Finance, I would like to be a part of Citibank as Finance Supervisor, to share the experiences and skills I have, and to grow professionally as well.

Summary of qualifications:

- Excellent communication skills
- Good problem solving skills
- Has analytical skills
- Possesses strong leadership skills
- Trust-worthy and dependable
- Proficient in M.S. Office applications

Work Experience:

Finance Officer
Banco de Oro
Lahug, Cebu City
January 2014-present

Key responsibilities:

- Directly reports Operations Manager
- Oversees 3 Finance staff in daily operations
- Trusted in operations-affected decision making
- Handles own departmental conflicts and problems
- Safe keeps company's trust fund

Teller
Banco de Oro
Guadalupe, Cebu City
March 2013-September 2014

Key responsibilities:

- Handles client's personal accounts
- Safe keeps records of money and confidential information
- Performing various financial transactions

Achievements:

Employee of the Year 2014
BDO- Lahug Branch, Cebu City
March 2014

Consistent Employee of the Month (2013)
BDO- Guadalupe Branch
June, August, September & December, 2013

Janelle Anderson

100 Broadway Lane, New Cityland, CA 91010
Home: (555) 987-1234 - example-email@example.com

Summary

Innovative Marketing Consultant with more than a decade of experience in diverse areas of marketing, advertising and promotions. Adept at working in often high-tech environments with typically tight deadlines to launch campaigns and implement strategies. Specialize in performing thorough market and product research.

Highlights

- Diverse knowledge of campaign management, market analysis and demand generation
- Adept at establishing and nurturing productive client relationships
- MS Office proficiency (Excel, Word, PowerPoint)
- Familiar with Oracle-based applications
- Solid grasp of social media marketing strategies
- Ability to juggle multiple responsibilities with accuracy
- Excellent spoken and written communications abilities

Work Experience

07/2014 to Present

Marketing Coordinator

ABC Limited - New Cityland, CA

- Ensured that client priorities were adhered to with each campaign.
- Worked with teams on cross-brand planning integration.
- Created new marketing strategies for various clients.
- Kept clients informed of progress and tracked results.

10/2011 to 07/2014

Marketing Coordinator

Smith&Jones Marketing - New Cityland, CA

- Worked with internal and external agencies to execute campaign strategies.

Task 4. Reread the CVs examples and define the general CV structure. Be sure to mention the possible headings for the CV parts, the order the CV parts are given, the variations in the CV structure.

Task 5. Study a chart of some useful words and word combinations that can be used in different CV formats. Read, translate and memorise them.

A Chart of Adjectives to Describe Your Personality

active	proficient
committed	punctual
creative	qualified
customer-oriented	reliable
experienced	resourceful
hard-working	results-focused
highly-motivated	self-sufficient
motivated	successful
organized	team worker
persistent	well-organised

A Chart of Verbs to Describe Your Experience and Achievements

achieved	edited	operated
anticipated	established	organised
approved	evaluated	persuaded
arranged	examined	planned
budgeted	facilitated	programmed
calculated	formulated	resented
chaired	identified	recommended
clarified	implemented	repaired
collaborated	investigated	represented
compiled	improved	researched
consulted	increased	resolved
convinced	interpreted	scheduled
coordinated	investigated	supervised
created	led	taught
delegated	listened	trained
demonstrated	moderated	transformed
designed	motivated	upgraded
developed	negotiated	wrote

A Chart of Word Combinations to Describe Your Education, Skills and Experience

Academic qualifications
Achieve aims/targets
Adaptability and resourcefulness
Assist in organizing and managing events
Avid reader
Committed volunteer
Communication and teamwork
Complete a course

Computer engineering (recent) graduate
 Coordinate a campaign
 Deal with correspondence
 Demonstrate initiative and confidentiality
 Develop strategies
 Educational attainments
 Energy and motivation
 Establish a network of professional contacts
 Establish/ manage/ maintain relationships
 Excellent communication and interpersonal skills
 Fluent spoken and written English
 Full command of
 Highlight your work experience
 Hold daily meetings
 Lead an expedition
 Liaise with suppliers
 Maintain high standards
 Meet deadlines
 Overcome obstacles
 Persuade leaders
 Proven ability
 Provide training and support
 Represent a college at a conference
 Research and computer skills
 Successful approach
 Sustainable solutions
 Transferrable skills

A Chart of Expressions to be used in a CV

My responsibilities included....
 Worked as ...
 Worked at X for two years, where I learned that....
 Was responsible for....
 While I was at I was in charge of
 Implemented / developed / created
 Completed (am completing) Bachelor's (Master's) in
 Believe I can apply the skills obtained from my previous employment to this position.

COVER LETTER

How to Write a Cover Letter for a Job Application

A Cover letter (also known as a *covering letter* or *application letter*) is a one-page document that introduces a job seeker's work history, professional skills, and personal interest in applying for a job. A Cover letter complements the CV and explains why the applicant wants the job. Its main purpose is to persuade the recruiter (the hiring manager) to pay attention to the applicant's CV and consider him/her as a possible candidate for the interview and ultimately for a job.

The CV's Cover letter is considered to be one of the strongest tools in the job hunt. A compelling Cover letter will sell you as the perfect candidate, showcase your unique personality, and distinguish you from other job candidates. It can strengthen a weak CV, and help you make a connection with the hiring manager. To do that successfully, it should include relevant professional experience, a persuasive angle, and avoid basic spelling and grammar mistakes.

A professional Cover letter should look readable and professional. It usually includes 200-350 words arranged on a single A-4 page written with the appropriate font type and a font size no smaller than size 12. Your Cover letter should sound business-like but at the same time, it should be personalised and not too dry or formal.

Keep in mind that every Cover letter must be written specifically for the position you are applying for. You should show that you've read about the company you want to work at, know your future job responsibilities and possible tasks. Thus, you are to concentrate on the demonstration of the skills that are required for the post and show what you can offer the company.

(Based on <https://resumegenius.com/blog/cover-letter-help/how-to-write-a-cover-letter>)

Task 1. Read the information given above and answer the questions.

1. What is a Cover letter?
2. How else is a Cover letter sometimes called?
3. What's the purpose of a Cover letter?
4. Who reads the Cover letter?
5. What should the cover letter include?
6. How should the Cover letter look like?
7. How should the Cover letter be formatted?
8. What should be paid special attention to when writing the Cover letter?

Cover Letter Types

Cover letters come in different types. While a **general cover letter** is what most job seekers like yourself need to apply for a job, there are other types of cover letters depending on the nature of your job search.

Email Cover Letter – In some circumstances, a cover letter in the email body makes more sense than creating a separate document.

Relocation Cover Letter – Emphasizing your imminent move (or intention to move) to a new city or state is a great approach for companies hiring in a specific location.

Internal Position Cover Letter – If you’re applying for an open internal position at a company you’re already working for, you’ll need a completely different spin on your letter.

Career Change Cover Letter – Transferring to a new job in a different industry is not easy, and you’ll need to heavily emphasize how your transferable skills apply to your target company’s needs.

Letter of Interest – ever wanted to apply for a company, even though they don’t have any open positions? A letter of interest is what you need.

Task 2. What type of a Cover letter would you choose for each situation?

1. You dream of working in company *N.* and would like to inquire if they have got any vacancies.
2. You’ve come across a great job application but the company is located in another city/country.
3. You’re sick and tired of your current position, you’d like to have a second try and change something in your life.
4. You’ve found out that the company you’re working for has opened a vacancy in another department which is more appealing for you.
5. You don’t know the postal address of the company you’d like to work or you don’t want to bother with traditional post delivery services.

Tips for Writing a Compelling Cover Letter

➤ ***Explain how you can solve the company’s problems***

Companies hire people to solve problems. Whether your target company needs to increase production, get expert guidance, manage personnel, or address any other combination of business needs, you need to understand the reasons why it’s hiring. Only then you will be able to make a compelling Cover letter that specifically addresses the company’s needs, and explains how you’ll help it achieve its goals. If your Cover letter addresses the hiring manager’s urgent business needs (and offers how you can help), you’ll immediately demonstrate that:

You’re thoughtful, and can competently handle the company’s problems;

You’re careful, and not simply spamming hiring managers with sloppy job applications;

You're worth talking to – which is the purpose of your Cover letter to be invited to the interview.

Read the appropriate example in which a phone sales candidate frames himself in terms of his ability to start making the company money as soon as he's hired:

Address the company's needs:

"It seems that [TARGET COMPANY] is looking for someone with prior telephone marketing experience, and can immediately increase sales without going through extensive training. My proven track record and aptitude for making cold calls would make me an instant contributor to your sales team."

➤ **Showcase your relevant work history, highlighting the evidence of your achievements**

Once you understand a company's problems, you need to prove that you can solve them. Hiring managers will scour your cover letter for hard evidence that you're capable of delivering on your promises. Your challenge is providing relevant and recent evidence that demonstrates your real achievements. You can include any of the following in your Cover letter:

Professional achievements: did you exceed targets for production, sales, revenue, profit, customer satisfaction, or any other business objectives?

Professional praise: have you received compliments from management or colleagues for your work?

Professional awards: have you received awards, like Employee of the Month, for your work?

While writing, include strong action verbs in your examples to further emphasize your strengths and grab the hiring manager's attention.

Here's how to write a cover letter paragraph that emphasizes relevant experience – the achievement-based evidence is bolded:

Emphasize relevant experience and achievements:

*"Duties at my previous company included making **60 cold calls a day** to businesses and private individuals in order to solicit sales for goods and services. During my tenure, I implemented a new mobile strategy, **reducing training expenses by 90% and increasing the close ratio by 10%** on telephone sales within 3 months."*

➤ **Focus on your skills and academic achievements**

If you're just starting your career, writing an entry-level cover letter can seem difficult. Remember that employers seeking for young candidates don't expect them to have much work experience if any at all.

For blue-collar work: explain your relevant skill set, show your eagerness to learn, and prove your capacity to learn quickly.

For white-collar work: hiring managers will also look for a relevant degree (or anticipated degree if you haven't graduated) and academic achievements.

Focus on your academic achievements:

“As a senior at UCLA in the English department, I have a wealth of experience in conducting research and compiling written reports and analyses of my findings. My time studying abroad in England allowed me to hone my interview, research, and writing skills, culminating in the approval of a 6,500-word thesis.”

➤ **Emphasize your relevant skills**

You'll naturally emphasize most of your relevant skills while explaining how you can help solve the company's problems. But if any get left out, find a way to showcase them in another way. Here's an example of a job seeker including more skills in their closing paragraph.

Add other relevant skills:

“I'm confident that my proven track record of excellent work ethic, unparalleled attention to detail, and knack for executing high-performing email marketing campaigns will make me an immediate asset at Westward Strategies, and allow me to contribute to the team's success.”

➤ **Choose an appropriate Cover letter type**

Depending on your needs, choose a proper cover letter type. It can be a **General Cover Letter**, an **Email Cover Letter**, a **Relocation Cover Letter**, an **Internal Position Cover Letter**, a **Career Change Cover Letter**, or a **Letter of Interest**.

➤ **Ask for a response**

In your Cover letter closing, provide the hiring manager with your phone number, email address, or any other information needed to help them send you an invitation to interview. Be sure to include that you're looking forward to hearing from them. The fact is, you spent valuable time writing a well-crafted cover letter. Assume that the hiring manager owes you the professional courtesy of sending a reply.

Ask for a response:

“I’ve attached my resume, which further details my professional skills and education. I look forward to discussing how I can help [Target Company] in more detail in an interview. You can contact me at [xxx (xxx-xxxx)] or by email at [xxxx@gmail.com].”

➤ **Address the right person**

The first step to making a good impression is to address your Cover letter directly. Include the name and the title of the recipient. Take the time to find out who you should address. Check the company website, browse LinkedIn, or even email human resources first to ask who’s in charge. Avoid “To whom it may concern,” “Dear Sir or Madam,” and other such robotic greetings.

➤ **Be personable – don’t be too formal**

Your Cover letter should sound professional but at the same time it should not be too formal. To improve your cover letter’s tone, try the following:

- **Use contractions**, like ‘don’t’ instead of ‘do not’;
- **Avoid clichéd words and phrases**, like ‘thinking outside the box’;
- **Choose simpler forms of words**, like “helpful” instead of “advantageous”

Here’s an example of an overly-formal approach, followed by a much more direct and personable approach.

Overly-formal:

“It is with great interest that I apply for the open customer service position posted by your company on Indeed. I possess the requisite skill set to ably perform the customer service duties described in the job requirements.”

Personable:

“I’m thrilled to be applying for the customer service position at [Company Name]. Having been a customer service representative for over 5 years at Walmart, I’m an expert at using Zendesk to manage and resolve customer inquiries and complaints.”

➤ **Be bold – but don’t brag**

A strong cover letter conveys confidence. Be careful not to destroy your credibility by taking the wrong approach and tone in your cover letter. When writing your Cover letter, you should never – under any circumstances – do the following:

- **Don’t apologize for anything:** Don’t write a Cover letter that sounds self-conscious and apology-filled. It doesn’t matter if you have work gaps, deficits in skill or experience, or simply feel miserable, act like you deserve the job.

Don't apologize:

"While my experience may be somewhat lacking, I have the passion and capacity to learn quickly."

— **Don't bluster:** On the other hand, don't write a cover letter in which you praise yourself too much. Nobody likes a smooth-talker who's clearly exaggerating.

Don't bluster:

"I can guarantee you've never met a harder worker than me. Once you meet me, it'll be obvious that I'm the man for the job – I'll make your business boom bigger than ever before."

➤ **Be honest – don't embellish**

If you're tempted to stretch the truth about your experience, or tell a lie – don't do it. It seems so tempting and easy to add one year to that six-month work experience – after all, is anyone really going to check? The answer is **yes**, someone in Human Resources might do a background check.

Moreover, your lie could be discovered at a seriously inopportune time in your career, devastate your future prospects, and make you wonder why you did it at all. Because really, you don't need to embellish. You'll get a job with the experience you've got.

➤ **Don't forget to proofread your Cover letter**

You might be sick and tired of Cover letter writing after agonizing over each word and sentence, but you have to proofread it anyway. Don't just run a spell check and scan the page for typos, as you're likely to miss mistakes due to your over-familiarity with the letter. Here are two quick tricks professional editors use to combat over-familiarity and make good edits:

— **Read it out loud:** Doing this will force you to go over every word and punctuation, and also make it obvious when you've written a complicated sentence that's hard to read.

— **Put it in a different font:** A new font forces your brain to grapple with something that looks new and will help you notice mistakes you'd otherwise skim over and miss.

Task 3. *Read the statements below and say if they are True or False.*

1. Writing a Cover letter is a long and complicated process.
2. You can use the same Cover letter for every application.
3. You should show that you have done some research into the company you are applying to.
4. You should complain about the problems you had in your previous job.
5. You should include former salary or future salary expectations.
6. You should emphasize your suitability for the post.

7. You should embellish your work history including irrelevant information.
8. You should enclose copies of your educational qualifications and certificates.

Task 4. *Study the structure of the Cover letter and find the corresponding parts in the example given below.*

Contact Information: Include your name, phone number, and email – along with the hiring manger’s info, too.

Salutation: Greet the hiring manager by name. Don’t write ‘To whom it may concern’ or ‘Dear Hiring Manager.’

Intro Paragraph: Your cover letter introduction should grab the reader’s attention. It should detail the job you are applying for and, if relevant, where you heard about the job (an advertisement, or a personal recommendation)

Body Paragraphs: In the second and third paragraphs, showcase your relevant work experience, education, and skills. You need to demonstrate why you are the right person for the job, by highlighting your most relevant experiences and skills relating to the position you are applying for. It is important to demonstrate evidence of your skills clearly.

Closing Paragraph: The final paragraph of your Cover letter should round the letter off, leaving the reader with a positive impresssion of your application and a desire to interview you. To end your Cover letter, tell the hiring manager to send you an invitation to attend a job interview.

Sign-off: A cover letter closing should be ‘Sincerely,’ ‘Regards,’ or ‘Best Regards,’ then your name.

John Doe
Marketing Student

john.doe@gmail.com 
416-821-9879 
Auckland, New Zealand 
linkedin.com/in/john.doe 
john.doe 

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc. 321
Employment Avenue.
Auckland, New Zealand
05 January, 2019

Dear Ms. Johnson,

I am writing to express my interest in the summer internship program with your marketing company. I learned about your company through the student center at my university and, after visiting your website, I have immersed myself in your groundbreaking work in the transportation industry.

I am currently majoring in marketing, with a minor in statistics, and will receive my degree next spring. While I have a comprehensive marketing and analytics background, my emphasis is on government campaigns. I feel that your agency places prominence in similar areas and having the privilege of serving as an intern with you will increase my learning opportunities and give me the exposure I need to advance my career while using what I've already learned to make an impact on your clients.

After graduation, I hope to work for an agency like yours to grow my experience, serve clients and eventually start my own agency. With the right opportunities and experience working with prominent clients, I believe that I can achieve my goal.

I previously held an internship at another local advertising agency, working on critical projects for their clients. During that internship, I had the opportunity to learn the Adobe Creative Suite of products, including Photoshop and InDesign. I also learned how to craft compelling campaigns that garner attention in the healthcare space. I believe that my knowledge of digital marketing and social media could be of interest to you, as I read that you are looking to grow your social media team.

I would like the opportunity to meet with you to discuss internship opportunities you have available. Please let me know if you have any questions or would like to see specific work samples. You can reach me by phone at 416-821-9879 or by email at john.doe@gmail.com.

Thank you for your consideration.

Sincerely,
John Doe

 novoresume.com

Task 4. Complete the sentences with the most suitable word.

1. I am writing in _____ to your advertisement in the Independent of 20th March.
a) reference b) respond c) response
2. I realised I was working _____ the wrong field and needed a complete change.
a) on b) in c) under
3. I am very good at prioritising my workload and always manage to _____ deadlines.
a) miss b) extend c) meet
4. I enjoy fresh challenges and work well _____ pressure.
a) in b) under c) on
5. As you _____ see from my attached CV I have been in full time employment since graduating from University.
a) will b) must c) might
6. I _____ university in 2008 with an MA in Ancient History.
a) graduated from b) graduated c) am graduated from
7. My proposals were implemented, which lead to a 20% increase in sales. As a result I was _____.
a) given the sack b) made redundant c) given a promotion
8. I am _____ for interview at your convenience.
a) ready b) open c) available
9. Should you _____ information regarding my application, please do not hesitate to contact me.
a) want any b) be needing extra c) require any further
10. I greatly _____ from you.
a) look forward to hear b) look forward to hearing
c) looking forward to hear

JOB INTERVIEW

How to Pass a Job Interview Successfully

A job interview is your chance to show an employer what he or she will get if you're hired. That is why it is essential to be well prepared for it as you will be better equipped to answer the questions and you will walk into the interview feeling more confident. Here are some tips on how to pass a job interview successfully.

Preparing for the Interview

You should gather as much information about the employer as you can. Make sure you have examined the company as thoroughly as possible – use the Internet, media, company reports, recruitment literature, etc. Make a list of the skills, experience, and interests you can offer the organisation. Finally, try to predict the questions you will be expected to answer – imagine you are the interviewer! You want to seem somewhat spontaneous, but you also want to appear self-confident. The way to do that is to rehearse, not exactly what you will say, but how you will say it. A great method is to rehearse in front of a video camera. Study your posture, the way you make eye contact, and your body language.

Body Language

Body language is a subject that we all have heard about, yet we are not aware of the effect that our own body language has on others. In fact, it is vital. According to experts, body language accounts for 55 per cent of the effect we have when communicating. The tone of voice accounts for 33%, and words just for 7% - so what you say matters much less than how you behave. Employers nowadays are cautious about the fast-talking interviewee who has learned certain words and phrases but who may be hiding basic lack of knowledge or simply lying. So they look increasingly for other signs which will show a person's character and ability – such as body language. Eye contact is very important but make sure it looks natural. A smiling, relaxed face is very inviting. If you are sitting, your hands should generally stay loosely in your lap. Use them to make a point occasionally but never raise them above shoulder level, and do not play with your hair, watch strap or jewellery. You will be more impressive at an interview if you have prepared by doing a 'dress rehearsal' of your facial expressions and hand movements in front of a mirror. It sounds ridiculous but it works.

Dressing for the Interview

Appearance is very important and whether we like it or not, it is the first thing people notice about us. You should match your clothes to the typical dress code of the employees at the workplace in which you are willing to work. Your

hair should be neat and stylish. Your nails should be well manicured and clean. Men's nails should be short. Women's nails should be of a reasonable length and polished in a neutral colour. Also for women, makeup shouldn't be heavy. Perfume or cologne should be avoided as some people find certain scents offensive.

Establishing Rapport

Since the interviewer's job is to make sure that not only your skills but your personality as well, is a good match, you must establish rapport with the person or people interviewing you. That begins the instant you walk in the door. Let the interviewer set the tone. Nothing is as awkward as offering your hand and having the gesture not returned by the other person. Therefore, you should wait for the interviewer to offer his or her hand first, but be ready to offer your hand immediately.

When it comes to facial signals, you should always smile when you enter the interview room and when the interview has finished, because first and last impressions count. Try to smile from the eyes first – if models can do this, so can we. There is nothing worse than a painted-on smile and terrified eyes.

You should also try to maintain eye contact with the interviewer, but not for too long. If you are in front of a panel of interviewers, look first at the person who has asked you a question, and then at each of the other panel members in turn. Looking just at the questioner is a common mistake.

Answering Questions

When it comes down to it, isn't this the main point of the interview? Speak slowly and clearly. Pause before you answer a question. Your answers will seem less rehearsed and it will give you a chance to collect your thoughts. During the interview, always be positive about your previous experiences. Never offer negative information! Instead, sell yourself using active, positive words.

Asking Questions

Usually, toward the end of the interview, the person conducting it will ask you if you have any questions. You should have some. You should ask about what a typical day would entail. You could also ask what special projects you would be working on. As in every other aspect of the job search, you are trying to show the employer how you can fill their needs.

Money Questions

Money is a very sensitive topic. The candidate shouldn't bring it up. However, the interviewer may bring it up first. He or she may ask what salary you hope to earn. You must prepare for this question before the interview. Find out what others in the same position are earning. Always give a range, not an exact number. This will help keep you from pricing yourself out of a job. You don't want the employer to think they can't afford you, but you also don't want them to think you are a cheap commodity.

Task 5. Watch the video on <https://www.youtube.com/watch?v=HvdjRZHeaOo> and match the interview types with their descriptions.

1. Screening interview	a) It purposely puts the candidate under pressure. This helps the employer find out just how the applicant will react and perform when situations get challenging.
2. Phone interview	b) The candidate is interviewed by several people at once.
3. Stress interview	c) Can include multiple screening style interviews in order to lower the candidate numbers.
4. Technical interview	d) It usually follows a group or panel interview, the interviewer meets the applicant face-to-face to decide if the candidate is qualified for the position or not.
5. Group interview	e) Hiring personnel screens applicants and immediately decides if they meet the minimum qualifications for the job and, if they do, they will be passed on to the next step
6. Lunch interview	f) The interviewer will be querying about what your actions were in certain situations at your previous job and inspire you to talk about your performances and achievements
7. Behavioural interview	g) It is the last step in the interview process where you will find out whether or not you'll get a job offer.
8. One-on-one interview	h) The candidate will answer questions that refer to dealing with work-related situations and how they would go about them.
9. Situational interview	i) It helps reduce the candidates that are not qualified before moving into in-person interviews. In addition, if the company is hiring internationally it can save on travel costs.
10. Panel interview	j) It allows to evaluate the applicants in a social setting and see how they will react under pressure and use their social and communicative skills.
11. Follow-up interview	k) The interviewer will ask questions that will help them determine if you have the knowledge and skills required for the specific job.
12. Final selection interview	l) Several job candidates are interviewed at once. The employers assess and compare the applicants and weed away those who are not qualified enough.

How to Answer Typical Job Interview Questions

1. Tell us something about yourself.

This is the first question, you can expect during any interview you face. This usually is a question to start the communication and set the ball rolling for the interview. You can answer this question by providing some information about

your work experience, the technologies you have worked upon, educational qualifications. The trick is to put the full stop at the right place to provoke the next question you want, e.g. *'Recently I developed a website using Drupal. It was quite an interesting but challenging job which I enjoyed.'*

2. Why do you consider yourself a suitable candidate for this position?

The answer to this question lies in the preparation you did before the interview. It is extremely important that you research the requirements of the position well and match them with your skills. Here you should discuss your strengths/experience with which you can add value to the job. Mention also your achievements at your previous job, and say that *'I have developed my skills to suit my current profile, but I want to develop myself further and face new challenges, and for that I need to change my job'*. Fresh graduates can talk about their technical skills, ability to learn and grasp things quickly.

3. What do you know about us?

Research the company and its business a bit before appearing for the interview. Browse through the company website and make sure you know what the company does. You don't need to know everything inside out but having a fair idea about the company makes you appear interested in the position, to be taken seriously. For e.g., *'I see that your company does a lot of projects based on Open Source platforms like Joomla, Drupal, Magento which is quite interesting as I have a similar kind of experience.'* Discuss the positives aspects of the company, the interviewer should feel that you are really interested in the company you are applying for.

4. Why do you want to leave your present job or company?

You may want to leave your present job for any reason but make sure that you do not talk bad about your manager, company or job, it will give a bad impression about you. Give reasons such as: professional growth, new challenges, change in profile, planning to relocate (if applicable). You can say that *'I think, I have grown up with my last employer as much as I could. I want to grow further and I believe that is possible with a new employer.'*

5. Why do you want to work for us?

Start by discussing the profile you have applied for and go on to say that the organization would provide an opportunity to enhance your knowledge and help you to grow professionally. Discuss how you would be of use to the organization and how you plan to develop your professional competencies.

6. What do you do to improve your skills/knowledge?

It is extremely important to keep yourself abreast with the new technological developments. To answer this question, you can tell the recruiter about the forums which you keep visiting, blogs which you keep reading. It will be an advantage if you are a member of some local user group.

7. Can you perform under pressure?

Most of the times, the job of software development is that of working under pressure. Sometimes, it will be the pressure of delivering on time while it can be that of a bug that has sprung all of a sudden in your code. So, expect pressure in everything you do. It is important to maintain your performance and develop

strategies to deliver under pressure. You can then go ahead and talk about your way of dealing with pressure and performing under it.

8. Tell us some of your strengths.

Again, it is important to study the requirements of the position before you appear for the interview. Discuss strengths that show your professional expertise, some of the answers could be: *Multi-tasking*: Say ‘I have been working on multiple projects and I am required to keep tabs on each project and co-ordinate with a lot of teams, and I am able to do it efficiently’. *Problem Solving*: You can say that ‘in my current job role I have spent a good time to know how to solve problems. My team members see me as a go-to person to solve issues./ You can also mention that you have good *communication skills*, you are *independent* and *responsible*, or you are *a team player* and you are *a quick learner*. Support each point with your examples

9. Tell us some of your weaknesses.

Do not offer a weakness which will directly affect your selection but at the same time saying that you do not have any weakness will not be right too. Discuss weaknesses in positive light paying attention to how you plan to overcome them. You can also turn one of your strengths as a weakness and say that others accuse you of having this weakness but you think it is important to work in this manner. For e.g.: ‘My colleagues accuse me of paying too much attention to syntaxes but I believe it is important when you are writing the code to avoid spending too much time on finding and fixing the bugs later on.’ Another way to answer this question is to offer a totally un-related weakness for e.g. ‘I have been staying alone for so many years now but I still can’t cook independently.’ If you lack certain technical skill, which is not crucial for the job you can state that and say you are planning to take up a training course/certification to get over it.

10. You do not have all the experience we need for this position, don’t you?

The best way to deal with this question is to analyze the requirements of the position well and match your skills as close to them as possible. If something is still left untouched, offer your quick grasping power and ability to learn quickly as a solution & back it up with an example from the past.

11. If you were hiring for this position, what qualities would you look for in a potential candidate?

Closely understand the qualities and skills a person holding the position would need and match them with the qualities you have.

12. What irritates you about co-workers?

The purpose of this question is to see how well you can fit into a team. So, to answer this question you can simply say, “I understand that we can’t afford to have problems with co-workers but if someone is not serious about their work or does a low quality work affecting the whole project, I definitely do not like it”

13. What motivates you at work?

To answer this question, you can mention things like – new challenges, good environment which all employers think that they offer.

14. Will you be ready to work in night shifts or over the weekends?

You need to answer this question taking into consideration what is suitable for you. Say that you can work in the night shifts, only if you can really do it.

15. Are you ready to relocate/travel?

Always say yes if you need the job and are really ready to go on business trips or even to relocate. You can ask whether they will compensate for relocation costs.

16. Have you ever committed a mistake at work?

To err is human. So, it is perfectly OK if you committed a mistake at work but before answering the question analyze the magnitude of mistake you did and the effect it had on the company. So, mention the mistake you committed and keep the focus of the answer on the steps you took to rectify it.

17. What position would you prefer while working on a project?

This question is for you to answer based on the skills and qualities you have. If you have the capability to handle different positions, discuss that also in the interview.

18. What kind of salary are you looking for?

Try to put the ball back in interviewer's court by asking him about the salary they offer for a position like this. Most of the big companies will have a fixed remuneration for each level. However, if this is negotiable, you will have more negotiation power if you have some work experience. So, know your lower limit (amount below which you can't go) and also know the maximum salary in the industry for the position then put forward a figure which is not very exact. It is better to mention a range. Don't keep the range too broad otherwise you will be offered something towards the lower end. If you are a fresher, most of the times you will have to accept the company's offering for the position. However, if you find it too little, you can definitely discuss that during the interview.

19. Do you have any questions for us?

This is usually the last question you can expect during an interview. It is extremely important to have some intelligent questions to ask the interviewer otherwise you may just sound dull and un-interested. Research the company a bit and discuss if they have been in news recently. You can also discuss the growth prospects for you within the company. You can ask whether the company allows for lateral and vertical role changes, or whether the company encourages learning and development of employees, or whether the company has plans for expansion. You can also discuss your role in detail.

20. Tell us something about your hobbies

Answer it with honesty, as they can go deeper into this discussion. Try to avoid dull lists and offer a variety of interests. You can specify why this or that activity is especially interesting for you. You should also emphasise any achievements related to your interests.

A Chart of Interview Phrases

How are you? I'm very well, thank you.
Thank you. It's nice to meet you too / at last.
Do you have a company brochure I could have a look at while I'm waiting?
Do you think I could have a glass of water while I'm waiting?
I can't believe the weather at the moment! It's awful/nice, isn't it?
Do you think I could use your toilet to freshen up?
Is there somewhere I could leave my umbrella? I got caught in the rain.
Are there many other candidates scheduled for interviews today?
I'm very sorry I'm late. I was planning to be here over an hour ago, but my train was cancelled.
I had terrible problems parking here. Is it always this busy?
I'm afraid I'm not feeling very well. Could I sit down for a few minutes?
I was just admiring the office.
That's quite all right. / That's okay.
No thank you, I'm fine.
Could you explain what you mean by ...?
So, if I understand you correctly, ...
Do you mean ...?
Could you elaborate a little on ...?
Could you tell me what that would involve?
I'm sorry, could you say that again?
I didn't quite catch what you said.

A Chart of Talking About Yourself Phrases

I think I'm suitable for the position of ... because ...
I'm also able to ...
For example, in my last job ...
In my last job I was responsible for negotiating deals, etc.
I feel that I am ...
I have recently started to ... to improve ...
When I was at university I used to be ...
I used to be ..., but I've started ..., which has enabled me to ...
I am used to dealing with customers / managing big budgets, etc.
I have a good knowledge of ...
I can speak Spanish fluently / reasonably well / a little.
I work well under pressure / in a team / autonomously.
I enjoy ... / I'm a keen ...
I can be a bit (of a) ... / I can occasionally be a little ...
I'm looking for an opportunity to ...
I feel I'm best suited to ...
I occasionally have difficulty making decisions / handling criticism etc.
I'm seeking the possibility to develop further professionally. / fresh challenges.

There was one situation when...
Probably the best example is...
I realized/discovered/decided/organized....
I managed to...
This resulted in.../ This led to...

A Chart of Talking About the Company Phrases

Before applying for this position / to university, I did a lot of research into ...
In the end I decided to ... as it was clear that ...
I had a look at your website and could see that you ...
I definitely feel, from everything I've learnt about..., that this is the type of organisation I'd like to work for.
It's really something that attracted me to ...
I want to work with your company because you have a really excellent/strong/outstanding reputation.
The work you do seems to be very fulfilling/worthwhile/satisfying.
I think working for you would be very enjoyable/challenging/fulfilling.

(Based on Cambridge English for Job Hunting)

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