

C.F LAAYOUNE

Section :5

ENGLISH FOR PROFESSIONAL COMMUNICATION EPC

- WRITING A C.V RESUME
- WRITING FORMAL LETTERS
- APPLICATION FORMS
- INTERVIEWING

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Second Year

For all streams
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OFPPT

مكتب التكوين المهني وإنعاش الشغل

Office de la Formation Professionnelle et de
la Promotion du Travail

ISBTP ERRACHIDIA

Part: 1

WRITING A CV RESUME



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English for Professional Communication

WRITING A CV RESUME

If you are looking for a job, then it is very important that you understand how to offer yourself in the best way to an employer. This is done by writing a 'CV' (curriculum vitae - Latin for 'life story'), called in some countries a 'resume'. Different countries may have different requirements and styles for CV resumes. So you must follow the correct practice for your culture and country. However, we will try to give you important principles and advice.

WHAT IS A CV RESUME FOR?

A CV resume is quite simply an 'advent' to sell yourself to an employer. You should send a CV to an employer when they ask for one in a job advert, or when you are enquiring if any jobs are available. So the purpose of your CV is to make you attractive, interesting, worth considering to the company and so receive a job interview.

An employer may have several hundred enquiries about a single job, he or she will only choose a few people who appear suitable for interview.

Therefore, your CV must be as good as you can make it.

GENERAL ADVICE

If you are a student, there is probably a career advice office in your place of study. They are there to help. They may have fact-sheets of advice on how to prepare a CV. Make full use of them. However, employers do not want to see CVs which are all written in exactly the same way. Therefore, do not just copy standard CV samples! Your CV should be your own, personal, and a little bit different.

A CV should be constructed on a word-processor (or at least typed), well laid out and printed on a good quality printer. Do use bold and/or underline print for headings. Do not use lots of different font types and sizes. You are not designing a magazine cover! Do use plenty of white space, and a good border round the page. Do use the spell-check on your computer! (Or check that the spelling is correct in some way) Consider using 'bullets' to start sub-sections or lists.

Because you are using a computer or word-processor, you can easily 'customise' your CV if necessary, and change the layout and the way you write your CV for different employers.

Picture yourself to be a busy manager in the employer's office. He (or she) may have to read through 100 CVs in half an hour, and will have two piles - 'possibles' and 'waste-bin'.

So yours must be easy to read, short and attractive.

There are two communication principles to remember:

***Keep it simple.**

***If they didn't hear it, you didn't say it'.**

So, when you have written a first attempt at your CV, get someone else to look at it, and tell you how to make it better.

Ask your friends, your tutors or teachers, your career office, family friends in business. What you have written may seem simple and obvious to you, but not to an employer! Go through it again and again with a red pen, making it shorter, more readable, more understandable!

Before you start

Sit down with a piece of paper. Look at the job(s) that you are applying for. Consider how your skills, education, and experience compare with the skills that the job requires. How much information do you have about the job description?

Sometimes employers do not give enough information. Ask for more detail if needed. Spend time researching detail about the job(s) that interest you and information about the employer - their structure, products, successes, and approach - from:

Their own publicity, reports and publications

A library (business reports, trade papers)

College career office

Newspaper reports

The Internet

WHAT TO INCLUDE

Personal details

Name, home address, college address, phone number, email address, date of birth.

Do you have your own web homepage? Include it (if it's good!).

If your name does not obviously show if you are male or female, include this!

Education

Give places of education where you have studied - most recent education first. Include subject options taken in each year of your course. Include any special project, thesis, or dissertation work.

Pre-college courses (high school, etc.) should then be included, including grades. Subjects taken and passed just before college will be of most interest. Earlier courses, taken at say age 15-16, may not need much detail.

Work experience

List your most recent experience first. Give the name of your employer, job title, and very important, what you actually did and achieved in that job. Part-time work should be included.

Interests

They will be particularly interested in activities where you have leadership or responsibility, or which involve you in relating to others a team. A one-person interest, such as stamp-collecting, may be of less interest to them, unless it connects with the work you wish to do. Give only enough detail to explain. (If you were captain of a sports team, they do not want to know the exact date you started, how many games you played, and how many wins you had! They will ask at the interview, if they are interested.) If you have published any article jointly or by yourself, give details.

If you have been involved in any type of volunteer work, do give details.

Skills

Ability in other languages, computing experience, or possession of a driving licence should be included.

References

Usually give two names - one from your place of study, and one from any work situation you have had. Or if this does not apply, then an older family friend who has known you for some time. Make sure that referees are willing to give you a reference. Give their day and evening phone numbers if possible.

Length

Maybe all you need to say will fit onto one sheet of A4. But do not crowd it - you will probably need two sheets. Do not normally go longer than this. Put page numbers at the bottom of the pages - a little detail that may impress.

Style

There are two main styles of CV, with variations within them.

Chronological

Information is included under general headings - education, work experience, etc., with the most recent events first.

Skills based

You think through the necessary skills needed for the job you are applying for. Then you list all your personal details under these skill headings. This is called 'targeting your CV', and is becoming more common, at least in UK.

But it is harder to do. So take advice on whether it is OK in your country and culture, and how to do it best.

Optional extras

It can be good to start with a Personal Profile/Objective statement. This is a two or three sentence overview of your skills, qualities, hopes, and plans. It should encourage the employer to read the rest.

You could add a photo of yourself - either scanned in by computer, or stuck on. But make sure it is a good one. Get a friend (or a working photographer) to take a good portrait. The pictures that come out from automatic photo-machines do not show you at your best.

Presentation

You may vary the style according to the type of job, and what is accepted in your country and culture. So a big company would normally expect a formal CV on white paper. But, just perhaps, a CV applying for a television production job, or graphic designer, could be less formal - coloured paper, unusual design, etc!

Consider using a two column table to list your educational qualifications and courses taken.

Covering letter

When sending in a CV or job application form, you must include a covering letter. The purpose of the letter is:

To make sure that the CV arrives on the desk of the correct person. Take the trouble to telephone, and find the name of the person who will be dealing with applications or CVs, and address your letter, and envelope, to that person by name. (In a small company, it may be the managing director. In a medium size company, it may be the head of section/department. Only in a large company will there be a Personnel or Human Resource Department.)

CV Writing

A CV or Curriculum Vitae is :

- Your Life History
- Your Job History
- Your Achievements
- Your Skills

I am not sure where to get this information.

Show me how to write a CV.

Why should I have a CV ?

A **CV** or **curriculum vitae** is a marketing tool. With your *CV* you will be able to promote yourself. Imagine the CV as being a brochure that will list the benefits of a particular service. The service being your time and skills! When writing a CV look at it from your employers point of view. Would you stand out against the competition (the other candidates) and would the manager want to talk to you for a possible **job**? You have to ask yourself these questions when writing your CV or curriculum vitae.

Networking and interviewing are essential for your job hunt and your CV is just the first step in the job search. However a CV will be your first contact with potential employers and will open the door. If you are invited for an **interview** you would then be in a position to explain and expand on what is in your CV.

A CV is an essential tool in your **job search**. When applying for a vacancy you generally first have to send your CV to present yourself to the prospective employer.

CV Heading

In CV heading you can write your general information:

- Name
- Surname
- Local address
- E-mail address
- Phone number

(If applying for an overseas job, please remember to include your international dialling code.) Include your details if you are going to relocate soon.

CV Skills Summary

The Skills Summary section of your CV includes your **main skills**. You should **only include keywords** and not lengthy descriptions of your skills. The skill summary is also called personal profile.

CV Objective

Why Write a CV?

To apply for a job within the same field.

You like what you do, but you want to do it somewhere else! Make sure your CV highlights your achievements. Writing a CV is easy but writing a good CV isn't! Achievements can show the employer that you are able to meet objectives, something all employers are looking for.

To apply for a job within a different field.

So the time has come for a career overhaul. You have thought hard and decided that you do not want to pursue a career in the current direction. Write a CV that highlights any experience or qualifications in this new area. You would also need a reason in your CV outlining why you want to make a career change.

To summarize your life achievements.

Having a full CV, is always a good idea as you never know when a good opportunity will come up. Keep your CV updated at all times, adding any relevant courses or qualifications. This way, when you find yourself applying for a job in three months time your CV will already be written and having to remember all your courses/experiences/projects will not be an issue. If you then apply for a different position, all you will need to do is edit your CV to suit the particular post.

To apply for a particular job vacancy.

Address all the job requirements in your CV. If you do not have any formal qualifications that cover the job requirements, try to make up for it by showing your experience. Make sure you carefully read the advertisement and follow all instructions. A CV is an essential tool in your job search and career.

Formatting your CV for best results

We all know what a CV should contain, and in general terms how it should be arranged on the page. In spite of knowing all the technicalities, people still commit the mistake of writing a run-of-the-mill CV with the same headlines, the same order of ideas, and the same general matter in a dull business language. In this way the CV looks indeed as a poor copy of a standard template.

The formatting should be backed up by the right information of course, but in order to have a good flow of ideas, the CV should have a building-up style of presentation. You start at the personal details, or educational qualification and slowly build up to show how your talents are best suited for the job at hand.

Bullet points look perfect when listing job responsibilities, or personal traits, or overall achievements headings. However, if the bullet points do not have an anchor which explains what they are, it will be difficult for the CV to really hold the prospective employer's interest.

Do not state the obvious - depending upon the job achievements do not re-inforce certain traits which are self-evident such as good leadership, good communications skills, etc. Go ahead and use the paper for traits that are not visible from what you have presented so far. For example you are successful marketing manager

The interview

Learning how to handle an interview is also very important. Your college career office or library may have a sheet or booklet on interview technique. Take as much advice as you can. Try and 'practice' an interview. Ask a friend, or college teacher, to pretend to interview you.

Be positive, and confident (if you can!) but not over-confident. Be well-informed about the company, its record and achievements, about the job and why you want it. Have questions ready to ask about the company and the job. If you are not accepted, some employers may be kind enough to look at your interview notes, and explain to you how you could improve your CV and interview technique. Ask - you can only be refused, and it shows you are prepared to develop and learn; they may make a note about you for future reference.

There is also a good book which may help you:

THE PERFECT CV,
by Tom Jackson and Ellen Jackson,
published in USA by Doubleday,
and in UK by Judy Pratkus Ltd, ISBN: 0 7499 1693 1.
It may be available in your country.

CV Service

You may like to check out this website for other helpful tips.

The CV Centre

The CV Centre is the UK's leading CV consultancy.

For further interview technique material, you may like to look at [The CV Centre Interview Page](#) and, for writing a CV, [The CV Centre CV Writing Page](#)

CV Tips

CV, Cover Letter and Interview Information.

CV Consultancy

Professional advice from Gwyneth Holland

CV Writing Services - free advice

Quality CVs and Resumes, designed to secure you interviews in your chosen profession, free advice and personal assessment. We are recruitment consultants so we can help you get the interviews you want!

CV Writing Services - Professional CV Writing for all Job Levels

Achieve job hunting success through a perfect CV. Get a Professional CV tailored to that new job by CV Writing Services.

Or write your own with our quality CV template user guide and job hunting advice.

Get Resume

How to write a perfect professional Resume and CV in just a few minutes

AllInterview.com

consists of Interview Questions and FAQs related to almost all Technologies like Software, Business, Engineering, Sciences etc.

All the Top Bananas

The UK's Job Search engine

GreatCVs

very focused on how to create a great C.V.

May you have good success!

Your future life

You are probably now standing in the doorway of adult life. Choices you make now will affect your whole future.

Here are some questions to consider:

How can I choose the best career for my life?

What are the best ways of making choices and decisions?

What is the real purpose of my life, and what do I want to achieve?

Do I have the inner resources to handle these things?

Our [student help page](#) is designed to suggest some new and revolutionary options for facing these questions. Take five minutes to check it out and maybe change your whole life! Or wonder what you missed!



English for Professional Communication

Resumes

curriculum vitae (CV).

Your resume may be the most important document you will produce in your professional life. To produce an effective resume, you need to know about both the functions and language of resumes.

What is a resume?

A resume, or curriculum vitae (CV), is a record of your history and achievements in a concise yet comprehensive form. An effective resume does not summarise everything you have done in your life. Details of your education and qualifications are essential, but other information should be carefully selected. Provide information about past activities that demonstrate your suitability for activities in the future.

Features and benefits

- Features are the facts that make up your personal characteristics and your career - 'This is what I am like', 'This is what I have done'.
- Benefits are the advantages you might bring to a company if it employs you. They show the value or relevance of your characteristics to a particular job situation - 'This is what I can do for your company.'

A good resume does not merely present the facts of your life to a potential employer. It highlights the features of your career to date that will be of most benefit to the employer in the job you are applying for. You should therefore include features that are relevant to the job and exclude features that are not relevant.

You may also state the main benefits you can offer to the employer in a summary at the beginning of your resume (or in a cover letter) and at interview. To do this, you will need to be skilled at translating the features of your career into benefits for an employer.

The language of resumes

Effective resumes are characterised by:

Clarity and brevity: Most student resumes should fit on two sides of A4 paper. To meet this restriction on space, cut out unnecessary words.

Action words: Action words give a dynamic impression of your skills and activities. Remember the ten core competencies that employers look for and try to exemplify them.

Statements of experience: These summarise clearly and concisely what you have done in your career. Use action words and omit the personal pronoun 'I'.

This module is adapted from materials written by English Centre Staff for the Resume and Interview Skills in English (RISE) course.



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English for Professional Communication

Curriculum Vitae



Personal Details

Elmadani Amina
Domain Elmadani Rout D'oujda km 16, Berkan,
Morocco

Telephone: 0525565659

Mobile: 0661111111

Email address: Amina12@hotmail.com

Nationality: Moroccan

Date of Birth: 15/01/1976

Family status: single

Marital status: Female, single.

Education & Qualifications

1994-98	Ecole Professionnelle D' agriculture	diploma in agricultural Science (1998)
1987-94	lycee Alabtal , Berkan	Baccalureate (science option) (1994)
1982-87	Ecole Primaire Alamal , Berkan	Primary school certificate (1987)

Professional Training

1998-2002	Practical Farm-Working every year during training Grainstock crop-inc Lawrance ,Kansa
2004-2006	Training in storage methods

Work Experience

2002-2004	Assistaht Farm Manager	Domaine Soussi Belhamra in Agadir, Morocco
2005-present	Assistant Farm Manager	Domaine Chaouia Elkhadar Settat

SKILLS

Languages

Arabic:	mother tongue
French:	fluent
English:	intermediate
Spanish:	intermediate

Computing: Microsoft word, Excel, PowerPoint, Internet Explorer, Access , software packages,
Some Experience of Programming.

Driving: Full clean current driving licence

Interest & Activities

Cinema, swimming, Travel, Reading
Cultural activities such as going to museums, exhibition, conference.....
Member of an association

References

Available on request

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PART:2

WRITING FORMAL LETTERS



Writing skills :

How to Write Formal Letters

Formal Letters

Help with formal and business letter writing. A summary of writing rules including outlines for cover letters and letters of enquiry, and abbreviations used in letters.

Rules for Writing Formal Letters in English

In English there are a number of conventions that should be used when writing a formal or business letter. Furthermore, you try to write as simply and as clearly as possible, and not to make the letter longer than necessary. Remember not to use informal language like contractions.

Addresses:

1) Your Address

The return address should be written in the top right-hand corner of the letter.

2) The Address of the person you are writing to

The inside address should be written on the left, starting below your address.

Date:

Different people put the date on different sides of the page. You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.

Salutation or greeting:

1) Dear Sir or Madam,

If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name.

2) Dear Mr Jenkins,

If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women.

Ending a letter:

1) Yours Faithfully

If you do not know the name of the person, end the letter this way.

2) Yours Sincerely

If you know the name of the person, end the letter this way.

3) Your Signature

Sign your name, then print it underneath the signature. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name.

Content of a Formal Letter

First paragraph

The first paragraph should be short and state the purpose of the letter- to make an enquiry, complain, request something, etc.

The paragraph or paragraphs in the middle of the letter should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organizing it in a clear and logical manner rather than expanding too much.

Last Paragraph

The last paragraph of a formal letter should state what action you expect the recipient to take- to refund, send you information, etc.



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Letters

Letters to companies are formal letters in which you need to follow certain rules and conventions. As a student there are several kinds of letters that you might write to companies: to make arrangements, to confirm arrangements, to thank someone for a service or to apply for a job. The most important letters you will write are job application letters. On this page we offer you some general advice on writing letters to companies and some specific advice on job application letters.

General rules

Whenever you write a letter to a company you should bear these points in mind:

- Avoid informal language but do not use old-fashioned or over-formal language
- Be polite but do not be humble
- Be brief but make sure you make your point clearly

Business people are busy and do not appreciate unnecessarily long letters. Most business letters are less than one A4 page long. If you need a second page for your letter, you should think about whether you can say what you want to say using less words.

There are also some things that you must do in every letter to a company:

- Include your address and the date. You may also include your telephone, fax and email address
- Include the receiver's name (if you know it), job title and address
- Make sure the receiver knows who you are and why you are writing
- Sign your letter and make sure the receiver can read your name

Formats for business letters vary a great deal. Look at the models and resources in this module for examples of acceptable formats.

Job application cover letters

Purpose

Job advertisements usually ask you to send a resume or fill in an application form. They do not necessarily ask for an application letter, but every job application should be accompanied by a cover letter. The cover letter has one main purpose: to get you an interview. The way to achieve that purpose is:

- To let the employer get to know you as an individual
- To let the employer know what benefits you can offer the company

If you worked through our section on resumes, you may remember reading about features and benefits. Your application letter is the place to translate the features of your career into benefits for the employer you are applying to.

Content

An application letter should tell the employer four things:

- The position you are applying for and how you found out about it.
- Why you believe you are suitable for the position.
- Why you are interested in the position
- When you are available for interview

Your application letter should also highlight the most relevant points in your resume.

Language and style

The current advice on application letters is to 'sell yourself'. However, the most difficult part about writing application letters is to sell yourself without sounding too pushy or big-headed. The way to do this is to make sure that your interest in the position and the benefits you can offer are supported by evidence of achievements in your resume. Here are some other tips:

- Show that you know something about the company, but do not try to flatter or exaggerate your interest in the job.
- Base your interest in the job on achievements and activities described in your CV.
- Avoid using adjectives to describe the company. They already know they are the best in the field.
- If you have the required qualifications, mention them in the letter. If the job description asks for a person with certain qualities, try to show that you have those qualities indirectly through evidence from your resume. Avoid using adjectives to describe yourself.
- Don't exaggerate your talents. Refer to evidence of your talents in your resume.
- Emphasise benefits to the company, not benefits to you.
- Don't tell the employer what to think or state conditions for accepting the position.
- Don't repeat yourself.
- Be sure to spell-check and proof-read your letter carefully.

This module is adapted from materials written by English Centre Staff for the Resume and Interview Skills in English (RISE) course.



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WRITING SKILLS

A Job Application Letter

When you write a letter you need to think about layout, style and content.

- **Layout** is how your letter looks on the page, where you put addresses, etc...
- **Style** is the manner in which you write, i.e. formal or informal.
- **Content** is what you want to say.

Formal letters

A job application letter

Your address. Do not put your name here.

34 Cricket Road
Exeter
EX9 6RT
27 January 2006

All parts of the letter
(just for your own
address and the date)
are lined up on the left
hand side of the paper.

Simon Harris
Pier Publishing
11 Fish Lane
Brighton
BR7 9VB

Dear Mr. Harris

Use the person's title.

Mr, Mrs. (married woman), Miss
(unmarried woman) or Ms (any woman,
married or single) +

I am writing to apply for the post of IT assistant,
Advertised in the Mail of 13 January. As requested
I enclose my CV.

CV= Curriculum Vitae

Organize the information
in your letter into 3 of 4
paragraphs

1. Your reason for writing
2. Your skills and experience
3. When you will be available for interview

Before university I worked for a publisher in Exeter
For 6 months, where I gained valuable experience.

In July I will graduate from York University, where I am
studying Business and Spanish. I speak fluent Spanish
and good French and I have excellent computer skills.

I would very much like to work for your company and
I hope you will consider my application. I am available
for interview next week. I look forward to hearing
from you.

Use format words and phrases. Write in full
sentences

Yours sincerely

Emma Reyes

Closing : use a capital letter. *yours sincerely*
if you know the person's name, *yours faithfully*
if you don't.

Emma Reyes

COMMERCIAL ENGLISH:

Reservation Letters

How to Write a Reservation Letter

Knowing how to write a clear and professional reservation letter is a useful skill. Most reservation letters are written to book a hotel room or to attend a conference, but no matter what the purpose of the letter, here's how to make sure that you include all the necessary information.

Instructions

1. Step 1

Include all relevant details in your letter, including your complete contact information, date and time of arrival and departure, number of days of your stay, type of room and any special needs or requests such as a smoking or non-smoking room.

2. Step 2

Use a professional tone when writing your letter. Your salutation should be, "To Whom It May Concern" or "Dear Sir or Madame." Also include today's date at the top of the letter. The body of the letter should be to the point. It should specifically state what you need and how you will pay.

3. Step 3

Writing a letter can look like this: Date To Whom It May Concern, Please reserve a non-smoking king sized bedroom for me and my partner for the following dates _____. Please charge my credit card for the initial deposit required. Include any discounts that my early registration permits. Credit card number: Exact name on the card: Expiration date: Thank you for your prompt attention to and I look forward to receiving a letter confirming my reservation. Thank you, your name, address, email, phone, and fax.

A Sample Reservation letter

Date

Dear Sir or Madam:

Please reserve afor me on (Date).

Please charge my credit card for the initial deposit required:

Credit Card Number:.....

Exact Name on Card:.....

Expiration Date:.....

Please give me any discounts my early reservation permits to be granted .If they are other options that might be of benefit.

Please let me know them as soon as possible.

Thank you for your prompt assistance .Please confirm receipt of this letter and implementation of my request.

Best regards.

.....

Writer



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English for Professional Communication

Resumes: Myths and Realities

Work through the list of statements below and try to agree whether each is 'Probably TRUE', 'Probably UNTRUE' or tick the 'NOT SURE' box. You can check the suggested answers afterwards. Make a note of additional comments or queries you may have.

	Probably TRUE	Probably UNTRUE	?	COMMENTS
1. The only use of a resume is to get a job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. You should write a different resume for every different situation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. A resume is a description of yourself that shows you have as many different talents as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. It's a good idea to include an objective at the start of the resume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. When looking for a job, it's best to send your resume to hundreds of employers rather than to just a few.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Employers like detailed, lengthy resumes because it gives them complete information for screening candidates. Try to get as much as possible on each page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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7. You should not include your hobbies or recreational pursuits in your resume eg reading, cycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. It's essential to put salary expectations and references on your resume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. You should list all your courses and grades.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. You must include details of your age, sex, marital status, ethnic origin etc as well as a photo of yourself in your resume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Potential employers are more interested in your holiday jobs and extra-curricular activities than in your academic record.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The resume is less important than other activities, e.g. interviews, in getting a job.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

[illegible]

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PART:3

APPLICATION FORMS



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COMMUNICATION SKILLS:

APPLICATION FORMS

HOW TO FILL IN AN APPLICATION FORM

KEY POINTS

Each application form will be different and organisations may have specific instructions about how to complete their form. However, there are some general principles which apply to any application form process:

Take some photocopies of the form to practise on, before you begin to complete the full version.	Make sure you read all the instructions carefully and answer all the questions - don't leave any gaps.
Link your answers to evidence and to what the employer wants. When describing a situation be clear about how it arose, what your role was in the process and what the outcome was.	Use a range of examples and adapt your answers for each application.
Keep things concise, i.e. write in short sentences and don't include irrelevant information.	Use positive language and make the answer easy to read and interesting.
Do make it neat and make sure your handwriting is legible - don't use correction fluid, unless absolutely necessary.	Check your spelling, punctuation and grammar - get someone else to check it too.
You may want to show a draft version of the form to a Careers Adviser.	Keep a copy of your final form and post in good time.
For more information on how to answer specific questions on application forms look at http://www.prospects.ac.uk Click on Career Planning / Getting Jobs and Other Information / Applications and CVs	

REMEMBER that some application forms take you through a series of analytical questions and others will simply have one large section asking you to demonstrate why you are suitable for the post. In the latter case you will need to organise this section carefully. Check that you understand the information contained in the job description and person specification. Then provide examples which demonstrate that you meet all these requirements. Examples can be taken from your work experience, academic study, personal interests and domestic circumstances etc.

JOB APPLICATION FORM

Eligibility : _____

Field of Study : _____

Field of Study : _____

PHOTO

Name: _____
 First Name Middle Name Family Name

Mailing Address: _____

No.: _____

1. Age ____ 2. Birth Date _____ 3. Place of Birth _____

4. Citizenship _____ 5. Religion _____

6. Home Address _____

7. Marital Status : Single ☐ Married ☐ Separated ☐ Widow ☐

8. Name of Spouse _____

9. Spouse's Occupation/ Employer _____

10. No. of Children _____ 11. Their Ages _____

12. Father's Name	Occupation	Highest Educational Attainment
-------------------	------------	--------------------------------

13. Mother's Name	Occupation	Highest Educational Attainment
-------------------	------------	--------------------------------

14. Are your parents living? Father _____ Mother _____

**Office for Recruitment, Examination and Placement
Civil Service Commission**

P2

15. Please list all secondary schools, colleges, and universities attended. Enclose with this application official transcripts of college/university grades or records beyond secondary school level.

[illegible]

16. State major and minor fields of study and discuss your basis of selection.

17. Distinctions, Honors, and Awards (academic, extracurricular, business, community, or others)

18. College Extracurricular/Business or Community Activities or Involvement

[illegible]

19. Briefly describe your involvement in the activities listed in Item 18 and their importance to you.

next page .

20. Did you have part-time work while in college? If yes, describe it briefly.

[illegible]

21. Describe your avocations and hobbies:

22. Full-time Positions Held. List each position separately with most recent job first.
(Use additional sheet if necessary)

a. Employer

Nature of Business _____
 Job Title _____
 Employer's Address _____
 Date Employed _____ Monthly Salary _____
 Responsibilities _____

Reason for leaving

b. Employer

Nature of Business	
Job Title	
Employer's Address	
Date Employed	Monthly Salary
Responsibilities	

Reason for leaving

c. Employer

Nature of Business _____
 Job Title _____
 Employer's Address _____
 Date Employed _____ Monthly Salary _____
 Responsibilities _____

Reason for leaving _____

next page .

23. Training Programs/Seminars/Conferences Attended

Training/Seminar : _____
Conducted by : _____
Inclusive dates : _____

Training/Seminar : _____
 Conducted by : _____
 Inclusive dates : _____

Training/Seminar : _____
 Conducted by : _____
 Inclusive dates : _____

24. Please make a candid self-assessment of what you consider to be your strengths and areas of improvement:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

25. Briefly describe what you believe to be your three most substantial accomplishments and explain why you view them as such.

[illegible]

next page .

18.

26. Please describe a situation in which you felt you had some responsibility. This situation may be taken from family, school, business, community, or military life. Describe how this situation developed, your involvement or participation in it, the outcome, and what you learned from this experience.

27. Please explain why you would like to work in the government.

next page .

28. What is your vision of good government?

29. What are your future plans (family, career, etc.)?

30. Describe your health condition. Do you have any disability or illness at the present time? ☐ No ☐ Yes If yes, please explain.

31. Please provide the name(s) and address(es) of reference persons whom we can talk to, if necessary, about your qualifications.

Name of Reference Person

Name of Reference Person

Title of Position

Title of Position

Address

Address

Telephone

Telephone

32. I certify that the statements made by me in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief. I understand that any false statements or any required information withheld from this form may provide grounds for dismissal from the government service, if hired.

Signature: _____



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ISBTP ERRACHIDIA

PART:4

INTERVIEWING

English for Professional Communication

Interviewing

You are likely to participate in many kinds of interview in your working life both as interviewer and interviewee. This page focuses on your role as a job applicant. The Models page has video clips of actual interview questions and answers.

The expectations of employers vary a great deal and you should always seek the best advice before attending an interview. The Careers Education and Placement Centre is able to offer expert advice to HKU students on interviews with specific employers and on specific kinds of interviews. Take advantage of it!

Interview roles

Your role in an interview will determine what you will try to do during the interview and the kind of language you will use. Interviewer and interviewee may share a common purpose, but they may also have specific goals. In a job interview, both interviewer and interviewee share the purpose of finding out if the candidate and the job are well matched. But the interviewer will be looking for the best candidate, whereas the interviewee will be trying to show that she is the best person for the job. Whether you are an interviewer or interviewee, begin by thinking about your own goals and the goals of the person opposite you.

Preparing for a job interview

In order to be a successful interviewee, you need to know what the interviewer is looking for. Selection criteria vary from job to job and from employer to employer. To prepare for an interview, you should therefore do as much research as you can and try to work out what kind of person the employer will be looking for.

Brainstorming questions that are likely to come up in an interview will help you put on a better performance. Remember that the employer wants to know if you are the best candidate for the job. The question underlying every other question is: "Why should we hire you?" General questions are designed to find out about your personality and attitude to work. Job specific questions are designed to assess your suitability for the job.

Many employers ask questions based on your resume. They may appear to structure the questions on (1) your report of work experience, education and extra-curricular activities, or (2) their criteria for the job. Either way, both factors play a part and you need to consider both as you prepare for your interviews.

Some questions seem simple but are actually designed to give you an opportunity to show yourself in a positive light. Avoid giving short, obvious answers and take the opportunity to talk. Make sure that your answer is relevant, interesting and allows you to show off your strengths. Your answers should not sound like they have been prepared in advance and should be delivered naturally and convincingly.

During interviews, candidates sometimes come across situations where they are lost for words. So, apart from anticipating general and job-specific questions, you need to develop strategies for handling difficult or unexpected questions. At the end of an interview, the interviewer usually invites the interviewee to ask some questions. Prepare some questions appropriate to the post. This is not the best time to clarify queries about the job requirements and salary,

which can be done later if you are actually offered the job. Ask questions politely and do not seem critical of the company or the job. If you cannot think of a question, or your prepared questions have already been answered, just decline to ask questions politely.

The language of job interviews

The language you use in a job interview will create an impression on the interviewer. Below we offer two tips.

Choice of words

The same information can be presented in a positive or negative way. For example,

- I am keen to acquire new skills to apply to the job
- I don't know how to do that so I would need training

The former is more likely to create a favourable impression than the latter. When preparing answers to questions, think carefully about the impression your choice of words will make.

Verb tenses

When you make a statement about yourself it is important for the employer to understand whether what you are describing is:

- Something you did in the past but are no longer doing (past tense)
- Something you did in the past and are still doing now (present perfect tense)
- Something you are doing now and intend to do in the future (present continuous)
- Something you do habitually (present tense)
- Something you intend to do (future tense)

The wrong tense can be confusing or create a false impression. When preparing answers to questions about yourself, think carefully about your choice of tenses.

This module is adapted from materials written by English Centre Staff for the Resume and Interview Skills in English (RISE) course. Video materials were made with the support of PriceWaterhouseCoopers.

3. Answers to Job Interview Questions

How to Survive a Tricky/Adversarial Interview

The following 'difficult' questions are common to most tricky or adversarial interviews. In order to convince the interviewer that you are the best person for the job, you must prepare and rehearse your answers meticulously. Study the job description and the candidate profile; research the company; and match your skills and accomplishments to the employer's requirements.

When preparing your answers, consider what each question is designed to find out about the candidate's suitability for the position on offer.

1. Why are you leaving your current job?

The employer is seeking to identify problems you have had in the past that you may carry over into your new job. Always cite positive reasons for joining and leaving a company. Never criticize your previous employer or work colleagues. Avoid statements that may convey a negative impression of yourself or your ability to get on with others. State that you are looking for a new challenge and briefly explain why you see the advertised position as an important step forward in your career.

2. Why should we employ you rather than one of the other candidates?

The interviewer wants to know what unique quality makes you the best person for the job. To differentiate yourself from the other candidates, you must show that you have researched the company thoroughly and studied the job description. You should be prepared to demonstrate clearly how your skills, qualifications, and accomplishments match the employer's specific needs. It is important to convey genuine enthusiasm for the post.

3. What are your strengths and weaknesses?

This particularly tricky question requires painstaking preparation and rehearsal. The interviewer is looking for evidence of critical self-assessment and a commitment to continuous self-development. Stress specific job-related strengths and accomplishments. Select one weakness that could be viewed both as positive and negative, e.g. you are a perfectionist who tends to work too long hours. Show, by particular example, how you have successfully addressed this tendency. Make sure to portray yourself in a positive light. Never mention a weakness that is directly related to job for which you are being interviewed.



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English for Professional Communication

Interview Roles

An interview works best if there is co-operation on both sides. Consider the following descriptions of roles which may be helpful to a successful outcome

Interviewer	Interviewee
Try to put interviewee at ease	Try to appear confident and at ease. Self consciousness can detract from your purpose
Give interviewee time to answer	Think before you speak but don't appear uncommunicative
Explain the purpose of the interview	Try to work out the ground-rules and scope of the interview
Keep the goal of the interview in mind	Don't ramble on about irrelevancies
Let the interviewee do most of the talking	Be informative - don't answer in mono-syllables
Pursue questions that have not been adequately answered	Do not dodge difficult questions entirely
Keep a record of key points and your impressions	Try to monitor your own performance and assess the impression you are giving
Avoid premature decisions or those based on minor details	Give as balanced a picture as possible
Establish an appropriate communication climate	Don't be over-familiar or over-formal, smile as necessary (but don't over-do it)
Consider whether open or closed questions are appropriate - use a fair number of open questions	Don't just answer Yes or No. Qualify points where appropriate, justify views, offer examples
Have a questioning strategy prepared	Try to see where the questioner's points are leading to
Prepare key questions but remain flexible	Be helpful. If possible, guide the talk into interesting or favourable areas



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Interview Roles Quiz

Look at each of the roles below and try to decide whether it is primarily an interviewer's or interviewee's role. Jot down ideas you might have about why you have chosen your answer.

Role	Interviewer	Interviewee	Comments
1. Try to put interviewee at ease.	<input type="checkbox"/>	<input type="checkbox"/>	
2. Think before you speak but don't appear uncommunicative.	<input type="checkbox"/>	<input type="checkbox"/>	
3. Try to appear confident and at ease. Self consciousness can detract from your purpose.	<input type="checkbox"/>	<input type="checkbox"/>	
4. Don't ramble on about irrelevancies.	<input type="checkbox"/>	<input type="checkbox"/>	
5. Don't just answer Yes or No. Qualify points where appropriate, justify views, offer examples.	<input type="checkbox"/>	<input type="checkbox"/>	
6. Consider whether open or closed questions are appropriate – use a fair number of open questions.	<input type="checkbox"/>	<input type="checkbox"/>	
7. Keep a record of key points and your impressions.	<input type="checkbox"/>	<input type="checkbox"/>	
8. Try to monitor your own performance and assess the impression you are giving.	<input type="checkbox"/>	<input type="checkbox"/>	
9. Explain the purpose of the interview.	<input type="checkbox"/>	<input type="checkbox"/>	
10. Pursue questions that have not been adequately answered.	<input type="checkbox"/>	<input type="checkbox"/>	
11. Be helpful. If possible, guide the talk into interesting or favourable areas.	<input type="checkbox"/>	<input type="checkbox"/>	
12. Do not dodge difficult questions entirely.	<input type="checkbox"/>	<input type="checkbox"/>	
13. Be informative - don't answer in mono-syllables.	<input type="checkbox"/>	<input type="checkbox"/>	
14. Give as balanced a picture as possible.	<input type="checkbox"/>	<input type="checkbox"/>	
15. Don't be over-familiar or over-formal, smile as necessary (but don't over-do it).	<input type="checkbox"/>	<input type="checkbox"/>	

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English for Professional Communication

COMMUNICATION SKILLS:

Telephone Conversation

Whenever you talk with a stranger by telephone your personality to him is the sum of your voice, your enunciation, your pronunciation, your vocabulary, and your ideas.

Your speech alone represents you, for your appearance, gestures, and surroundings are not visible to your listener, and he has no previous impression of them to fill in his mental picture of your entire personality.

In business a pleasing telephone personality is of vital importance. Employers have come to realize that new friends for the firm can be gained or lost through one telephone contact; and that old, valued customers whose friendship has been built up through years of service can be lost in a single tactless telephone conversation. For these reasons telephone companies and personnel executives have drawn up rules for the guidance of those who use the telephone in business.

Socially, too, the telephone personality is important. You can be quite as charming over the telephone as you are at a party or in your own home if you know the art.

First of all, when you answer the telephone, do so with a smile in your voice. Don't say "Hello," but give your telephone number or your name, or the name of the firm or department. If the call is for someone else, don't leave the caller guessing your intention and don't ask, "Who's calling?" Say, "Mr. Smith isn't here. May I take a message?"

If you must leave the telephone, don't simply disappear. Ask the person to whom you are talking to excuse you for a moment and when you come back say, "I'm sorry to have kept you waiting," adding, if you wish, the reason for your absence.

When you have your secretary or your maid put through a call for you, be ready to take it. As someone has well said, this "wait-a-minute" habit is like pushing a door bell and running around the house. Remember, the person you are calling is probably just as busy as you are.



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COMMUNICATION SKILLS

Telephone: language

NB: This section is very suitable for offshoring dies:

Introduction

A lot of people find it difficult to make phone calls in a foreign language – and that's understandable. You can't see the person you are talking to, their voice might be unclear, and you might find it difficult to find the right words.

Multi-word verbs

One thing you can do to improve your telephone skills is to learn some of the multi-word verbs that are commonly used in telephone conversations. Most of them are featured in this module. **Hold on** means 'wait' – and **hang on** means 'wait' too. Be careful not to confuse **hang on** with **hang up**! **Hang up** means 'finish the call by breaking the connection' – in other words: 'put the phone down.'

Another phrasal verb with the same meaning as **hang up** is **ring off**. The *opposite* of **hang up** / **ring off** is **ring up** – if you **ring somebody up**, you make a phone call. And if you **pick up** the phone, (or **pick the phone up**) you answer a call when the phone rings.

"Hang on a second..."

If you are talking to a receptionist, secretary or switchboard operator, they may ask you to **hang on** while they **put you through** – **put through** means to connect your call to another telephone. With this verb, the object (you, me, him, her etc.) goes in the middle of the verb: **put you through**.

But if you can't **get through to** (contact on the phone) the person you want to talk to, you might be able to leave a message asking them to **call you back**. **Call back** means to return a phone call – and if you use an object (you, me, him, her etc.), it goes in the middle of the verb: **call you back**.

Level of formality

Another thing to think about when talking on the telephone is **formality**. It's important to use the right **level of formality** – if you are too formal, people might find it difficult to feel comfortable when they talk to you. On the other hand, if you are too informal, people might think you are rude!

Generally speaking, if you are talking to someone in a business context, you should use **could**, **can**, **may** or **would** when you make a request: 'Could I speak to Jason Roberts, please?' 'Can I take a message?' 'Would next Wednesday be okay?'. You should also use **please** and **thank you** or **thanks very much** whenever you ask for, or receive, help or information.

It's important to show politeness by using words like **would**, **could**, **please**, **thank you** etc. But it's also okay to use some of the features of informal/spoken English – short forms, phrasal verbs and words like **okay** and **bye** – in other words – everyday English! So phrases like **I'm off to a conference...**, **no problem**, **bye!** and **hang on a moment** and **I'll put you through** are perfectly acceptable, as long as the overall tone of the conversation is polite.

English for Professional Communication
COMMUNICATION SKILLS:

TELEPHONING

Objective	To make contact and exchange information over the phone
Tasks	<ul style="list-style-type: none"> - To spell and note down key words and numbers in a telephone message - To make, agree to, and refuse requests - To respond to new situations and say what action you will take - To write business letters confirming telephone calls.

Starting calls:

A. Study these phrases for starting calls.

IDENTIFYING WHO IS SPEAKING

SAYING WHO YOU WANT TO SPEAK TO

This is Paul Henig.

Could I speak to

Paul Henig speaking.

Can I

Is that Julia Gardini?

I'd like to speak to

Extension 596, please.

B. Supply the missing words in these conversations.

- Ms Brunet Sales Department, good morning.

Mr Keller Helena Steiner, please?

Ms Brunet Hold on. I'll get her.
- Mrs Steiner Hello, Sales.

Mr Keller Helena Steiner, please.

Mrs Steiner
- Switchboard Curtis Holdings.

Mr Keller 293, please

Miss Delmont Accounts Department.

Mr Keller Jean Delmont?

One last tip - it's better to ask for help or clarification when you're having a telephone conversation, than to pretend you understand something that you didn't. It's perfectly acceptable to use phrases like 'Could you repeat that, please?' 'Could you speak a little more slowly, please?' and 'would you mind spelling that for me please?' Using phrases like these will help make sure that you have a successful phone call, and may save you from lots of problems later on. You could always say that **the line's very bad today** if you can't hear very well. And it's also a good idea to practise words, phrases and vocabulary before you make the call!

Telephone: connecting

Introduction

This section features phrases you might hear when you telephone a company hoping to talk to someone.

Think

Imagine you are calling a company and want to speak to someone who works there. Can you think of any phrases you might use, or that you might hear?

After you've thought of five, here are some phrases

How can I help?

Can I speak to please?

Who's calling, please?

Please hold!

I'll just put you through

I'll see if he's in

Could I speak to please?

Just a second

Who shall I say is calling?

I've got on the phone for you

Hang on a moment



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**Anglais commercial :**Prof. Didi M^{ed} salem**LANGUAGE WORK****Getting information:**

1- Four people are visiting your institute today. Look at their business cards and ask and answer questions about them.

What's his/her name?

What nationality is he/she?

Who does he/she work for?

Where does he/she work?

What's his/her position in the company?

SKANESBANKEN
BRIGITE SVENSSON
DEPUTY MANAGING DIRECTOR

NYBROKAJEN 7
S615146 STOKHOLM
TEL : 08 663 50 40
FAX : 08 665 40 55

CIEMA Y PUNTO SA
MARGARITA RIDAL ROMEO
Public Relations Officer

Paseo de la CASTELLANA 201 MADRID
Tel : 14312687 FAX : 14351314

BSCS
Business Systems Consultancy Services
DALE CROSBY
Vice President

1049 Derwent SANTA BARBARA
CALIFORNIA
Tel: 8059639171 Fax: 8059628593

DEUXMONT FRANCE
JEAN-CLAUDE AUREILLE
Technical Director

132 rue Véron, 94140 Alfortville, France
Tél: 33143766281
Fax : 33143762924

2. Here are some answers, but what are the questions:

- How do you do?
- José Perez.
- J.O.S.E
- I'm Spanish
- No, I'm single
- IBM
- They produce and sell computers
- The financial department
- I 'm an auditor
- English, Spanish and Italian.

Transferring information

1. Notice these different ways of saying telephone and fax numbers.

91430 *nine one four three zero* (*American English*)

nine one four three oh (*British English*)

6687 *six six eight seven* (*American English*)

double six eight seven (*British English*)

Exchange your personal and home numbers with a partner.

2. Work with a partner. Take it in turns to dictate telephone numbers and write them down.

29508-47766-966015-01525372245-03916600721

PRONUNCIATION NOTE

In phone and fax numbers, English speakers normally group the numbers in threes, not in twos as in common elsewhere in Europe.

3. When you transfer information by phone, try not to leave long silences or pauses. These phrases will help you.

Starting Ready? Go ahead

Continuing Have you got that? Got that.

Finishing Anything else? That's all.

Checking Could you read that back to me? Could I read that back to
you?

Work with a partner. Take it in turns to give each other messages and write them down.

One person dictates and the other write down.

Phone Paul Carter
Tomorrow morning
(03) 408-441932

Fax exhibition dates
to Vera in São Paulo
, 0055 11 223-3181

Send 200 pieces, ref no.
306/AJ

30

Michelle: Hello, marketing. How can I help?

Male: Could I speak to Jason Roberts please?

Michelle: Certainly. Who shall I say is calling?

Male: My name's Mike Andrews.

Michelle: Just a second - I'll see if he's in. Hello, Jason, I've got Mike Andrews on the phone for you ... OK - I'll put him through. Hang on a moment; I'm just putting you through.

Telephone: messages

Introduction

In this section we'll learn some phrases you might hear if the person you wish to speak to is busy.

Imagine you work as a receptionist and you receive a call for someone who isn't there.

What might the caller say, and what would you say in reply?

After you've thought of some phrases, here are some phrases.

Can I speak to ... please?

I'm afraid he's in a meeting

Can you call back later?

Can I help?

Can I take a message?

Could you tell him that ...

Can I take your number, please?

Okay, I'll make sure he gets the message



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ORAL PRESENTATION EVALUATION FORM

Name of Presenter:

Topic:

Rate the speaker on each point listed below by using this scale:

Poor 1	Fair 2	Average 3	Good 4	Excellent 5
--------	--------	-----------	--------	-------------

Content

- _____ Extent of coverage
- _____ Difficulty level of coverage
- _____ Clarity of coverage
- _____ Interesting

Organisation

Overall

- _____ Coherent, good coordination, easy to follow
- _____ Concise
- _____ Clear
- _____ Appropriate

Introduction

- _____ Gained the audience's interest and immediate attention
- _____ Stated purpose clearly
- _____ identified the topic and defined the scope of the presentation

Body

- _____ the main points were supported with details
- _____ Documented facts where necessary
- _____ Transitions were made between the main points to enable the listener to follow the development of the presentation
- _____ sounded believable
- _____ Sounded persuasive
- _____ Informative: something was learnt

Conclusion

- _____ Signal the ending
- _____ Summarized main points
- _____ Closed smoothly

Questions & Discussion

- _____ Responded to questions well

Visual aids

- _____ Suitable number
- _____ Varied
- _____ Design: clear and well-made
- _____ Relevance: used appropriate visual aids
- _____ Used visual aids effectively

Note cards

- _____ Used effectively

Delivery

- _____ Appearance
- _____ Eye contact
- _____ Facial expression
- _____ Hand control
- _____ Body movements
- _____ Gesturing
- _____ Voice: Loudness & softness (in general & for special effects)
- _____ Speed & pacing (in general & appropriacy of pauses)
- _____ Humor, relaxed, enthusiasm and interest
- _____ Confidence of presenter
- _____ Timing

Language

- _____ Complexity
- _____ Grammar
- _____ Pronunciation
- _____ Stress & intonation
- _____ Vocabulary
- _____ Fluency

Overall

1. What did you like most about this presentation?

.....

2. How do you suggest this presentation could be improved

.....

32

English for Professional Communication

E-mail

E-mail is a quick and convenient way of communicating. It is faster than a letter and often more convenient than a telephone call. You are probably used to exchanging e-mail with friends using highly informal language. In this module you will learn more about the form and language of e-mail in professional contexts.

When to send an e-mail

E-mail is so convenient that it is tempting to use it all occasions. E-mail is especially suitable when,

- you are making a simple request,
- you are sending some simple information,
- you would like to give the receiver time to think before responding.

E-mail is less suitable when,

- the request or information is complicated or sensitive (use the telephone)
- you need to negotiate (use the telephone)
- the receiver needs a formal written record (send a letter).

As a general rule remember that busy people do not like to spend too much time reading and responding to e-mails.

Establishing a context for your message

When you send an e-mail remember that the form of your message can tell the receiver a great deal about you. Here are some things to pay attention to in professional e-mails.

Your address. The receiver may well make a judgement about you based on your email address. An email from happy2000@helloworld.com may not be taken very seriously! In professional contexts it is better to use an e-mail name based on your real name from a professional sounding address, such as ky_wong@hongkong.com.

Subject line. Every e-mail should have a short informative subject line. Many people use the subject line to decide whether they will read the message or not. You may also use some conventional codes. REQ: tells the receiver you are making a request and expect a reply, e.g.:

REQ: visit to your workplace

FYI: tells the receiver that you are sending information and do not expect a reply, e.g.:

FYI: confirming date of visit

Addressing the receiver. It is not strictly necessary to address the receiver as you would in a letter. But if you are sending a message to someone that you feel is in a higher position and you know their name, you may want to begin with, for example, 'Dear Mr Wong' or 'Dear Ms. Lau'. Avoid guessing people's names or gender and avoid using christian names. If in doubt, leave out the address line altogether.

Your signature. At the end of your message, include a signature which includes your full name, address, telephone number and e-mail address. This will give the receiver different options for replying to you and also create a professional impression. Note that most e-mail programs can insert your signature automatically.

Making requests

The first e-mail you send is the most important and it is likely to be a request of some kind. When making a request it is crucial that you provide all the information needed for the receiver to make a decision. You could follow this model:

1. Explain who you are
2. Explain how you found out the name and e-mail address of the receiver.
3. Explain the background to your request.
4. Make the request.
5. Explain how you would like the receiver to respond.

If you wish to send your resume or supporting documents, it is a good idea to send them as file attachments. But if you do so, do not assume that the receiver will print them out. If you want to be sure that the receiver has printed copies, send them later by mail.

Language and style

The language and style of your e-mail will give the receiver an impression of your personality and professionalism. Here are some basic tips:

- Use language appropriate to a formal letter - avoid abbreviations and informal expressions typical of e-mails between friends.
- Keep your messages as short as possible and use short paragraphs - people do not like to read long messages on a computer screen.
- Try make each paragraph informative and self-contained - avoid using too many pronouns and do not assume that the receiver remembers what you have written in an earlier e-mail.
- Check your grammar and spelling - do not assume that accuracy does not matter in e-mail.

Replying to e-mails

There are two basic rules for replying to e-mails in professional contexts.

- Reply promptly to every e-mail you receive. If the message you receive doesn't seem to need a reply, you should just thank the sender and acknowledge that you have understood the message. This tells the sender that you have received and read the message.
- Always use the reply function of your e-mail program. This tells the receiver what you are replying to. Don't assume that they remember what they wrote to you!

It is a good idea to quote the sender's message when you reply. Most e-mail programs do this automatically. When quoting, it is a good idea to delete the parts of the original message that do not need a response. You may also break up the original message and type your responses under each point.

Busy people in high positions often send very short, informal replies. It is not a good idea for you to do the same. Always thank the sender for their message and continue to use formal language and style yourself.



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Prof : DIDI MOHAMED SALEM

English for Professional Communication

Personality profile activity

Ask your partner the following questions:

STUDENT A

Questions	Responses/Comments
1. Do you like keeping routines? Do you like working regular hours?	
2. Do you like discussing issues in a group?	
3. Are you a good listener?	
4. Do you have the ability to establish rapport with people from different backgrounds and cultures?	
5. Can you meet deadlines? i.e. do you have the stamina to begin and finish a piece of work on time?	
6. Do you worry before and/or worry after some important event?	
7. Are you flexible? i.e. do you have the ability to adapt yourself to different situations and ways of thinking?	
8. Do you work with a certain degree of commitment (or even passion!) without worrying too much about personal gain or loss?	
9. Are you an extrovert/introvert?	
10. Can you describe yourself as ambitious/aggressive?	
11. Are you attracted to the idea of achieving a high-powered corporate image?	
12. Are you comfortable and confident in using English?	



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**English for Professional Communication****Positive language**

Sometimes you can say the same thing or describe the same point in a variety of different ways. Each description might have a different effect or create a different impression on the receiver

Tick the expression which is more likely to impress the receiver and to contribute to a more favorable impression.

- ☐ I appreciate job security
 - ☐ I want a nice, safe job
1. ☐ I like watching TV every evening
☐ I enjoy following world events in the media
 2. ☐ I prefer a flexible approach, and to explore all avenues
☐ I don't have any particular ideas on how to do this
 3. ☐ I had a great skiing holiday in Canada last year
☐ I enjoy international travel
 4. ☐ I gained experience in dealing with telephone enquiries
☐ I learned how to answer the phone
 5. ☐ I am keen to acquire new skills to apply to the job
☐ I don't know how to do that so I would need training
 6. ☐ I got pretty average grades most of the time
☐ I was consistently successful at school
 7. ☐ I have used a variety of computer applications
☐ I mainly use the computer for playing games
 8. ☐ My term project was rather difficult and boring
☐ I did an in-depth investigation for my term project which was highly relevant to my career interests
 9. ☐ I am easily bored by office routine
☐ I prefer to be challenged by different responsibilities and opportunities

10. ☐ I want a lot of money
☐ I expect that the reward would be commensurate with my qualifications
11. ☐ My university career demanded independence and high academic standards
☐ I didn't go to lectures but managed to pass most of the exams
12. ☐ I am quite slow but I get there in the end
☐ I demonstrate perseverance and determination
13. ☐ I'm keen to start making a contribution to society as soon as I can
☐ I need to start earning money really fast to pay off my debts
14. ☐ My friends think I'm really weird
☐ I have original and creative ideas
15. ☐ I prefer to keep my options open for the time being
☐ I haven't got a clue about what I want to do in future
16. ☐ I expect to work as an office cleaner
☐ I will be responsible for general office maintenance duties
17. ☐ I am a good communicator and can create a congenial atmosphere
☐ I find it difficult to stop to stop talking but I like playing practical jokes on colleagues
18. ☐ I enjoy a leadership role
☐ I like telling other people what to do
19. ☐ My last job was collecting and posting letters
☐ I was responsible for organising the mail distribution system
20. ☐ I'm sociable and approachable
☐ I spend all my time chatting and laughing
21. ☐ I prefer independent work
☐ I dislike working with other people as part of a team
22. ☐ My present job is really boring
☐ I'm looking for greater responsibility than offered by my present job
23. ☐ I take a consultative approach
☐ I don't like being held responsible and taking decisions alone
24. ☐ I hope that I will get a nice office when I start work
☐ I look forward to joining the team and meeting my new colleagues

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English for Professional Communication

Communication Skills:

Communication Skills - Start Here!

Why you need to get your message across

Effective communication is all about conveying your messages to other people clearly and unambiguously. It's also about receiving information that others are sending to you, with as little distortion as possible.

Doing this involves effort from both the sender of the message and the receiver. And it's a process that can be fraught with error, with messages muddled by the sender, or misinterpreted by the recipient. When this isn't detected, it can cause tremendous confusion, wasted effort and missed opportunity.

In fact, communication is only successful when both the sender and the receiver understand the same information as a result of the communication.

By successfully getting your message across, you convey your thoughts and ideas effectively. When not successful, the thoughts and ideas that you actually send do not necessarily reflect what you think, causing a communications breakdown and creating roadblocks that stand in the way of your goals – both personally and professionally.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single more important decisive factor in choosing managers. The survey, conducted by the University of Pittsburgh's Katz Business School, points out that communication skills, including written and oral presentations, as well as an ability to work with others, are the main factor contributing to job success.

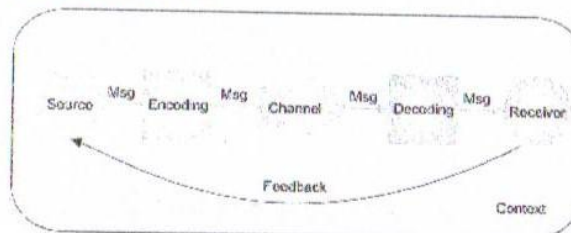
In spite of the increasing importance placed on communication skills, many individuals continue to struggle, unable to communicate their thoughts and ideas effectively – whether in verbal or written format. This inability makes it nearly impossible for them to compete effectively in the workplace, and stands in the way of career progression.

Being able to communicate effectively is therefore essential if you want to build a successful career. To do this, you must understand what your message is, what audience you are sending it to, and how it will be perceived. You must also weigh-in the circumstances surrounding your communications, such as situational and cultural context.

Communications Skills – The Importance of Removing Barriers

Problems with communication can pop-up at every stage of the communication process (which consists of the **sender**, **encoding**, the **channel**, **decoding**, the **receiver**, **feedback** and the **context** – see the diagram below). At each stage, there is the potential for misunderstanding and confusion.

The Communications Process



To be an effective communicator and to get your point across without misunderstanding and confusion, your goal should be to lessen the frequency of problems at each stage of this process, with clear, concise, accurate, well-planned communications. We follow the process through below:

Source...

As the source of the message, you need to be clear about why you're communicating, and what you want to communicate. You also need to be confident that the information you're communicating is useful and accurate.

Message...

The message is the information that you want to communicate.

Encoding...

This is the process of transferring the information you want to communicate into a form that can be sent and correctly decoded at the other end. Your success in encoding depends partly on your ability to convey information clearly and simply, but also on your ability to anticipate and eliminate sources of confusion (for example, cultural issues, mistaken assumptions, and missing information.)

A key part of this is knowing your audience: Failure to understand who you are communicating with will result in delivering messages that are misunderstood.

Channel...

Messages are conveyed through channels, with verbal channels.



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English for Professional Communication

COMMUNICATION SKILLS

Evaluating websites

A. Discuss the following points with your partner, and then share your ideas with the whole class:

1. Do you use the Internet? If yes, where and how often?
2. What do students or trainees normally do with the Internet?
3. What sites do they prefer to visit on the Internet?
4. Is all the information on the Internet correct and reliable?

B. Why do you need to evaluate Websites?

Not everything displayed on the Internet is useful and reliable. So you must evaluate the information you find. Following is a short checklist that can help you evaluate Websites.

Read and discuss the checklist with your trainer and classmates.

Criteria	Yes	No
1. Is the information about the author clearly stated (an individual or organization, name, position, title, etc.)?		
2. Are the objectives of the website clearly stated (what it is for and who it is for)?		
3. Does the site really meet its objectives?		
4. Is the site of interest to you?		
5. Is the information in the site reliable? (Can the information be checked somewhere else?)		
6. Is it clearly stated when the site was produced and when it was updated?		
7. Is the information in the website up-to-date?		
8. Are the ideas in the site varied and reflect different points of view?		

C. Out-of-class work.

Go to the Internet, choose a website that contains information of interest to you and fill in the checklist above. Report your findings to the class in the coming session.



English for Professional Communication

1. Language is a way to communicate with each other. We started to learn language when we were born. However, people are used to speaking their native language, so immigrants are having many problems between the first generation and the second generation because they don't have the same native language. Also, the second generation is losing their identity. Especially in America, there are many immigrants that came from different countries to succeed in the States. Because they suffer in lots of areas such as getting a job and trying to speak English, they want their children to speak English, not only at school, but also at home in order to be more successful. Because of this **situation**, their children are losing their ethnic identity and, even more, they are ignoring their parents whose English is not very good.

2. I think most immigrants are trying to preserve their native language in their new country, but this does not help very much in getting a good job. My aunt didn't teach Korean to her children in order to help them succeed in the U.S.; she did so, hopefully, to help them establish a Korean identity. Though the second generation is born in the new country, they often get confused about their identity because they look different from others, and also, if they visit their parent's country, they will probably feel different from other people **there**, too. My cousins told me that when they visited Korea a few years ago, they felt different from other Koreans. They could even feel it just strolling around the street because they wore different clothes and walked differently.

3. We must realize that language is crucial for many reasons. Immigrants should make an effort not to be ignored by their children and to make their children understand their heritage by teaching them the parents' language. This is very important, not only for the harmony of the family, but also in helping the second generations establish their identity.

I.COMPREHENSION

A. Give a suitable title to the text.

A.1.This article is about.....: Choose the right answer

- Learning a second language
 - Language and its effect on the identity of immigrants
 - Immigrants who become sick in the U.S.
 - Schools attended by immigrants to the U.S
2. What problems do first generation immigrants encounter with in the U.S.A?

B. True or False? Justify

- Second generation immigrants are usually eager to learn their parents' native language

C. Find in the text words meaning nearly the same as

- Protect
- important and necessary
- Walking
- Set up

D. What do the coloured words in the text refer to?

- There
- Situation