Job advertisements, and a letter of application

Mastery 2B – unit 16

Reading – page 121

Language Center

What is the most shocking advertisement you have seen?
What is the funniest advertisement you have seen?
Describe it.
What makes an ad memorable?



/məˈtʊr/



Mature

Mature people behave like adults in a way that shows they are well developed emotionally.

He's very mature for his age.

READING

6 Read the job advertisements. Then read the letter of application. Which job is the writer applying for?

a

Office assistant
Mature young person needed to help out in busy office. Good communication skills, neat appearance, some experience of working with databases and spreadsheets preferable. Knowledge of foreign languages would be useful.

b

Salespeople
Confident, friendly young people needed during summer as salespeople at our busy tourist attraction. Must speak at least one foreign language. No experience is necessary, but a knowledge of and interest in talking to people about our country is essential.

c

Care assistant
Patient, caring, responsible young person needed to help elderly person with daily tasks. Must have basic first aid knowledge. Good references essential.

d

Telephone market researchers needed
Charity needs lively young people with good communication skills to conduct telephone surveys for market research. No experience is necessary, but applicants must be polite and prepared to work long hours.

7 Read the letter again. In which paragraph does the writer mention:

1 skills
2 experience
3 availability
4 personal qualities

Dear Sir/Madam,

A I am very interested in applying for the job advertised on the job vacancies website.

Although I have no direct experience, I have lived in this city all my life and know it very well. We often have relatives from abroad staying with us, and I always enjoy talking to them about their countries and our own country.

B I am very good at Math, and I am quick at doing simple sums, so I think working in a store would not present a problem for me at all. I help out occasionally at my uncle's store, so I am familiar with working with money and cash registers. I speak English and French, and have a working knowledge of German.

C I am available for work during the summer, as I am saving for my college education next year.

D I am hardworking and able to work long hours. I enjoy meeting and talking to people, and I am very proud of my country and keen to promote a greater understanding of it, and our culture, to visitors.

I look forward to hearing from you and arranging an appointment to meet and discuss my application further.

Yours faithfully,

Jane Harper

Summary

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Analyze the text

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Speaking

Do you buy products because of advertising?
Do you find advertising persuasive?
Why do you buy one product over another?
Should advertisers be allowed to advertise to children?

Homework

Make a presentation.
Think of an ad you think is good or funny and tell about it.
What are the harmful and the beneficial effects of advertising?