

COMMERCE ²

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Get set for work

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1 New jobs

Start up

- 1 Work in pairs. Tell your partner about a first day at work, at school or on a course.
- 2 Read the advice and put a tick (✓) for 'dos' and a cross (✗) for 'don'ts'.
- 3 Work in groups. Choose the three best pieces of advice and the three worst.

First day nerves



Your alarm clock goes off. It's your first day in a new job – and you feel nervous. What will it be like? Will they like you? How should you behave? And how should you dress?



Here are some 'dos' and 'don'ts'. But can you tell which are which?

- * smile and be friendly
- * learn all the office gossip
- * compare the new job with your old one
- * introduce yourself to everyone
- * learn the names of your colleagues
- * refuse offers of help
- * leave on time, you aren't paid to stay on
- * volunteer for projects
- * wear casual clothes, it's more relaxed
- * arrive at work on time
- * stick to your lunch hour, it's part of the contract
- * ask questions
- * stick to deadlines

In this unit

- talking about new jobs
- Present Simple v Present Continuous
- describing a plan
- agreeing and disagreeing
- writing a personal profile

Reading

- 1 Read the article and find dos and don'ts from the list on the previous page.
- 2 Scan the article and find the opposite of these adjectives.

casual	disorganised	unreliable
easy	confident	negative

- 2 Read the article again and find out why ...

- 1 it is important to be smart
- 2 you should be careful what you say
- 3 it is OK to ask questions
- 4 it is worth having a notebook
- 5 you should watch your colleagues
- 6 you shouldn't arrive late and leave early
- 7 you shouldn't gossip
- 8 it is a good idea to socialize with your colleagues

How to survive in a new job

How can you make sure that your first few weeks in a new job won't be your last?

Let's start with your clothes. Plan what you are going to wear in advance. Being smart tells people that you are organized and reliable. Have a good breakfast and don't forget to work out how to get to your new workplace before you leave!

Walk into the company with a smile and make eye contact. It can be difficult to do this when you are nervous but it will make you look more approachable. Be polite and friendly to everyone including the receptionist. Don't forget to find out where things are, such as the water cooler and the toilets.

Introduce yourself to your new colleagues. It's useful to learn names as soon as possible. It's good to have a positive attitude, too. You need to watch the things you say and do as they will be remembered.

You don't need to be perfect in your first weeks – everyone has to learn. So don't be afraid to ask questions. It's better

to ask for help than to do a job wrong! Listening is also important. Use a notebook and make notes so you don't have to keep asking the same thing. Find out from your boss your responsibilities, specific projects and their deadlines.



You should watch how your colleagues behave. Every company has its own culture. It may be formal or informal. For example, you may be allowed to make personal calls or surf the net, or you may not. Ideally in the first weeks you should arrive early, and leave no earlier than the majority of your colleagues. Starting late and finishing early never makes a good impression.

While it is useful to learn about your colleagues, it is important not to get involved in office gossip as it may make people feel they cannot trust you. Stay out of office politics and avoid criticising your boss or colleagues to other people. But take advantage of after hours activities to get to know your co-workers. And join them for lunch if they invite you!

First day disasters

I was driving to work on the first day. Another driver annoyed me and I made a rude gesture. When I got to my new job I found out that the driver was a new colleague!

Francine Dupont

I managed to delete part of the customer database on my first day. I didn't last long in that job!

Samir Mason

I sent an email to a friend describing my new boss. I accidentally sent it to her instead!

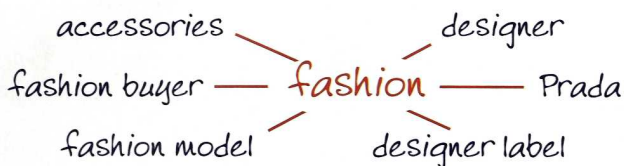
Dan Chen

Vocabulary

Business sectors

Choose three business sectors. Write at least five words (departments, jobs, companies, etc.) you associate with each one.

- fashion
- banking
- catering
- publishing
- tourism
- advertising
- retail



Reading

Work in pairs. One student reads about Emma and the other Hugo. Complete the table. Ask and answer questions about the person you read about.

	Emma	Hugo
how long in job	<i>three months</i>	
typical morning routine		
lunch		
typical afternoon routine		
at the moment		
before going home	<i>send work to boss for checking</i>	

Listening

Caroline works at a large business centre that arranges conferences. Listen and answer the questions.

- 1 What does she do?
- 2 What does her job involve?
- 3 What is she doing at the moment?
- 4 What does she like best about her job?
- 5 What qualities must she have?
- 6 What was her first day like?

My new job

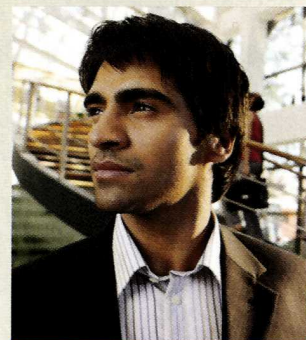


My first day was very stressful. I didn't know anybody and I didn't know what to do. But I'm learning quickly.

EMMA VISSER

I'm an editorial assistant for a magazine. This is my first job after university. I've worked here for three months. I arrive in the office at about 9 o'clock. I deal with mail and then I have a meeting with my boss, Isabel. I'm working on the letters page so I read and select readers' letters. During the day I answer the phone for my boss and run errands for her. I usually have lunch at my desk and read a magazine. It's important to learn about new trends. In the afternoon I work on different projects, send documents to other editors and answer readers' letters. At the moment I'm researching an article on 'How to save time'. I'm also trying to improve my typing skills! Before I go home I send my boss my work for her to check.

I'm an assistant fashion buyer for a large retailer. I've worked here for two months. I get to my desk at 9.00 am and check my email and voicemail. Then I write a report on the previous day's sales and send it to my boss. In the morning we often receive consignments of sample clothes. Our manufacturers send them so we can check them. It's quite a responsibility. At 12.45 I buy a sandwich, and eat it at my desk.



My first day was quite relaxed. My boss explained about my responsibilities and I met my new colleagues.

HUGO DURAND

The afternoons are varied. At the moment I'm collecting samples for a photo shoot. Sometimes we meet sellers and look at their products. This is a busy time of the year. I'm working late every day at the moment, until about 6.30. We're preparing the catalogue for next year. It's essential to get the colours and the layout perfect.

Before I go home I deal with the emails I didn't have time to look at earlier.

● Language spot

Present Simple v Present Continuous

Complete the rules with the names of these tenses:

Present Simple Present Continuous

- Use the _____ for things that are generally true and facts.

Manufacturers send consignments of clothes.

- Use the _____ to talk about things that are happening now.

I'm collecting samples for a photo shoot.

- Use the _____ to talk about daily routines and situations that exist over a long period of time.

I get to my desk at 9.00am.

- Use the _____ to talk about temporary events or situations that are happening over a limited period of time.

We're preparing the catalogue for next year.

» Go to **Grammar reference** p.115

Complete the email. Use the appropriate form of the Present Simple or the Present Continuous.

Hi Dylan

I _____¹ (write) this to you during my lunch break. The company _____² (allow) us to send private emails but only in our own time.

People here _____³ (work) incredibly hard. I _____⁴ (deal) with enquiries from customers that arrive by email and I _____⁵ (answer) the phone. I _____⁶ (learn) how to do the job so I _____⁷ (ask) my colleagues a lot of questions. I _____⁸ (hope) they don't mind! I _____⁹ (like) the people here – they're fun and we often _____¹⁰ (go) out for a drink together. My lunch break _____¹¹ (be) over now and my boss _____¹² (walk) this way!

See you soon

Jacob

Meeting room

Agreeing and disagreeing



- 1 Listen to Laura, the manager of *Business Now* magazine, introducing Kim to Yusuf and Jamie. What are their job titles?
- 2 Listen and answer the questions.
 - 1 What does Laura want to do?
 - 2 Why does Jamie disagree? What does Laura reply?
 - 3 Who suggests a solution? What is it?
- 3 Listen again and tick (✓) the phrases you hear.

Expressions

Talking about ideas

- | | |
|--|--|
| <input type="checkbox"/> I'm thinking of (arranging ...) | <input type="checkbox"/> I'd like to ... |
| <input type="checkbox"/> I think it's important to ... | <input type="checkbox"/> I'm hoping (I/we can ...) |

Agreeing

- Yes, that's a good idea.
- Good idea.
- That's true.
- You're absolutely right.

Disagreeing

- It's a good idea, but ...
- I'm not sure about that.
- Yes, but don't you think ...?
- Yes, but on the other hand ...

Speaking

Work in groups of three. Student A go to p.108, Student B go to p.111, Student C go to p.114.



When I die I want to go to *Vogue*.

David Bailey
Fashion photographer

Condé Nast

Have you ever seen the magazines *Vanity Fair*, *Vogue*, *GQ*, *Gourmet*, the hi tech magazine *Wired*, or *The New Yorker*? They, and 24 other publications, are all published by Condé Nast, a magazine publisher based in New York. Its most profitable publication is the fashion and lifestyle magazine *Glamour*, with a circulation of 2.1 million. And the men's monthly, *GQ*, has 854,000 subscribers and 4 million readers.

Condé Nast has offices worldwide in cities including London, Paris and Milan. It was founded by Condé Montrose Nast in 1915 when he took over

the magazine *Vogue*. By 1998 the group included 17 publications with a circulation of about 13 million copies a month. It has been owned by S.I. Newhouse's Advance Publications since 1959. The company struggled in the 1990s. But the new CEO, Steve Florio, cut back high salaries and perks, and in 1996 the company made its first profit for years, of an estimated \$100 million.

Career opportunities are divided into four areas. 'Editorial' is where they develop the magazines. 'Corporate' includes accounting, manufacturing, public relations and market research. 'Advertising' involves merchandising and promoting the brand and 'Online' develops services for the websites. The company has invested heavily in the web with sites such as CondeNet, and style.com for readers who prefer the Internet to the printed page.

Condé Nast looks for energetic staff with strong people skills and employs a high percentage of women at all levels. It is difficult to get hired – and a candidate may attend several interviews over a

year! The interviews are often casual chats with the people you would work with. The best way to get a job is through a temporary position or personal connections – employees receive a sum of money if they recommend a candidate who gets a job. ■



Jonathan Newhouse, Chair of Condé Nast

Company profile

Condé Nast

- 1 Work in pairs. Discuss the following questions.
 - Do you buy or read any magazines? Why? Why not?
 - Do you prefer reading online?
 - Why do you think people buy magazines?
- 2 Read the article above and answer the questions.
 - 1 How many magazines does Condé Nast publish?
 - 2 Who founded Condé Nast?
 - 3 Who owns Condé Nast now?
 - 4 Where are some of the Condé Nast offices?
 - 5 What sort of employee do they want?
 - 6 What sort of jobs are available at Condé Nast?

Project

Choose a magazine you know and write a brief report on it. Include the following areas:

- Profile of a typical reader – age, income, lifestyle, etc.
- Style and look – traditional, modern, etc.
- Typical content – fashion photos, lifestyle features, fashion articles, women's issues, etc.
- Circulation and distribution

Business know-how

- 1 Work in pairs. Discuss what happens when you do tasks at the last minute.

How to avoid time wasting

- Break the task into small pieces.
- Set up small specific goals.
- Reward yourself when you achieve a goal.
- Use a time schedule – write your specific goals and your rewards, free time, etc.
- Just get started – don't sort out your pencils or email your friends!
- Work in short sessions – don't do it all at once.
- Be realistic – don't try to do too much at once.

- 2 Read the tips with your partner. Choose one to help you focus better.

Writing

1 Writing a personal profile is useful for job applications.

It also helps you to work what you really want from your life. Read the following personal profile and match the headings with the paragraphs.

- Goals and ambitions
- Language ability
- Skills and qualities
- Sector I am interested in
- Relevant hobbies and interests
- Experience, qualifications and training

Personal profile

Name: Giulio Mercatelli

Age: 22



- 1 I am interested in working in media, such as magazine publishing, because I enjoy communicating with people.
- 2 I write a blog in my free time. I play football and do judo, and sometimes write about sports events. I am also interested in photography.
- 3 I like working under pressure and have a good eye for detail. I am good at writing, layout and design. I have good IT skills and can use graphic packages. I enjoy working in a team.
- 4 I have designed my own website. I also work on a free paper, writing articles and helping with the design and layout. I am studying for a degree in media and communications and I have the European Computer Driving Licence (ECDL). I have had work experience on a trade magazine.
- 5 I am an intermediate student of English and have a good knowledge of grammar. I can communicate my basic needs, and understand people if they speak slowly. I need to learn the vocabulary of commerce, and become more fluent.
- 6 Ideally, I would like to start as an assistant and become the online editor for a sports magazine. Alternatively, I would be happy as a Promotions manager.

2 Write a personal profile. Divide it into the sections above. Make notes for each paragraph before you start.

Checklist

Assess your progress in this unit.

Tick (✓) the statements which are true.

- I can talk about my job and daily routine
- I can talk about plans
- I can agree and disagree
- I can write a personal profile

Key words

Verbs

behave
criticise
employ
involve
volunteer

Nouns

deadline
errand
office gossip
public relations
responsibility

Sectors

banking
catering
publishing
retail
tourism

Look back through this unit. Find five more words and expressions that you think are useful.

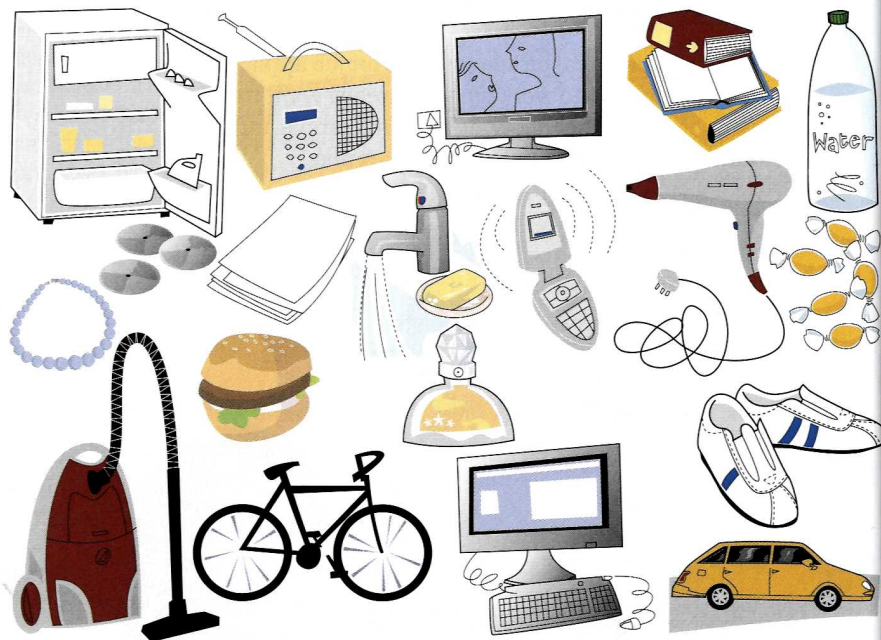
2 Buying and selling

Start up

- 1 Work in groups. Discuss whether the goods below are essential for our daily lives. Choose the five items that you believe are the most necessary.

hairdryer	perfume
TV	computer
mobile phone	car
vacuum cleaner	refrigerator
radio	bicycle
tap water	fast food
paper	books
soap	sweets
bottled water	jewellery
CDs or downloadable music	trainers

- 2 Discuss what other goods or services are essential for our daily lives.



Reading

- 1 Read the article and answer the questions.

- 1 What's the difference between 'wanting' something and 'needing' something?
- 2 What things do we all need to survive? (e.g. a home)

- 2 Work in pairs. Discuss the questions.

- How are the basic needs met in your life?
- How many of the things you own do you really need?
- How many of the things you buy are necessary?

You want it – but do you need it?



You were watching TV when you saw the ad for a new soft drink. Or while you were sitting in a bar you heard that amazing song. Perhaps you were walking down the street when you saw a fabulous T-shirt in the shop window. Or did you see the latest MP3 player while you were surfing the net? Whatever the situation, you decided you wanted it. You deserved it. And so you bought it! But did you need it?

'Needs' are common to all humans; the five basic needs are food, water, shelter, clothes, and warmth. Many economists also add health and sanitation to this list. 'Wants' are goods and services that aren't necessary but we would like to have. However it's very easy for people in the developed world to turn a want into a need. For example, we all need food but we don't have to have ice-cream or caviar. Or we need clothes but they don't have to be the latest fashions.