

Подгруппа О.А. Царьковой

1. Письменно в рабочие тетради перевести текст.
2. Подготовить и выучить рассказ по теме Recruitment.

Проверка выполнения заданий будет осуществлена на первом очном занятии. При невыполнении заданий будет выставлена оценка «неудовлетворительно».

Recruitment

Приём на работу

When a company needs to recruit or employ new people, it may decide to advertise the job or position in the «NEED HELP» section of a newspaper. People who are interested can then apply for the job by sending in a letter of application or covering letter (US cover letter) and a curriculum vitae or CV (in US — resume) containing details of their education and experience. A company may also ask candidates to complete a standard application form. The company's Human Resources department will then select the most suitable applications and prepare a short list of candidates or applicants, who are invited to attend an Interview. Another way for a company to hire is by using the services of a recruitment agency (in US — search firm) which provides a list of suitable candidates.

A growing number of companies are no longer satisfied with traditional job interviews. Instead, they are requiring applicants for many white-collar jobs to submit to a series of written tests, role playing exercises, simulated decision-making exercises. Others put candidates through a long series of interviews by psychologists or trained interviewers.

The tests are not about mathematics or grammar, nor about any of the basic technical skills for which many production, sales and clerical workers have long been tested. Rather, employers want to evaluate candidates on the following qualities:

- Is the candidate creative and entrepreneurial?
- Can the candidate lead and coach?
- Is the candidate flexible and capable of learning?
- Does the candidate have enough skills and knowledge?
- How will the candidate function under pressure?
- Will the potential recruit fit the corporate culture?

These tests, which can take from an hour to two days, are all part of a broader trend. Companies are getting much more careful about hiring. Ten years ago, candidates could win a top job with the right look and the right answers to questions such as «Why do you want this job?». Now, many candidates are having to face questions and exercises intended to learn how they get things done.

They may face questions such as «Who is the best manager you ever worked for and why?» or «What is your best friend like?». The answers, psychologists say, reveal much about a candidate's management style and about himself or herself. The reason for the interrogations is clear: many hired candidates work out badly. The cost of bringing the wrong person on board is sometimes huge. Searching and training can cost from \$5000 for a lower-level manager to \$250,000 for a top

executive. With the pace of change accelerating in markets and technology, companies want to know how an executive will perform, not just how he or she has performed. Years ago, employers looked for experience — has the candidate done this before? Most companies have not changed this practice until now.

Research has shown that most decision makers make their hiring decision in the first five minutes of an interview and spend the rest of the time rationalizing their choice.

Even companies that have not started extensive testing have toughened their hiring practices. They make the comprehensive testing aimed to measure skills in communications, analysis and organization, management style and personality traits.

Vocabulary

position — зд. работа

apply for... — подавать заявление на...

letter of application = covering letter — заявление о приеме

curriculum vitae = resume — автобиография

experience — опыт

application form — заявление о приеме на работу

short list of candidates or applicants — краткий список кандидатов

interview — собеседование

to hire — нанимать

recruitment agency = search firm — агентство по трудоустройству

a series — ряд

to simulate — моделировать

Practical application: Designing a curriculum vitae or resume

A resume, sometimes called a Curriculum Vitae or CV, is a summary of your career history, the skills and experience you have gained during the course of it.

A good resume should:

1. Attract attention
2. Create a positive impression
3. Present your skills and qualities clearly and concisely

The purpose of the resume is to tell the employer why you should be hired. Consider it as your personal marketing instrument. A good resume will help you to open the door to a job interview.

There are two kinds of resume: employment and academic. The employment resume is typically shorter. Academic interview generally includes several additional sections such as:

1. Conferences, seminars attended.
2. Papers given.
3. Publications.

4. Professional affiliations.

The academic resume is used when applying to research bodies, international or educational organizations, etc.

The resume, as a standard summary of information, may be photocopied and sent off to many employers, changing sections of the content according to the different needs of the organizations contacted.

Resume writing tips

As you write your resume, keep in mind the following:

1. Use concise language.
2. Minimize or omit everything which is irrelevant.
3. Select and order the major categories so that the most relevant information is placed near the top of your resume where it will receive the majority of the reader's attention.
4. Your resume must be free of typographical and grammatical errors,
5. Have your resume critiqued by an experienced person.
6. Print your resume on white paper.

An example of Curriculum

Ann Jackson decides to apply for the job at Futura GmbH. Study her CV carefully to see how she has presented the information about herself.

1 Personal Details

Ann Jackson
52 Hanover Street
Edinburgh EH2 5LM
Scotland
Phone — 01957487004
E-mail: arm.jackson@mid.net

2 Education

1981-1988 Broadfield School, Brighton.
 A levels in German (A), English (B), History (B) and Geography (C).
1988-1991 University of London.
 BA (Honours) in Journalism and Media Studies (Class II).
1991—1998 London Chamber of Commerce and Industry. Diploma in Public
 Relations.

3 Professional Experience

1998 present Public Relations Officer, Scottish Nature Trust.
 Responsible for researching and writing articles on all aspects of
 the
 Trust's activities and ensuring their distribution to the press.
 Editor of the Trust's monthly journal. In charge of relations with
 European environmental agencies.
1999-2000 Press Officer, Highlands Tourist Board.
 Preparation of promotional materials and brochures.

Summers of 1990 and 2000

Co-ordination of media coverage.
The News Herald newspaper.
Two three-month training periods as assistant to the Sports Editor.
Arranging and conducting interviews.
Preparation of articles covering local community sports events.

4 Skills

Office 2000 and Windows, Excel, Internet, PowerPoint.
Languages: Fluent German and proficient in French.
Additional: Driving licence.

5 Activities

Skiing and swimming.
Ski Instructor (grade II).

6 References

Herbert Lindsay
Professor of Journalism
London University

Diane Swans
Sports Editor
The News Herald