

**Державний заклад «Південноукраїнський національний педагогічний
університет імені К. Д. Ушинського»**

СТРИГА Е. В.

Методичні рекомендації до самостійної роботи з навчальної дисципліни
«Практичний курс англійської мови»
(до змістового модуля «Careers and Professions»)
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014 «Середня освіта (Мова і література (китайська))»
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Методичні рекомендації до самостійної роботи з навчальної дисципліни «Практичний курс англійської мови» (до змістового модуля «Careers and Professions») для здобувачів першого (бакалаврського) рівня спеціальностей: 014 «Середня освіта (Українська мова і література)» 2-го та 3-го років підготовки, 014 «Середня освіта (Мова і література (російська))» 3-го року підготовки, 014 «Середня освіта (Мова і література (китайська))» 3-го року підготовки / Укл. Е. В. Стрига. Одеса: Університет Ушинського, 2023. 29 с.

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ВСТУП

Методичні рекомендації з навчальної дисципліни «Практичний курс англійської мови» (до змістового модуля «Careers and Professions») призначені для здобувачів першого (бакалаврського) рівня спеціальностей 014 «Середня освіта (Українська мова і література)» 2-го та 3-го років підготовки, 014 «Середня освіта (Мова і література (російська))» 3-го року підготовки, 014 «Середня освіта (Мова і література (китайська))» 3-го року підготовки. Укладені матеріали призначені для самостійного опрацювання навчального матеріалу з означеної дисципліни у рамках вивчення змістового модуля «Careers and Professions». Тексти для опрацювання є сучасні та автентичні з освітньої платформи Coursera та платформи YouTube, завдання спрямовані на розвиток у здобувачів навичок детального читання тексту, резюмування прочитаного та представлення власної незалежної думки з приводу вивченого, а відтак підвищується рівень англомовної комунікації, самостійної роботи та критичного мислення.

PROFESSIONS

T

1. Do a scanning reading of the text. Be ready to do the given tasks after reading.

2. Getting your first job can be a confusing process. Here's a guide on how to navigate it.

1

How to Get Your First Job: A Guide

Whether you're freshly graduated, still in school, or trying to launch a career in a new industry, finding and landing that first job is a major milestone. Here's a step-by-step guide to navigating the job search.

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How to get your first job with no experience

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1. Do your research

Before you start applying to jobs, it's a good idea to get a sense of what's out there. What kind of job appeals to you? What industry are you drawn to? If you're stuck, try making a list of areas and jobs you're interested in. This can give you some clarity around what you want—and what you don't want.

<https://www.coursera.org/articles/how-to-get-your-first-job>

Once you have an idea of what kind of job you'd like, learn about it. Join some professional groups on LinkedIn and read through several job descriptions of the position. You'll gradually build a sense of what skills are needed, and what recruiters are looking for.

If you're still in school, talk to a career counselor about available opportunities they can connect you with. Ask about opportunities they're aware of, and see if they can connect you with people who work in areas you're interested in.

2. Build your resume

Applying to your first job will inevitably mean you won't have a lot of professional experiences to list, if any at all. That's fine. Hiring managers will know you're just starting out. Here are a few tips to building out a resume for your first job:

- **Education:** List the name of your school, your graduation year, and your GPA. You can call out any relevant courses you've taken in a section called "Relevant coursework."
- **Extracurricular and volunteer activities:** If you've been involved in any volunteer work, school clubs, or other activities in your community like Scouting, call these out. What did you help achieve? What skills did you use?

- Skills: What technical or human skills do you have? Listing skills you consider your strengths can signal to an interviewer the kind of person that you are. Some you might consider include language abilities, computer skills, analytical skills, time management, and organization.

3. Apply

Once you have your resume ready, you can start applying to jobs. After you find a few you're interested in, tailor your resume to the position as best as you can. You can do this by swapping out relevant courses, listing different activities, and emphasizing skills that fit best.

Keep an eye out for entry-level positions, including internships. A little research should give you an idea of what kinds of positions are typical entry-level in the field.

4. Prepare for the interview

Preparing for an interview can help you do well on the day of, and calm your nerves. A few days before the interview, practice answering some common interview questions. It can help to write out several questions and jot down some notes on what you'd say. Try saying your answers out loud. You might also have a friend or family member play the role of the interviewer. Pick out the clothes you'll wear ahead of time.

Here are a few questions you might hear in your interview:

- Tell me about yourself.
- Why do you want to work for us?
- What are your greatest strengths?
- What makes you a good candidate for this position?
- How would you deal with conflict?

Don't forget to ask questions at the end. Do some research and prepare a few questions about the work or organization that you'd like to clarify, or are curious about. Feeling stuck? You can ask about the work culture, or what typical career progressions at the organization look like.

5. Wait to hear back

You're done with the interview—congrats! Regardless of how it went, interviews can be mentally challenging and deserve some recognition.

It's a good practice to send a thank you email after your interview. Use this letter as an opportunity to reinforce your potential value to the company and enthusiasm for the role, as well as highlight any skills you may not have mentioned in the interview.

As you wait to hear back, it's a good idea to apply to other jobs. It's rare to get a job at the first place you apply to, and it's better to open up more options for yourself.

You can also build up the skills you'll need for the jobs you want as you wait. Whether it's communication, computer programming, Microsoft Excel, Spanish, or data analysis, you'll be able to find many different types of courses online. You can complete a professional certificate to learn in-demand skills.

What is a good first job?

In your first job, you might be a waiter, a sales clerk, or computer programmer. Whether it's a good job will depend on your needs and interests. Remember, first jobs don't always have to be dream jobs. If it can help you learn about the industry you're interested in, or the skills you need to move forward, that can be valuable, too.

Here are a few questions to ask yourself to evaluate potential jobs:

- Will this job teach me new skills?
- Will this job help me meet people that are in the field I'm interested in?
- Is this job in a field I'm interested in?
- What hours will I have to work?
- Will I be able to support myself?
- Can I meet the physical requirements for this job?

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the above given tips how to get your first job with no experience.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given tips.
4. After all the above, explain how to get your first job with no experience.

Text 2. Resource: <https://www.coursera.org/articles/how-to-get-a-job>

1. Do a scanning reading of the text. Be ready to do the given tasks after reading.
2. Make the most of your job search with these best practices, whether you're switching careers or looking for your first job.

How to Get a Job: 10 Effective Tips to Land Your Next Role

Looking for a new job? Or perhaps your first job ever? There are certain practices to consider when applying for jobs that can help you stand out from other candidates with similar educational or professional experiences.

In the past decade, a boom in technology has influenced the economy, including the largest growth and adoption of internet usage since the late 1990s. To add to that, the Covid-19 pandemic shifted how humans perceive “work.” In the US, the unemployment rate reached 14.8 percent in April 2020. Though that number has decreased to 4 percent in January 2022, remote work increased to 15.4 percent, indicating subsequent changes to our homes, concept of space and environment, relationships, and health.

Amid a recovering economy, job growth continues to surge. It’s a good time to apply for jobs and to build the skills you’ll need in your dream career. This article offers effective tips and best practices for getting a job.

How to get a job

There are many ways to get a job. Approaches vary depending on the type of job you’re after, and the industry and competitiveness of the job. Some may find networking and personal connections effective in their job search, but many people rely on the traditional approach of applying to and interviewing for a job. The process can be daunting, but these strategies can help you gain clarity and confidence as you embark on your journey.

1. Reflect on your career aspirations.

While you might try to sit down and apply for any job that you’re qualified for, taking the time to assess your career hopes and dreams can be a more satisfying and productive way to start a job search. Thinking about what makes you come alive can help you narrow down your search to target specific roles and careers.

Envision your career future. Here are some questions that can help you:

- Are you passionate about a certain cause or industry? (Perhaps you get excited about supporting theatre arts or are interested in finance in emerging markets.)
- Do you want to become a leader of a team or organization, or do you prefer to be a creative and independent producer?
- What salary goals do you have? Do you aspire to earn a six-figure salary?

- Do you value team cohesion and collaboration?
- What kind of lifestyle do you want?
- What skills do you bring to a job role? (For example, do you have a knack for persuading people through spoken or written communication, or are your skills more suited for patient care?)

2. Research potential industries and job roles.

Next, think about the types of industries or roles that you either have experience in or that pique your interest. Research everything you can about the food and beverage industry, for example, if that's a business area that interests you. Have you considered a career in IT, data analysis, marketing, or UX design?

Say you have a degree in marketing; are you interested in pursuing a career in that field? If so, do you want to work for an agency or in-house for a company or non-profit? What type of marketing do you hope to specialize in—perhaps social media marketing, digital marketing, or content marketing? Drill down in your search to understand the different roles you could play within a field or industry.

If you're thinking more about your lifestyle, consider remote jobs, jobs that let you travel, or jobs better suited for introverts.

3. Identify your transferable skills.

Once you have a better idea of your career goals and what types of jobs you're interested in, think about how your experiences can apply to these roles. Identify your transferable skills, including technical skills and workplace skills you have acquired in your personal and professional life.

If you are seeking your first job, your transferable skills might come from extracurricular activities, volunteer work, or daily life (for example, taking care of children or siblings). For those switching jobs or changing careers, you can mine previous work experiences for technical skills like data analytics or data entry, and workplace skills like leadership, creativity, and critical thinking.

4. Build your social media presence.

Now, more than ever, people are finding jobs on LinkedIn. In fact, six people are hired every minute on LinkedIn [3]. A majority of recruiters (around 87 percent) use it during the hiring process, especially when vetting candidates [4]. Your LinkedIn profile should reflect your current resume, along with links to projects, videos, and content you worked on. A professional, friendly profile photo helps recruiters put a face to the name, while a bulleted list of accomplishments using keywords can boost your credibility.

Though posting on LinkedIn is not necessarily going to get you hired, sharing and liking posts creates engagement and can help you get noticed by potential employers. If you decide to post, consider sharing pictures and summaries of projects you worked on, or articles that demonstrate your industry expertise.

You can even reach out to recruiters on LinkedIn by sending a request to connect or messaging them using InMail. When crafting your message, explain who you are, what you're looking for, and why you're hoping to connect with them.

Finally, clean up your presence on other social media platforms. Delete any incriminating photos, such as smoking weed, imbibing alcohol before age 21, or any other activity that could be perceived as unprofessional. Keep your pages private for additional security.

5. Conduct informational interviews.

Breaking into a new industry or field can be difficult, especially if you're unsure whether that career is right for you. That's where informational interviews come in. Job seekers can conduct this type of interview to gather insight into a prospective field or job role.

- Here's how an informational interview works:
- Decide what you want to know.
- Reach out and request a meeting.
- Develop a list of questions to ask.
- Get to know your interviewee.
- Send a thank-you note.
- Keep in touch.

Informational interviews build relationships, provide interviewing practice, and even open up future opportunities, especially if you make the effort to keep in touch with your interviewee.

6. Tailor your resume.

For each job you apply to, the best practice is to customize your resume to the job description. Recruiters and hiring managers like to see that you've understood their ethos, tone, and overall language and can speak it, too—meaning that your resume reflects their specific jargon (“creative briefs,” rather than “creative requests”). Your experiences should match the role's requirements, and sometimes you'll need to highlight or even omit certain skills and experiences. Always double-check your resume for spelling and grammar errors.

Crafting your resume to demonstrate you are an ideal candidate is not enough. These days, applicant tracking systems (ATS) filter job applications, so you must make

sure to strategically include exact keywords and phrases from the job description on your resume.

7. Write a customized cover letter.

This might sound like a lot of extra work, but you don't necessarily have to write an entirely new cover letter for each job application. However, each cover letter you submit should definitely reflect your enthusiasm for the specific job you're applying for. You can create a basic cover letter template for each type of job, and mark the places where you'll tailor information to fit each job.

For example, if you are applying to three types of jobs, such as communications consultant, social media specialist, and marketing analyst, you can create three separate cover letter templates. In each template, list out specific skills and experiences relevant to each job type. Then, when you're customizing your cover letter for the job, swap out your interest in one company for another, and tweak your language to fit.

8. Prepare for the interview mindfully.

The interview process can be intimidating. It is helpful to remember that an interview is a two-way street—while it may seem like you are proving your worth to an employer, it is also an opportunity to assess whether the employer and role will be fulfilling for you. Preparing for an interview can help you feel more confident, so you'll present yourself in the best possible light.

To prepare, consider writing down or saying out loud your responses to the most common interview questions. Reflect on the role's responsibilities, the skills needed to perform the role, and questions a hiring manager might ask to determine if you are the right fit. The role may require several interviews.

If your interview is virtual, and many initial screenings are, you might consider practicing mock interviews with a friend to ensure your tone and body language expresses your enthusiasm properly over the internet. Plus, small adjustments to your setup can make a difference. Clean up any clutter in your background, and make sure your internet, camera, and microphone are reliable and ready long before your interview begins.

9. Send a thank you email.

Always, always send a follow-up email to thank your interviewers for their time. The best practice is to write a couple of sentences about any highlights from your conversation that resonated with you, and to reiterate your enthusiasm. This simple act of courtesy and gratitude doesn't require much time but can help solidify a hiring manager's decision to hire you.

10. Negotiate salary and benefits.

Congrats! After the applying, preparation, interview(s), and thank you emails, you got the job. Now, it's time to negotiate your salary and benefits. Check sites like Glassdoor for data to confirm that your salary expectations are appropriate for the industry, company, and job role.

These days, it is culturally acceptable and even expected that you will negotiate. Chances are, the job letter comes with salary information. A good rule of thumb, when in doubt, is to negotiate 10-20% above their initial offer, in addition to the benefits package. Often, these packages will be similar for every employee of a company, but year-end bonuses, signing bonuses, and paid time off (PTO) may vary. Do your research, and feel free to clarify any questions with the hiring manager before accepting a job offer.

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the above given effective tips to land your next role.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given tips.
4. Give your practical tips how to get a job.

<https://www.coursera.org/articles/transferable-skills>

1. Do a scanning reading of the text. Be ready to do the given tasks after reading.
2. Learn what transferable skills are, why they matter, and how they could help you land your next job.

Transferable Skills: How to Use Them to Land Your Next Job

The global pandemic has forced a mass re-appraisal of work. As a result, many are beginning to ask themselves whether they can successfully change careers and, if so, what skills do they have to offer new employers?

The answer likely lies in your transferable skills.

Transferable skills, or portable skills, are all the skills that you take with you from one job to another. The ability to clearly communicate ideas to others, solve unexpected problems, or work well in a team are all examples of transferable skills.

While technical skills allow you to accomplish specific technical tasks, such as coding with Python or creating wireframes for UX design, transferable skills are the skills that ensure you do your job well. As a result, transferable skills are highly prized by employers: after all, a programmer with the ability to work in a team is likely more valuable than a programmer who doesn't code well with others.

Learn how transferable skills are viewed by employers, how to identify your own, and find a list of five common transferable skills with examples to help you better identify your own.

At the end of this article, you will have a better understanding of how to highlight your transferable skills to potential employers as you search for your next career.

6 transferable skills with examples

Here are six common transferable skills, with examples of how they might show up in different roles. Use this list to help identify your own transferrable skills.

1. Critical thinking

Critical thinking is the ability to evaluate, synthesize, and analyze information in an objective manner in order to produce an original insight or judgement. Individuals who are critical thinkers will often prompt themselves and others to think more deeply about an issue, ensuring that a product, idea, or policy is thoroughly conceptualized.

Examples of critical thinking include:

- A teacher who crafts a curriculum to fit the unique needs of their students
- An employee who routinely questions the popular opinion in meetings to ensure that decisions are sound
- A data scientist who asks original questions of datasets
- A union representative who asks important questions of employers to ensure the safety and wellbeing of factory workers

2. Problem solving

Problem solving is the ability to find solutions to complex or difficult issues. A person who is a skilled problem solver is likely good at identifying the underlying reasons a problem exists and then executing a plan to resolve it.

Problem solving can come in many forms, including:

- A cashier who quickly devises a way to take orders when the point-of-sale (POS) system shuts down
- An accountant who creates a more efficient filing system
- An intern in a political campaign who constructs a database to improve voter outreach

3. Adaptability

Adaptability is the ability to quickly adjust to new situations. A person who is adaptable is not only comfortable entering unfamiliar environments and facing new challenges, but also often succeeds in such situations.

Examples of adaptability include:

- A worker in a warehouse who is equally comfortable packing products, taking inventory, making deliveries, and negotiating shift schedules
- A dispatcher who quickly responds to driver requests and offers alternative routes while switching between multiple applications
- A recently hired employee at a company who quickly gets up to speed on an important project

4. Teamwork

Teamwork is the ability to work well with others and put the good of the project ahead of personal interest. A person who is good at teamwork is capable of supporting teammates, motivating others, and both giving and receiving constructive feedback.

Some examples of teamwork include:

- A waiter who works under pressure with a team of bussers, cooks, and dishwashers, while tactfully maneuvering a range of personalities and interfacing with customers
- A builder who must work with many others to ensure the timely completion of a home
- A stagehand who must work with a team to ensure that a stage is quickly set during an opera performance
- A copywriter who must simultaneously produce original material for a client and also adjust to client feedback

5. Attention to detail

Attention to detail is the ability to assure the quality of the finer aspects of a project. An individual who exhibits a refined attention to detail is able to focus on the minute—though crucial—aspects of a project or product that many others may overlook.

Some examples of attention to detail at work include:

- A worker in a ceramics factory who assures the quality of each tile by checking them for imperfections in glaze, size, shape, and material
- A bookkeeper who makes a habit of going through a company's accounts line-by-line to ensure that all financial records are in order
- An editor who reads through written content to correct any errors in spelling, grammar, or phrasing
- A programmer who reads through lines of codes to fix any mistakes
- A garment worker who checks that the stitching on newly manufactured coats are correct

6. Management

Management is the ability to effectively handle other people and processes, such as time or plans. An effective manager of other people might be adept at supervising, directing, and scheduling. At the same time, they are likely skilled at understanding how each team member fits into the larger picture of the organization or project they are undertaking.

Here a few examples of management from the real world:

- A stage manager for a theatrical production who must ensure everything runs smoothly during a live performance
- A parent who must plan, schedule, and juggle numerous responsibilities for a family

- A shift leader who must ensure their team understands what they are doing and stays on task
- A club president who regularly runs club meetings, facilitates discussions, and plans activities
- A grocery store owner who must schedule employees and regularly order produce from suppliers

Transferable skills and your resume

Whether you are looking for a job opportunity or are considering a career change, you are likely wondering what transferable skills you already possess.

In this section you will find a list of numerous transferable skills alongside an exercise to help you identify some of yours.

Transferable skills list

The first step to identifying your transferable skills is to understand what some of the most common transferable skills actually are. The list below offers a wide variety of transferable skills:

Attention to detail	Data analysis	Ability to think quickly	Supervising	Critical thinking
Punctuality	Budgeting	Communication	Teaching	Leadership
Collaboration	Classifying	Facilitating group discussions	Dependability	Problem solvin
Cooperation	Evaluating	Providing feedback	Flexibility	Teamwork
Instructing others	Record keeping	Counseling	Diligence	Adaptability
Decision making	Researching	Empathy	Quick learner	Defining needs
Management	Synthesizing	Developing Rapport	Patience	Imagining alternatives
Public Speaking	Coordinating	Interviewing	Persistence	Conflict resolution
Organization	Delegating	Listening	Responsible	Salesmanship
Negotiation	Planning	Mentoring	Results-oriented	Enlisting help

Identifying your transferable skills

Now that you have an understanding of some of the most common transferable skills, it's time to identify some of your own:

1. Identify 10 skills from the above list that you most exhibit.
2. Write down all the ways you have used each skill in both your professional and personal life. Try to be as comprehensive as possible, making sure to include all the ways you embody the skill. (If you need some examples look at the section above).
3. Identify the five skills that have been most impactful for you in your professional or personal life.
4. Jot down key achievements for each skill on your short list.
5. Rank your five skills from most impactful to least impactful. The purpose here is not to judge your skills but instead to have a clear sense of what skills have served you well so far.

Congratulations! You now have a list of your most impactful transferable skills. As you are applying to jobs, look for opportunities where you can convey your transferable skills either on your resume or during your job interview.

Why transferable skills matter in the job market

Transferable skills are what many often refer to as the “soft skills,” a term that intentionally contrasts with “hard” technical skills. As a result, many get the mistaken impression that transferable skills are less important than technical skills. This belief couldn't be further from the truth. In fact, employees with strong transferable skills have been found to greatly increase workplace productivity and overall profits.

A 2017 study found that garment workers trained in skills like communication, time management, problem solving, financial and legal literacy, and decision making were considerably more productive than workers who received no training. Ultimately, researchers found that the garment factory reaped a 256-percent return on investment as a result of workplace skills training.

In the near future, transferable skills will become even more important to employers as automation replaces previous jobs with adept machines. For example, a 2018 report by McKinsey & Company found that the need for transferable skills will increase markedly in the next decade, while the need for repetitive and manual tasks will decrease.

Skill	Change in total hours worked (2030 vs. 2016)
Physical and manual skills	-14 percent
Basic cognitive skills	-15 percent
Higher cognitive skills	+8 percent
Social and emotional skills	+24 percent
Technological skills	+55 percent

Although transferable skills have proven to be effective in the workplace and needed for the future, McKinsey & Company noted that human resource professionals found it difficult to identify potential employees with in-demand transferable skills. The top three “missing skills” according to HR professionals are as follows:

- Problem solving, critical thinking, innovation, and creativity
- Ability to deal with complexity and ambiguity
- Communication

The message is clear: neither employees nor employers should underestimate the value of transferable skills. Transferable skills can increase workplace productivity, are becoming increasingly valuable in the job market, and offer an opportunity for job seekers to stand out from the applicant pool.

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the above given tips how to use transferable skills to land your next job.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given tips.
4. After all the above, explain why transferable skills matter in the job market.

<https://www.coursera.org/articles/informational-interview>

1. Do a scanning reading of the text. Be ready to do the given tasks after reading.
2. Embrace the informational interview to gain industry insights and build connections.

What Is an Informational Interview? And How to Make the Most of It

When you are curious about a particular industry, job, or person, an informational interview can be a valuable tool for gaining insights that cannot be found in everyday research. Put simply, it is a conversation that can help inspire and make informed decisions about your career.

If you are seeking knowledge before jumping into applying for a job, university, program, or even starting a business, then you can get a head start by talking to someone who has that specific experience. It's not a job interview, but an opportunity to build relationships.

This article takes you through the process, with tips on how to make the most of an informational interview.

Benefits of informational interviewing

Informational interviews can be a gateway to opportunities that you would not usually have access to. These days, the internet is a boon for finding and connecting with individuals who either have jobs or are completing programs that you might have an interest in.

Perhaps you have heard of UX design but are unsure of what it takes to become a UX designer. Find someone with relevant experience on LinkedIn, and reach out for an informational interview. People are usually willing to respond to such requests when they are asked in a professional manner.

Here are the benefits of informational interviews:

- Learn “insider” information: You can gain valuable insights by speaking with an industry expert, student, or working professional in a field or organization you are interested in. You might walk away inspired or learn that a job does not align with your personality and goals after all.
- Build relationships: Networking in an informal setting such as an informational interview—which can be a coffee date or a Zoom call—can be a great way to get to know someone you wouldn't normally meet.
- Practice interviewing skills: Interviewing can be intimidating when you are expected to perform your best on a job interview. Informational interviews allow you to practice expressing yourself and asking questions in a low-stakes situation.

- **Unforeseen opportunities:** From these relationships, opportunities can develop. You might be top of mind for a future job opening at this company. You might meet with someone who ends up as your first connection in developing a community in a new city or company.

Whether you are just starting out or seeking a transition, you can conduct an informational interview at any point in your career. But remember to request them out of genuine curiosity and desire to learn. You never know where these connections can lead, be it collaborations, job opportunities, or mentorship.

How an informational interview works

When beginning the process for an informational interview, remember that you are requesting a person's time and should be respectful of that. Informational interviews can be a fun and even mutually beneficial experience for you and your interviewee.

1. Decide what you want to know.

First, think about what you are looking for. Do you want insight into what a job is really like? Or how an industry works? Or what it takes to start a successful business? Or how to get into a prestigious master's program?

You might have specific questions about how an individual transitioned from an English teacher to a product manager at Google, for example. In that case, it would be wise to search on LinkedIn for product managers at Google who may have an English teaching background. If you aspire to become a freelance journalist, sliding into an established journalist's DMs on Twitter might be your best bet for attaining an informational interview.

Whatever you're looking for, it may be helpful to jot down people in your current network, from close friends and family to acquaintances in your cultural or religious communities. Chances are, you already know someone who can point you toward the right person to chat with.

2. Reach out and request a meeting.

Once you have decided who you want to get to know better, reach out and ask them for 15 to 30 minutes of their time. If this person comes recommended, it is best to have your mutual friend connect the two of you by email or other form of communication. Otherwise, finding and connecting with someone on social media is becoming increasingly common.

LinkedIn is by far the most popular for many professional industries. For creative jobs, you may be able to connect with writers or academics on Twitter, or designers and illustrators on Instagram. If they have a portfolio with their email address listed, then it is best to use that to formally send a request.

Here is a sample note:

Dear [insert name here],

I hope you're doing well. I am writing because I recently graduated with a marketing major and I am interested in pursuing a career in sustainability. Given that you are a marketing manager at Sierra Club, I hope to ask you some questions about your background and experience. Would you happen to have time in the next week for a coffee? I am also based in Oakland, so we can meet anywhere that is convenient for you. Alternatively, we can have a 30-minute Zoom call if you prefer. Either way, I am eager to get to know more about you and how you got to where you are. Thank you in advance for your time!

Best wishes,

[your name]

This sample can be tailored to your needs. Note that your communication should reflect a polite and cheerful attitude. To further establish trust with your interviewee, you might want to be upfront about the fact that you are only seeking advice, not distributing or sharing information publicly. If your interviewee does not respond, feel free to follow up in a week or two. Emails and other messages can unintentionally get ignored when life gets busy—it's usually nothing personal.

3. Develop a list of questions to ask.

Once you have secured a meeting with your interviewee, it's time to prepare. Prepare a list of questions to have on hand, whether you are meeting in person or over Zoom. Remember to conduct as much background research as possible to make the most of this person's time and expertise. Choose questions that they are in a unique position to answer.

4. Get to know your interviewee.

Now it's time to meet with your interviewee. Be proactive: suggest an exact time and place to meet or be the one to send the Zoom invite. Express your enthusiasm and gratitude before, during, and after the interview.

The interview itself should be enjoyable. It may be helpful to think like a journalist: Practice active listening, take notes, and engage in the conversation. Let it flow. Ask about the person, their job, and the sector, in a manner that is both polite and positive. Be sure you don't take up more than the allotted time.

Sometimes, interviews may fall flat because it turns out that they are not your ideal resource. In that case, they might be able to give you recommendations and connect you with the right person. Sometimes, these conversations are instant connections,

and you find yourself speaking with a new confidante who is equally passionate about similar topics.

5. Send a thank-you note.

After the meeting, be sure to send a thank-you note as soon as possible. This can be done through email or on the platform where you initially reached out. Write a thoughtful note with a couple of sentences specific to your conversation, while expressing your gratitude for taking the time to meet with you.

6. Keep in touch.

Given that it was a positive interaction, this step is essential to continuing a bond with your interviewee. If they tell you to keep them updated on your future plans, then do so. By keeping in touch, you're more likely to stay top of mind for potential jobs, conferences, and ideas that might be helpful. Actively engaging with and building a network based on intentionality and like-minded individuals can be an empowering experience.

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the above given tips how to embrace the informational interview to gain industry insights and build connections.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given tips.
4. After all the above, explain the role of the informational interview.

Text 5. Resource: <https://www.coursera.org/articles/ways-to-enhance-your-resume>

1. Do a scanning reading of the text. Be ready to do the given tasks after reading.
2. Your resume is often a first impression for potential employers. Make it a good one with these tips.

10 Ways to Improve Your Resume

Whether you are creating a resume for your first job or applying for a role in a new company or industry, your resume often creates the first impression an employer has of you, your skills, and your potential. Make that first impression a winning one with a few enhancements and priority updates.

10 winning resume updates

Use these 10 tips to highlight your credentials, qualifications, experience, and accomplishments in one document.

1. Select the best template for your skills, experience, and goals.

While you can build a strong resume on a blank document, consider using a template from a graphic design tool like Canva to build your resume, giving it a more eye-catching appearance.

When choosing the design and layout, think about the following:

- The role you're applying for, and the job description. For example, a graphic designer might choose a bold, colorful template, while someone in accounting or finance might prefer a more traditional or corporate layout.
- The aspects of your professional history that are the most relevant
- Besides your name and contact information, the sections you'll need include education, previous employment and professional experience, tools you are trained to use, technical skills, certifications and courses you've completed, awards you've received, and hobbies and interests.
- How to position these sections within the template in the most advantageous way

2. Add skills or areas of expertise near or below your name.

Summarize who you are as a professional before providing all of the details. This section can take up two or three lines on your resume and should include your area of expertise, such as "design thinking specialist" or "investigative journalist," and a list of your most relevant skills.

For each job you apply to, think about which skills the employer would most likely hire you for, and include those. You can often determine what's most important to the potential employer by examining the job listing. Try to keep your skills list

specific and quantifiable, for example, "Agile project management" or "Python programming."

3. Include a robust and compelling objective.

In addition to conveying confidence in your abilities, this section can demonstrate to employers that you are intentional about your career and the application you are submitting.

A resume objective can expand what you include in your area of expertise section by listing your professional goals and what you'd like to contribute to the company to which you're applying.

4. Display your online presence.

Near your name and contact information, list any online accounts you have that can showcase your interests, passions, or previous work. The list could include social media, an online portfolio, or your website.

Be sure to remove anything from your online accounts that you don't want a potential employer to view. Post content that may be relevant to the job you're applying for or that is your original work.

5. Use relevant keywords.

One of the most important things to get your resume seen is to use keywords optimized for the applicant tracking systems (ATS) that recruiters and employers use to find prospective employees. An ATS allows recruiters to process hundreds of resumes for relevant keywords and narrow down the pool of applicants they'll invite to an interview.

6. Use action verbs.

In conjunction with your ATS keyword research, use action verbs, such as "managed," "implemented," or "developed," to describe the tasks you performed or projects you completed in previous roles. Action verbs are a great way to specify your experience and emphasize your technical skills.

Here's an example a cybersecurity analyst might use: "Implemented a backup system to add a layer of security company data."

7. Quantify your accomplishments in previous roles.

Include a sentence with your job scope and a bullet list of accomplishment items under each job. Try to be specific and use concrete metrics that demonstrate the impact of your accomplishments. If you boosted social media engagement in your last marketing job, for example, include the percentage of that increase.

8. Include a section for hobbies and interests.

This section can show more of your personality and abilities you did not list in other areas of the resume. Your hobbies and interests can be great conversation starters and position you as a well-rounded employee with versatile skills.

If you're looking for your first job and don't yet have much professional experience, you might turn to your extracurricular activities as a way to highlight key job skills, like problem solving, critical thinking, creativity, or teamwork.

9. Get ahead of concerns.

At the same time that you include details about your professional history and career objectives that employers will find attractive, remain mindful of potential red flags on your resume and address them.

Red flags might include short job durations and gaps in employment in your job experience section. For gaps in your employment history lasting longer than six months, consider including what you did during that time. Caregiving, travel, volunteer work, and independent projects are all opportunities to highlight related, transferrable skills.

10. Eliminate clutter.

Once you have most of the sections filled in, scan the resume for unnecessary details that you can remove. These might include:

- Job experience from long ago, particularly if it's not relevant to the position you're applying for
- Graduation dates
- Details from your hobbies and interests section that are the least relevant
- Buzzwords like "self-starter" and "hard worker"

Typically, your resume should fit on a single page, unless you have more than 10 to 15 years of related professional experience.

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the 10 given ways how to improve your resume.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given ways.
4. After all the above, explain how a well-written resume affects the employer's decision.

Text 6. Resource: <https://www.coursera.org/articles/what-to-wear-to-an-interview>

1. Do a scanning reading of the text. Be ready to do the given tasks after reading. Select your interview outfit by considering today's workplace norms, an employers'

What to Wear to an Interview: 2023 Guide

What to wear to an interview

When choosing interview attire, there are some important considerations:

- Making a good impression on a potential employer
- Feeling comfortable and confident during the interview experience
- Dressing appropriately for the job you're applying for: Is the employer's dress code casual or formal, especially as office norms shift in the wake of COVID-19?
- Dressing for the location: onsite at the company's headquarters or via Zoom

Keep in mind that your priorities are to present your qualifications and make empowered career decisions. That means your attire should complement rather than distract from the real focus of your interview. Using our simple process below, you'll choose your outfit confidently, without having to spend a lot of time and energy on this aspect of interviewing.

3 steps for choosing your interview attire

Follow these steps to select your interview attire, while freeing up mental energy to conduct the rest of your interview preparation.

1. Consider common rules of thumb.

- Dress one step up from what those in the workplace environment wear. For example, if a company's leaders and employees typically dress in jeans and T-shirts, your one step up might include a pair of non-denim pants and a tucked-in shirt.
- Prioritize feeling comfortable and confident. Even if you'll be wearing a tie and button-down shirt, make sure your garments do not restrict movement or irritate your skin so that you can focus on the conversation with a potential employer. You may even choose to wear something you already know feels comfortable, rather than investing in a new set of garments.
- Make sure every garment in your ensemble is clean, free of wrinkles or tears, and properly fitting. These details alone can polish your look.

2. Research the company's dress code.

In conjunction with dressing one step up, you'll want to get a clear sense of the company's environment, culture, dress code, or workplace attire expectations. You can find this out by:

- Calling or emailing your interview point of contact and asking them about the company's dress code. Here are examples of questions you could ask: "How do people who work here usually dress?" or "How would you dress for an interview with this company?"
- Perusing the company's website and social media profiles for images that offer clues about the typical attire
- Visiting the company's location (if convenient) and observing firsthand how employees dress

Once you find out the company's dress code, consider the examples in these four workplace attire categories:

- In formal environments, appropriate attire might include a tailored suit, button-down shirt with tie, blouse, lace-up dress shoes or close-toed pumps, and stockings or dress socks.
- In casual environments, such as a tech company or start-up, you might see staff members wearing a broad range of attire, from khaki pants and button-downs to jeans, T-shirts, and hoodies. For your interview, you might choose an outfit that is more on the business casual side, rather than something very casual. Business casual attire typically blends some elements of formal and casual attire and can include non-denim pants, blazers, button-downs, and dresses and skirts that aren't part of a business suit.
- In creative environments, such as a design company, art gallery, or a clothing boutique, you might find a more fashion-forward culture of dressing. In this case, you might choose garments and accessories that reflect the latest trends and resemble the styles worn by employees and clientele.
- In industry-specific environments, dress codes can differ significantly between interviews and that which is worn on the job. For example, for a personal trainer interview at a fitness studio, you might wear business casual for the face-to-face part of the interview and athletic attire for a physical demonstration of your training approach. For an interview at a medical facility, you might opt for business casual or a step above, even if you'll be wearing scrubs or a lab coat on the job.

3. Dress for the interview location.

Interviewing on Zoom or at a company's headquarters may determine the garments you choose. For interviewing on Zoom, choose colors that contrast with your background, so that you stand out, but opt for colors that don't clash too much. For

interviewing onsite, keep your physical comfort in mind. For example, air-conditioned office spaces can feel frigid after a short period of time of being there, while fitness facilities may feel balmy. For an outdoor location, you may need a durable pair of shoes or a weather-proof coat.

What not to wear to an interview

While you have some leeway in choosing your interview attire, there are some things to avoid:

- Heavy perfume or cologne
- A lot of accessories
- Wrinkled, torn, or ill-fitting garments
- Garments that feel uncomfortable, restrictive, or completely at odds with who you are
- An outfit that doesn't match the brand or culture of the company you want to work for
- A combination of radically different patterns, colors, textures
- Flip flops or athletic shoes

After-text activities

1. a) Design the list of the key words, word-combinations, and phrases to each of the above given tips what to wear to an interview and what not to wear.
b) Find synonyms and synonymic expressions to them.
c) Make up sentences with them.
2. Find the key sentences that summarize the main idea of each item.
3. Express your own idea to the given ways.
4. After all the above, explain what to wear to an interview and what not to wear.

RECOMMENDED RECOURCES:

1. <https://www.coursera.org/articles/how-to-get-your-first-job>
2. <https://www.coursera.org/articles/how-to-get-a-job>
3. <https://www.coursera.org/articles/transferable-skills>
4. <https://www.coursera.org/articles/informational-interview>
5. <https://www.coursera.org/articles/ways-to-enhance-your-resume>
6. <https://www.coursera.org/articles/what-to-wear-to-an-interview>
7. How to Get a Job With No Experience
<https://www.youtube.com/watch?v=OF8nx8Pt0tI>
8. How to be Confident in Interviews
<https://www.youtube.com/watch?v=jQfVn2zakKQ>
9. Body Language in an Interview - 3 Tips
https://www.youtube.com/watch?v=P_SNAODLTxM
10. How to Speak Confidently and Communicate Effectively (3 Tips)
<https://www.youtube.com/watch?v=eHQxEolk9ic>