

COMMUNICATION STRATEGIES IN BUSINESS CONTEXTS

WORKBOOK

FOREWARD

In any career you would like to pursue, the level of success will depend on your ability to communicate.

This workbook is aimed to be an integrated and useful tool for those who want to improve their communication skills and vocabulary in business contexts.

It can be used as a self-contained course meant to cover the most important situations in business and organizational environment, focusing on improving communication effectiveness by a wide range of applied exercises on different organizational contexts.

The main objective is to help you acquire knowledge and skills in order to successfully:

- introduce yourself and describe your educational and professional background;
- demonstrate understanding of organizational communication practices and apply your knowledge in various communication contexts;
- communicate in meetings and small groups, expressing your opinion, agreeing, disagreeing, problem solving, decision making etc;
- apply the principles of effective business presentations.

The workbook comprises authentic readings (adapted and abridged), vocabulary development sections, conversational practice, a concise but

well illustrated "Grammar Spot", (which gives an overview of the main tenses), prepositions, introductors and connectors exercises, all of them important tools in your pursuit for a fluent and accurate discourse at your workplace. Most of the texts and exercises were adapted from different journals, specialized magazines and Cambridge examination organizers, so that the workbook may also be used as a self-study reference and a supplementary practice book for CFE and CAE exams.

UNIT ONE

APPLYING FOR A JOB

Education is the most powerful weapon which you can use to change the world.

Nelson Mandela

- **EDUCATION - FUTURE PROSPECTS**

NURSERY SCHOOL- voluntary

PRIMARY SCHOOL- at least six years primary education, from 5 to eleven

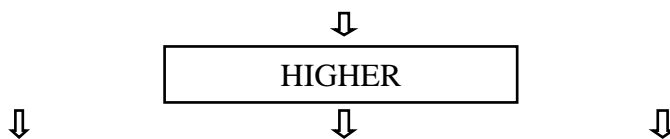
SECONDARY SCHOOL- at least five years secondary education, from 11 to 16

GENERAL CERTIFICATE OF SECONDARY EDUCATION
(GCSE) EXAMINATIONS (TAKEN AT 15-16)

11 YEARS OF COMPULSORY EDUCATION

ADVANCED LEVEL ("A" LEVEL) EXAMINATIONS (TAKEN AT 18)
university college of education polytechnic
(teacher training)

State Education in England



The chart above explains how state education is organized in England. In each town or district, the system is decided by local authority and so it can vary, but this is the usual system. Draw up a similar of your own state education. Do they resemble?

● **VOCABULARY SPOT**

➤ **EDUCATIONAL BACKGROUND**

John Stewart tells us about his educational background. Complete each sentence with one of the words or phrases from the box below. You will need to put the verb into the right tense:

Apply	graduate	grant	higher degree
Honors degree	job	option	PhD
Place	primary school	scholarship	secondary school
Stay on	study	subject	thesis

1. I started at in London when I was 5.
2. At the age of 11, I went to, also in London.
3. At 18, I to university.
4. I got a at Manchester Engineering.
5. In fact I was awarded a
6. But at the end of the first year I changed to another
7. I from university in 1 988.
8. I have a first class in Economics.
9. I decided to at university.
10. So I did in business administration at the University of California.
11. During the course, I did an on small business development.
12. I found the topic so interesting that I applied for a to do a doctorate on the same subject.
13. Once I got the money, I had to write a 50.000 word
14. So now I have a BA, an MBA and a
15. All I need now is a

➤ **LETTER OF APPLICATION**

1. Read part of the letter of application below. Are sentences 1-7 'Right' or 'Wrong'? If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't say'. For each sentence 1-7, mark one letter (A, B or C).

I would like to apply for the post of Personnel Officer with Alpha Bank, as advertised in the Daily News on 20 November.

I have a BA in French from the University of London. I am following a part-time course in Personnel Management at the Oxford College of Management, and I hope to pass the Diploma in Personnel Management at the end of December.

When I left university, I worked for a year in a computer company near Cambridge. Then I moved back to London to work as a French teacher in a large school, where I stayed for two years. During this time, I did some part-time work as a language trainer with factory managers, which I very much enjoyed,

Three years ago, I joined Carter's Bank, where for the past year I have worked as Assistant Personnel Officer, dealing mainly with complaints from members of staff.

Having worked in a similar organization to yours, I feel I am fully prepared for the challenges of this job.

Yours faithfully

Mary Brown

1. Ms Brown is applying for a Job with the Daily News.
A. Right B. Wrong C. Doesn't say
2. She obtained a Diploma in Personnel Management in December.
A. Right B. Wrong C. Doesn't say
3. She worked as a computer operator after university.
A. Right B. Wrong C. Doesn't say
4. While Ms Brown was a school teacher, she also taught company executives.
A. Right B. Wrong C. Doesn't say
5. In her present job, she has responsibility for internal personnel problems.
A. Right B. Wrong C. Doesn't say

6. She enjoys working at Carter's Bank.

A. Right

B. Wrong

C. Doesn't say

7. Ms Brown thinks she would be suitable for the job because of her previous experience.

A. Right

B. Wrong

C. Doesn't say

2. The letter of application (cover letter) can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains four paragraphs in which you should:

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

Rearrange the following paragraphs in the correct order to make up a covering letter. Check your version with your partner.

Remember that extensive letters for job applications are drafted nowadays in case the applicant sends his professional documents to all firms likely to employ his services even if they have not made a public announcement of vacancies. This is called the SHOT-GUN approach.

A. At the moment I am working part-time as an independent agent for Romanian and German importers of Chinese textiles and chemical products. I find the relevant Chinese factories for the buyers, negotiate for them and translate their contracts into Chinese, Romanian or English.