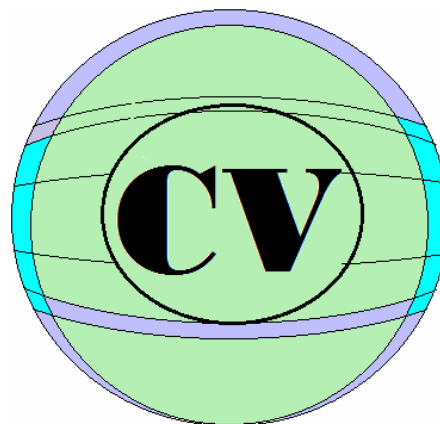

UNIT 4 RESPONDING TO ADVERTISEMENTS

Structure

- 4.0 Objectives
- 4.1 Warm Up – Writing a CV and Letter of Application
- 4.2 Reading Comprehension: What is a CV?
- 4.3 Vocabulary: Sub-heads in a CV
- 4.4 Writing: Writing Your Own CV
- 4.5 Writing Applications
- 4.6 Accepting an Offer
- 4.7 Declining an Offer
- 4.8 Grammar: Simple Past Tense
- 4.9 Warm Up – Responding to Advertisements
- 4.10 Listening Comprehension
- 4.11 Reading Comprehension
- 4.12 Speaking
- 4.13 Writing
- 4.14 Let Us Sum Up
- 4.15 Answers



4.0 OBJECTIVES

If you are looking for a job, or wish to change your job, you will probably have to write a number of letters, particularly letters of application that you will send along with your curriculum vitae (CV). The other types of letters may be requests for references, follow-up letters when you receive no reply to an application, and letters accepting or rejecting an offer of a job. In this section we shall discuss some of these letters, but shall pay the most attention to the letter of application. This letter requires a special effort, as you have to convince your reader that you deserve to be called for an interview.

In this unit you will learn how to respond to various types of advertisement that job seekers may be interested in. You will also learn:

- about the contents you need to include in your response;
- the essential features of a good and satisfactory response; and
- different techniques of writing your response.

And, while learning all these, you will also be getting training and practice in all the four skills of English language viz. Listening, Speaking, Reading, and Writing including note-making/note-taking, vocabulary and grammar.

4.1 WARM UP – WRITING A CV AND LETTER OF APPLICATION

Activity 1

Imagine that you are the manager of a fast food outlet in Delhi. You are looking for a young person to take orders at the customer counter. You have received many CVs in response to your job advertisement.

Put a tick against the personal information necessary to select the right candidate:

- | | |
|-------------------|------------------|
| • Name | • Sister's name |
| • Date of birth | • Favourite food |
| • Contact address | • Email |
| • Passport number | |

4.2 READING COMPREHENSION: WHAT IS A CV?

Read the following passage on **what a CV is and how it should be written**.

Your curriculum vitae (CV) is your most important weapon when it comes to job hunting. With your CV or resume you will be able to promote yourself.

A prospective employer will often make a snap judgment as soon as they read it. Even the most qualified people on the planet can find themselves rejected if the resume fails to come up to scratch. So how can your CV catch the attention of an employer?

Avoid making it too fancy and complicated. You only have about five seconds to grab the attention – if it is too clever and unreadable it will go in the bin. Don't try to make jokes and never criticize previous employers.

CV length

There are no set rules governing the length of your CV – this will be decided on the basis of your career history, education and achievements. If possible, try to keep it to one page, but if this looks too crowded then spread it out over two sheets. If you write more than this, the employer has too much to read.

Everyone has a different theory when it comes to the design of a CV. Don't make your design very complicated; just make sure everything is clearly marked. Include your career, progress, education and achievements prominently so your prospective employer doesn't have to search.

Here is a basic format:

- Start off with your name, address and contact details clearly listed at the top of the page.
- Follow this with a profile of yourself which should include an outline of your skills, experience and immediate career goals.
- After this you can put in your career history – in reverse chronological order over the past 10 years – with brief descriptions of your responsibilities and achievements.

- Then comes education, interests/personal details and references.

Remember to include:

- Career history
- Skills and strengths
- Awards and achievements
- Contact details

Stick to the truth always

Make sure your CV is printed on good quality A4 size paper and never attach extra documents, letters or certificates. You can take these along for the interview. Read and re-read your CV, and then ask a friend or family member to read it as well. Make sure there are no spelling errors or coffee stains on the CV as these will give an extremely bad impression. It is important to be truthful. Never try to smudge dates and jobs to hide periods of unemployment. A basic check will expose your deceit and ruin any chance of getting the job.

Follow all instructions on the job advertisement. If they want four copies of your CV, then you should send four. It is also important send it on time. Once again, remember your CV is the **first impression** that an employer has of you.

Check Your Progress 1

Now answer the following questions:

- 1) How does a CV help in job hunting?

.....

.....

.....

.....

.....

- 2) Why is it important to keep your CV simple and readable?

.....

.....

.....

.....

- 3) How long should your CV be?

.....

.....

.....

.....

- 4) In which section will you include your career goals?

.....

.....

.....

.....

5) What do you need to keep in mind while describing your career history?

.....

.....

.....

.....

.....

.....

6) How can a friend help by reading your CV?

.....

.....

.....

.....

.....

.....

7) Should you hide that you were unemployed for six months?

.....

.....

.....

.....

.....

.....

4.3 VOCABULARY: SUB-HEADS IN A CV

Although a CV can be organized in many different ways. Most prospective employers would expect to see the following headings.

Education	Referees	Personal Details	Profile
Additional Skills	Interests	Professional Experience	

Activity 2

Tarini Sharma is compiling her CV. She has collected the relevant details. Now she has to organize them. Look at the following points and decide which heading Tarini should put them under. First one is done for you.

i) Fluent in English = Additional skills

- Interests
- Additional skills
- Education

- ii) Pop music and dancing
 - Interests
 - Additional skills
 - Personal details
- iii) Prof. D. Solanki, University of Delhi
 - Personal details
 - Profile
 - Referees
- iv) Able to work well in a team
 - Profile
 - Personal details
 - Interests
- v) Responsible for supply chain management
 - Additional skills
 - Interests
 - Professional experience
- vi) Thomas Cook Travels – Assistant Project Manager (2009 – to date)
 - Personal details
 - Interests
 - Professional experience
- vii) Computer literate
 - Interests
 - Professional experience
 - Additional skills
- viii) Date of birth – 4 May, 1987
 - Personal details
 - Profile
 - Professional experience

4.4 WRITING: WRITING YOUR OWN CV

Using all the information you've gathered on writing CVs in this unit, write a good CV for yourself. Keep in mind the ideal job that you're looking for, perhaps as a Sales Manager in an organization. Before you actually start writing, organize the points under the various headings of a good CV.

If you are writing a CV for the first time, include any work experience that you have. This could be unpaid, voluntary, summer job(s), internship or extra-curricular activity. You can use the following template to write your CV. Feel free to make changes to the template according to your needs.

4.5 WRITING: APPLICATIONS

There is an important difference between a letter of application and a CV. The CV is a straightforward, factual presentation of the facts relating to your education, work experience and other qualifications. In the covering letter you have a chance to interpret these facts, and show how they are particularly relevant to the position you

are applying for. So your letter goes beyond merely saying that you have certain qualifications; it shows that your qualifications are appropriate to a specific job and organization. And your aim in the letter should be to offer your reader several convincing reasons why s/he should talk to you in person in connection with your application. Therefore, your letter and curriculum vitae together explain your qualifications. They also provide an evidence of your ability to select appropriate information and organize it for a reader. An effective presentation can easily make even average qualifications appear quite impressive. A poor presentation can just as easily make excellent qualifications look ordinary.

Your letter of application must attempt to do three things:

- i) catch your reader's attention favourably,
- ii) convince your reader that you are qualified for the position,
- iii) ask for an interview.

You should try to achieve the three objectives in a one-page letter.

If you are applying for a *specific* job which has been advertised, identify the job by title, and state where you came to know about it. Remember that an organization may have advertised for several jobs on the same day, in the same newspaper or professional journal. If you do not specify which job it is that you are applying for, it will confuse your reader, and give him/her sufficient reason to move on the next application. Some of the ways you could begin are:

I am interested in applying for the post of which was advertised in The Times Hindu on 21 June, 2....

In answer to your advertisement in The India Times of 21 June, 2...., I wish to apply for the post of in your organization.

Your advertisement in The Times Hindu of 21 June, 2....for a production manager interested me because your requirements closely parallel my work experience.

There may be occasions when you may be exploring the possibility of a suitable job in different organizations. Then, you should explain that you are seeking a particular kind of job and are writing to inquire whether the organization has any openings for such a job.

Example:

I am looking for a responsible position in the sales department, where my training in marketing and experience in selling consumer goods may prove useful. I would be interested in exploring the possibility of obtaining such a position in your firm.

Once you have begun your letter (i.e. stated the title of the job and indicated where you came to know of it), your aim should be to convince your reader that you are suitable for the job. You, therefore, need to explain how your experience and skills qualify you for the job.

In your curriculum vitae, you would have listed the basic facts relating to your education, experience and special skills. In your letter, you will have to show your reader what these facts mean by placing them in the specific context of the job you are applying for. For instance, if you are applying for a sales job, indicate that your previous job has taught you to present a product line effectively. If you are applying for a job as an office manager, indicate any supervisory experience you may have

had. However, if you are applying for your first job, highlight how your education matches the job and show your capacity for hard work and taking initiative. Example:

In answer to an advertisement for the job of T.V. service mechanic in a private organization:

I have experience of precisely the kind of work that the post you advertised entails. I have a diploma in T.V. Repair from I.T.I. After taking the diploma I was an apprentice with Alfa Televisions for six months, where I was given responsibility of repairing and selling T.V. sets. During this period I also repaired many DVD players.

You may want to enter into an entirely new field in which you lack experience. In that case you should frankly admit that you are inexperienced. At the same time you should give persuasive reasons why you wish to change your job, and show your keen interest in the new area that you wish to enter. Example:

At the moment I am working as a clerk in a government office. I do not find the work particularly interesting, and wish to make a career in sales.

Although I lack previous experience, I think I have the necessary personal qualities to be successful in this field. I enjoy traveling and meeting people. My academic record is good. Moreover, the officer under whom I work at present will be able to testify to my willingness to learn and work hard. In order to make myself more efficient in this field, I have completed a Distance Education course in marketing....

The final part of your letter is to ask your reader to do something for you. In a letter of application this is the place to request for an interview. Now, it is obvious that the aim of your letter is to ask for an interview. Therefore, the important thing is not what you ask for, but how you do it. The point is to do it tactfully, without appearing to beg or demand.

Don't write in any of the following ways:

- I hope that my letter receives your kind favour and you will give me a chance to appear for an interview.
- I am sure that when you have reviewed all the applications for this position, you will see that I am the best qualified for this job.

Try to be polite but direct; ask for what you want like this:

I will appreciate an opportunity to talk to you in person about the position of....in your company and will be available for an interview at your convenience.

If my application is considered, I shall be available at any time to suit your convenience, though I would need a little notice in order to make travel arrangements.

The last paragraph of your letter is also the place to state any restrictions on when you will be available for an interview, or special instructions about how to contact you.
Examples:

I will be happy to meet you at your convenience and provide any additional information you may need. You can contact me either at my home address or at 033-2324643 during regular business hours.

Could you fix an interview to discuss my qualifications in more detail? With a week's notice I can arrange to travel to Mumbai at your convenience.

You must make sure that you type your letter and avoid all errors.

Check Your Progress 2

- 1) Given below are sentences taken from an application for the post of a sales officer. Rearrange the sentences in the correct order, and organize them into separate paragraphs.
- i) My present job requires me not only to sell goods but also to keep an account of the sales.
 - ii) I am twenty-seven years old and have a diploma in marketing.
 - iii) I am interested in applying for the post of a Sales Officer which was advertised in *Express India* on 21 June, 2.....
 - iv) I enclose my curriculum Vitae, and will be happy to give you any further information that you require.
 - v) You can contact me either at my home address or at 984112341 during regular business hours.
 - vi) The reason I wish to leave this job is that I find the office routine too monotonous for me.
 - vii) I have been working in a department store for the last three years, where I have often been sole in charge of the shop.
 - viii) Since the job advertised involves traveling and meeting people, it would suit my abilities and temperament better.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- 2) Given below is a letter of application for the post of Secretarial-Assistant in a commercial organization. The beginning and the end of the letter are missing. Complete the letter by filling in the gaps.

16, Wazirpur,
Khelgaon,
Lucknow-226004

The Personnel Manager,
Chand Book House,
Lucknow-226 006.

Dear Sir,

.....
.....
.....
.....
.....
.....

I am twenty-three years of age, and have recently graduated from Indira Gandhi National Open University with an A Grade. I have also completed a two-year secretarial course at the Institute of Vocational Studies, where I studied Business Writing, Business English, Shorthand and Typing. I may add that I also took a special course in Computer Application offered by the Institute, and am quite proficient in the use of MS Office and Windows.

.....
.....
.....
.....
.....
.....
.....

Yours sincerely,

(Anita Sinha)

- 3) Here is an advertisement that appeared in India Times on 7 July, 2... Keeping in mind the format discussed in this unit write an answer to the advertisement.

MARKETING MANAGER - PHARMACEUTICALS

A new pharmaceutical unit requires a dynamic marketing manager. The incumbent shall have full responsibility for sales promotion and will be required to formulate and implement marketing strategies.

Applicants should have 3-5 years' relevant experience.

Attractive salary and perks will be offered. Applications giving full bio-data and past record may be sent within 10 days to:

Dhana Pharmaceuticals Pvt. Ltd.
47/G-5, Boundary Road,
Civil Lines, Meerut city, India
dhanapharma@gmail.com

.....
.....
.....
.....
.....
.....
.....
.....

4.6 ACCEPTING AN OFFER

If you are offered a job that you would like to take up, you must write a brief letter of acceptance as soon as possible, certainly within a week. The format of the letter is simple.

- Begin by thanking the person for giving you the job. Then, accept the job that you have been offered. Take care to identify the job by title.
- In the second paragraph you should specify when you would like to take up the post.
- Conclude the letter with a statement that you look forward to working for your new employer.

Some of the ways in which you could begin a letter of acceptance are:

Thank you for your email of 6th May, 2.....offering me the post of Storekeeper in your company, which I am glad to accept.

Thank you for your offer for the post of in your I have great pleasure in accepting the offer.

Some of the ways in which you could conclude your letter are:

- I look forward to what I am sure will be a rewarding future with Exact Time Watches.
- I am looking forward to working with your company.
- I feel very happy to have obtained this appointment and assure you that I shall do my best to make a success of my work.

Check Your Progress 3

Imagine a situation where you have received a letter from General Television saying that you have been selected for the job you applied for. Given below is the main part of the letter. Write a letter accepting the offer.

GENERAL TELEVISION PVT. LIMITED

**Responding to
Advertisements**

**64, Asaf Ali Road,
New Delhi-110 002
India**

May 16, 2....

Dear Mr. Hussain

I am pleased to be able to offer you the post of a Technical Supervisor in our company.

As we discussed during our talk with you, your initial salary will be in the scale of Rs. 20,000-40,000. You will also be entitled to the regular perks that we give to our employees.

If you accept this offer, please let us know how soon you can join our office.

With best wishes,

Sincerely yours,
R.N. Saxena
(Personnel Manager)

.....
.....
.....
.....
.....

4.7 DECLINING AN OFFER

While searching for a job, you may have applied to several organizations and may as a result receive more than one offer. You will then have to select the job which is most attractive to you, and write your letter of acceptance. To the other employers, you must write a letter of refusal immediately.

When writing such a letter, begin by giving a thought to your readers. Remember that they have invested some time and effort in you, compared you with other applicants, and found you the best person for the job. They may have counted on your accepting the job. If you refuse the offer they will have to do some of their work over again.

Therefore, in your letter of refusal, you must be tactful and courteous. Try to give honest and sincere reasons for your refusal. If you have accepted another offer, say so, and explain why. Do everything to ensure that you and your readers part company as friends.

You may begin the letter by first thanking them for offering you the post. Then make a reasonable excuse for not accepting the offer. Examples:

Thank you for your letter of offering me the post of in your organization. I am sorry I am unable to accept this offer as

Thank you for your offer for the post of in your I am afraid I am unable to accept your offer as

A more unconventional but equally polite way of rejecting an offer is as follows:

I enjoyed talking with you about your opening for and was gratified to receive your offer. Although I have given the offer serious thought, I have decided

One of the ways in which you can conclude your letter is:

I appreciate your offer and I am sure I would have enjoyed working for your company, however.....

Check Your Progress 4

Read the letter given in the exercise under Check your Progress 3 offering you the job of a Technical supervisor. Write a letter in reply, refusing the offer.

.....
.....
.....
.....
.....

4.8 GRAMMAR: SIMPLE PAST TENSE

Activity 3

Tick the sentences which are correct. Say why the others are wrong.

- i) Before the wheel was invented, people have traveled long distances on the backs of animals.
- ii) I go to a very interesting presentation last week.
- iii) Yesterday, a fire broke out in a cloth shop.
- iv) The fire has destroyed all the other shops in the market.
- v) The door opened suddenly and armed men rushed in.
- vi) Did you checked the figure?

Form: The Simple past (positive) is formed by using the past tense form. Regular verbs add **-d** or **-ed** to the bare infinitive to form the past tense. For negatives and questions we use the auxiliary **did** and the infinitive.

I/you/he/she/it/we/they **worked / did not (didn't) work.**

Did I/you/he/she/it/we/they **work?** (Yes, I/you/etc. **did.**/No, I/you/etc. **didn't.**)

The verb **to be** follows a different pattern.

I/he/she/it **was/was not (wasn't)...**

We/you/they **were/were not (weren't)...**

Was I/he/she/it ...? (Yes, I/he/she/it **was.** / No, I/he/she/it **wasn't.**)

Were we/you/they ...? (Yes, we/you/they **were.** /No, we/you/they **weren't.**)

Functions:

Responding to Advertisements

We use the Simple Past Tense for an action or an event that occurred at a definite time in the past and is over at the time of speaking. Adverbs of time are commonly used:

Yesterday	on Monday	last week	in the 1960s
at 6:30	in January	a few days ago	

Example:

- 1) Your advertisement in *The Times Hindustan* of 21 June, 2... for a production manager **interested** me because your requirements closely parallel my work experience.
- 2) First meeting of the MD and the Managers of all Departments **held** on **Tuesday 29th January, 2...**

We use the simple past to refer to an action which took place over a period of time in the past, or which took place regularly and repeatedly, but is over now.

- Manager (Sales) **reported** that the figures of the last quarter had been delayed...
- William (Bill) H. Gates **was** the Chairman of Microsoft Corporation.
- During this period I also **repaired** many DVD players.

Activity 4

- 1) Use the verbs in the box to complete the sentences. Some of the sentences are positive statements, some are negatives and some are questions. You may use some of the verbs more than once.

eat	be	visit	start	go
realize	accept	complain	place	ring

- i) _____ you _____ the Red Fort when you went to Delhi?
- ii) On Monday, last week, the tenth class students _____ their board examination.
- iii) I _____ her up yesterday, but she _____ at home.
- iv) I am writing with reference to the order I _____ with you last month.
- v) Last week a number of customers _____ about the tardy service.
- vi) Oh I am sorry. I _____ you had visitors.
- vii) When _____ they _____ the new company?
- viii) When _____ you _____ abroad last year?
- ix) She _____ the job because the timings didn't suit her.
- x) We _____ the food as it had gone bad.

- 2) Write a short paragraph of about 10 lines about your father's career, giving dates where possible.

For example:

My father's name is Shri Virender Sahgal. He went to University in 1973, where he studied Architecture. He graduated in 1978 and started his own architecture firm.

.....

.....

.....

.....

.....

.....

.....

.....

4.9 RESPONDING TO ADVERTISEMENTS

- 1) Where might you read the following words and phrases? Who do you think might have put it and where? Why do you think the person has put it there? What do you think the person is like? Say as much as you can about this person.

WANTED ONE-ROOM SET

- 2) In which of the following ads. do you think young students and/or job seekers would be interested? Why? Why not? Justify your answer.
- Wanted Wife
 - Situations Vacant
 - Part-Time Job Available
 - Study Abroad
 - Wanted Room Mate
 - Passport Services Rendered
 - Available Paying Guest Accommodation
 - Sanitary and Hardware Fittings

4.10 LISTENING COMPREHENSION

Activity 4

- 1) Read the following questions that you have to answer while you are listening to the conversation (tape script-1).
- i) Why does Preeti arrive late for the class?

.....

.....

.....

.....

ii) What sort of help does Preeti seek from her class teacher?

.....
.....
.....

ix) How many bedrooms are there in the flat advertised?

.....
.....
.....

x) In which area of the town is the accommodation located?

.....
.....
.....

xi) Who suggests the ideas and their organization for drafting the letter?

.....
.....
.....

2) Now listen to the conversation carefully and tick the most suitable answer from the options given below:-

i) Preeti arrived late for the class because:

- a) She was reading ads in the newspaper in the reading room.
- b) Preeti lost her watch in the reading room.
- c) She was talking to her friends about an ad in the newspaper.

ii) Preeti seeks help from her class teacher in:

- a) finding a suitable accommodation.
- b) helping her to locate the advertiser's address.
- c) drafting a suitable response to the ad.

iii) The flat advertised has:

- a) Three bedrooms on the ground floor.
- b) Two bedrooms on the first floor.
- c) Four bedrooms with two toilets.

iv) The accommodation is located:

- a) Near The India Times.
- b) Near the University area.
- c) In the most modern area of the town.

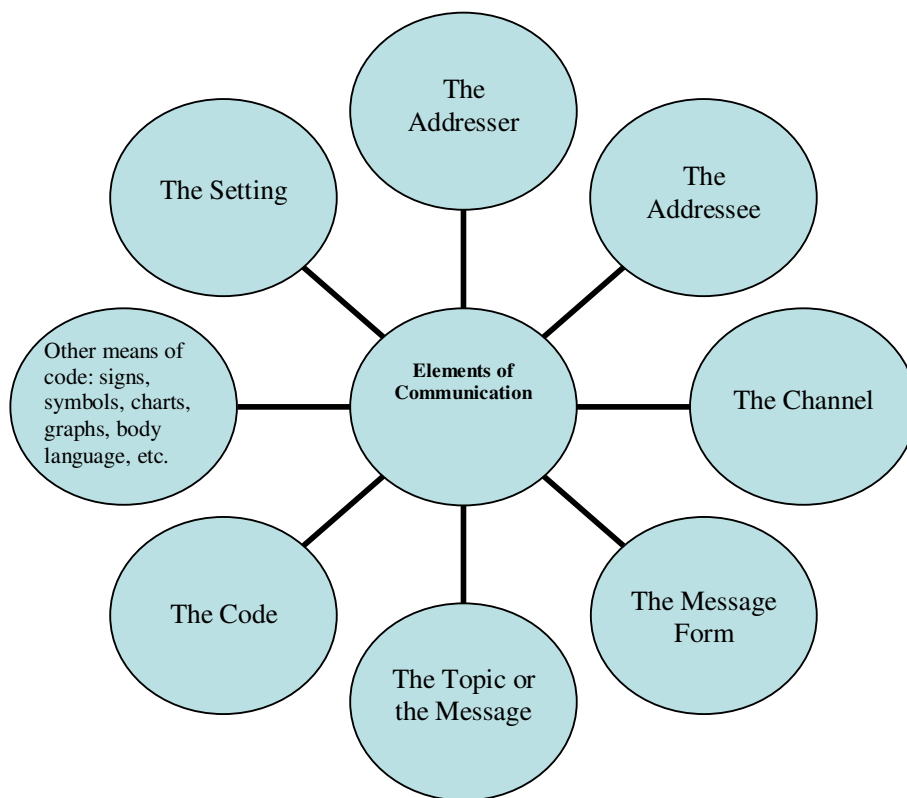
v) The content and organization for drafting the letter are:

- a) elicited by the teacher from the class.
- b) written on the board by the class teacher.
- c) taken from a letter-writing book.

4.11 READING COMPREHENSION

Read the text given below and **answer** the questions that follow. (Read fast; do not stop at words/phrases you do not understand. Keep reading, guessing the meanings of difficult words/phrases from their shape, form, and context and try to get the gist of what the writer has to say).

- 1) There are various types of advertisements and they appear in varied forms and at various places. There are advertisements for jobs, accommodation, study abroad, passport and immigrations services, hobby classes and so on, and these can appear in newspapers, journals; on notice boards, internet and others. Some of these advertisements can be of interest to young students and job seekers and they may want to respond to these. But before one responds one also checks out if s/he is eligible to apply with regard to qualifications, experience, age and other terms and other conditions laid down by the advertiser and it is only then that one thinks of responding to the ad.
- 2) Responding to an advertisement is a form of communication with the absent advertiser and hence it ought to meet all the essential requirements of such a communication which according to Dell Hymes are dictated by the following elements of communication:-



- i) **The Addresser:** The person who originates the message; **the sender of the communication**
- ii) **The Addressee:** The person to whom the message is addressed; the receiver of the communication
- iii) **The Channel:** The medium through which the message travels. For example, we can write or speak out our message. We can write a letter, send an email, or make a telephone call, or talk face-to-face in person.

- iv) **The Message Form:** By message form we mean the selection of particular words and structures of the message.
 - v) **The Topic or the Message:** the content of the message; what is being communicated.
 - vi) **The Code:** This word ‘code’ refers to the language or dialect of the message. This code could be any of the natural languages – French, Hindi, English or any other natural language.
 - vii) In addition to code (language), we can also use other means of communication as, for example, signs, symbols, charts and graphs; and body language that human beings use in order to interact with others, particularly in face-to-face communication.
 - viii) **The Setting:** This term refers to the social and physical setting in which the interaction takes place, i.e. who is communicating with whom, when and where.
- 3) These elements of communication make certain demands on the respondent – one who is responding to the advertisement given by an advertiser, who is not in front of him. In the following paragraphs we will talk in some detail what these demands and obligations are. These are essential features not just of responses to ads but of any kind of writing task you are required to do completely and satisfactorily.
- 4) All advertisements impose upon the respondent certain **tasks** to be completed if s/he wants to respond and hence one must read the advertisement carefully to identify these tasks and achieve them fully and satisfactorily. Under ‘Task Coverage’ we keep three sub-points in mind to be taken care of.

The first is the **format** of the communication. The topic and the channel of communication are important. The advertiser may seek some specific information and this may have to be conveyed in a certain format. S/he may also desire the content of the response in a certain **form/lay out** for which s/he may even prescribe a form available at a price or free of cost. But format does not mean just the layout; more appropriately it means the text-type that is whether it is a letter, essay, warning, advice and so on.

The next under this head would be **task fulfillment** that is the respondent must cover all that s/he needs to say. Some advertisers may also want the candidates to attach with their application a 200-or so words written piece justifying their suitability or may ask for names and addresses of referees and so on.

The third sub-point under task coverage is imposed by who the sender and the receiver are and the social setting in which they are communicating, and the channel of communication. In other words, what the relationship between the sender and the receiver of the communication is, and what would be the channel of communication i.e. how the communication would be made – verbally or in writing.

We can write a letter, send an email, or make a telephone call, or talk face-to-face in person. These details will help us decide the tone and style of communication. Some advertisements, as for example advertisements for paying guest accommodation, may require the applicant to write a letter or make a phone call or meet personally.

Some times a covering letter may also have to be sent along with one’s curriculum vitae. In such cases the **purpose** of the letter ought to be clearly stated and its **tone** must also be consistent and appropriate for the purpose.

- 5) Thus under ‘task coverage’ we will pay special attention to achieve three things: appropriate format, task completion, and also appropriate tone particularly if we are responding through a letter or on the telephone or in face-to-face interaction.
- 6) Another important quality of a good response is the **organization** and presentation of the response. This is also called cohesion and coherence – coherence at the paragraph level and cohesion at sentence level. A well-written piece of writing, for example a letter or a descriptive/discursive piece, will show a logical development of ideas from the beginning to the end of the communication both at sentence level as well as at paragraph level using adequate **paragraphing** at appropriate places in the organization. Organization will necessitate use of appropriate **cohesive and linking devices** to indicate a logical relationship between ideas and sentences.
- 7) Beside the organization of the content, the respondent must also pay attention to the language of the response. Appropriateness of **lexical** resources and spelling, **grammar** and range and complexity of **structures** and use of important **punctuation** marks are also important for effective response including the type of paper used particularly for making applications for jobs required.
- 8) Finally, when the response is ready we would want to send it to the advertiser. The advertiser may have given instructions about the **mode of response**, that is how the response ought to be sent: by ordinary or registered/speed post, by courier, or using e-communication or walk-in with application or through, what is called, the proper channel. The advertiser may also ask for certain documents to be attached with the application e.g. application fee, copies of certificates, degrees and testimonials, self-addressed envelope and others. Only when you carry out all these instructions and complete all formalities can you say that you have made a full and satisfactory response.

Check Your Progress 5

- 1) Tick the most suitable title for this reading passage:

- a) Various types of advertisement
- b) Mode of delivery of responses to advertisements
- c) Features of a good response to advertisements
- d) Importance of language, grammar and punctuation

Read the text once again, slowly this time and answer the following question:

- 2) According to the writer while responding to advertisements the respondents must keep three main things in mind. What are these three things?

.....

.....

.....

.....

.....

.....

.....

.....

3) Complete the blanks in the following on the basis of your reading of this passage:

**Responding to
Advertisements**

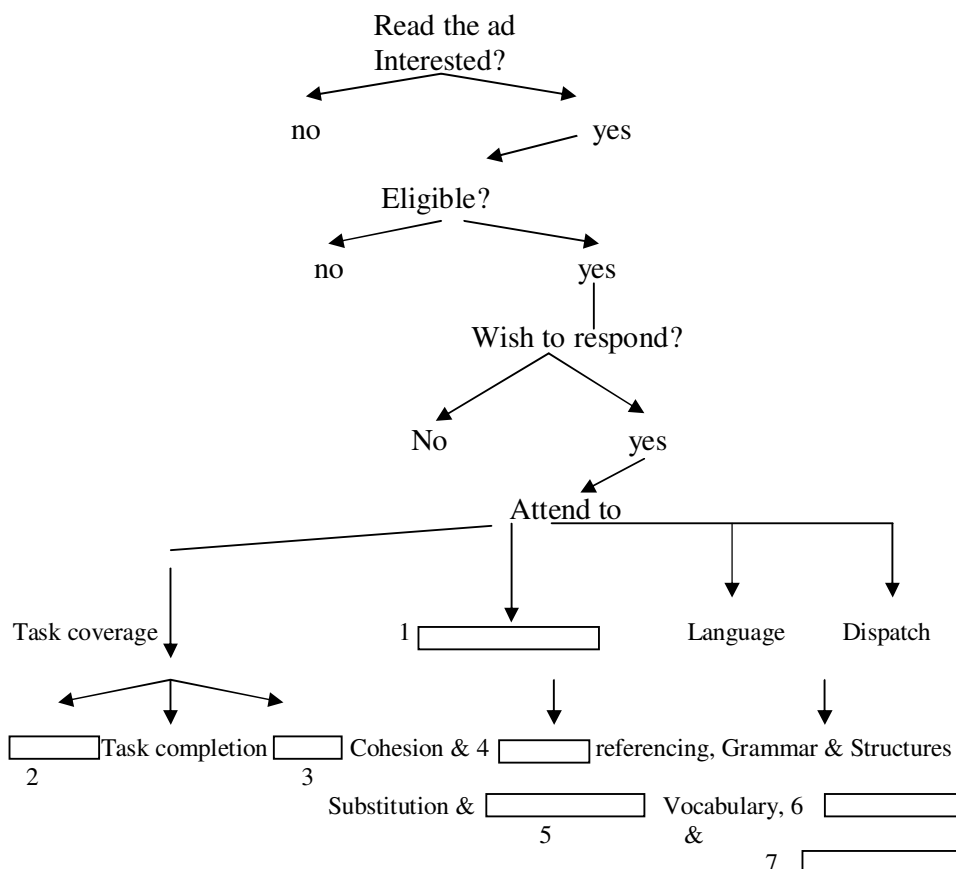
.....

.....

.....

.....

.....



4) Does this Reading Text answer the question Preeti asked during the listening activity in the last class? Discuss with your partner/others in your group/someone at your home.

4.12 SPEAKING

Activity 5

Speak for about 2 minutes describing the essential features of a good response to an advertisement for the job you are seeking. You can make notes, if you want to, and you will have two minutes for making notes before you begin speaking. (Speak in front of mirror/to someone at home or a friend) and then at your study centre.

4.13 WRITING

Activity 6

1) During the Listening Comprehension activity, you were asked to write a response on behalf of Preeti. Show your draft to your partner/others in your

group/someone at home and seek his/her/their comments. Revise your draft, if you want to do so, in the light of the comments received. (You can choose a partner/friend and exchange your draft/comments through e-communication as well).

2) Respond to the following ad:

Wanted two young boys/girls from 4.00 to 8.00 p.m. for a popular bookshop in Connaught Place New Delhi. Six days working. Students preferred. Meet Mr. Krishna Swami personally along with applications within next 3 days between 4 – 8 p.m. at.....

.....

.....

.....

.....

.....

.....

.....

.....

4.14 LET US SUM UP

In this unit you have learnt about the steps one ought to take in order to get ready for the job market. You have also learnt the importance of work in our lives and the different types of work-related activities we ought to do in life. You have gained insight into when and how students start preparing for the job market and what are the different sources for one to look for a job. You have also been given insight into the various ways that companies use to recruit prospective employees. We have also given you some of the common competencies and skills that you are required to have when applying for jobs these days.

We have also told you about different types of advertisement students and job seekers may be interested in and how to write responses to these ads. We have also tried to give you different techniques of drafting your responses. And, while learning all these, you have also received training and practice in all the four skills of English language viz. Listening, Speaking, and Reading comprehension and Writing.

4.15 ANSWERS

Check Your Progress 1

- 1) A CV helps in job hunting by giving a first overall impression of ones' achievements.
- 2) If a CV is not clear and readable it will get rejected. Most employers spend very little time on a CV.
- 3) A CV should not be more than one or two pages. We must choose the information that will go into the CV.
- 4) I will include my career goals in my profile.
- 5) My career history should be in reverse chronological order. This is because an employer will be most interested in my latest job.
- 6) By reading through my CV, a friend can help me make sure that I've made no mistakes.

- 7) No, one should not lie in the CV. Most employers will check on the basic details.
A lie will ruin all chances of getting the job.

Activity 2

- i- Additional skills, ii- Interests, iii- Referees, iv- Personal details,
v- Professional experience, vi- Professional experience, vii- Additional skills, viii-
Personal details

Check Your Progress 2

- 1) Paragraph 1: Sentence (iii)
Paragraph 2: Sentences (ii), (vii), (i)
Paragraph 3: Sentences (vi), (viii)
Paragraph 4: Sentences (iv), (v)

2) The beginning of the letter:

I would like to apply for the post of secretarial-assistant that was advertised in India Times on 15th July, 2...

The conclusion of the letter:

I enclose my curriculum vitae, and would appreciate an opportunity of being interviewed. I would, then, be able to give you a better idea of my abilities.

- 3) Shanti Building 2,
19 Peddar Road,
Faridabad
7th May, 2....

Dhana Pharmaceuticals Pvt. Ltd.
47/G-5, Boundary Road,
Civil Lines
Meerut City

Dear Sir/Madam,

I am interested in the job of Marketing Manager advertised by your company in India Times on July 7, 2....

I have a diploma in Marketing and four years' experience in a pharmaceutical company. In such a short period, I have risen from the position of a salesman to a sales supervisor.

In my present job I assist the manager in planning marketing strategies, monitoring sales realization, and organizing sales promotion contests among the sales staff.

I am looking for a challenging position where I am given a free hand in formulating and implementing marketing strategies for a new organization. I enclose my curriculum vitae, and will be happy to meet you at your convenience to provide any additional information. I would however need a little notice in order to make travel arrangements.

Sincerely,

Ravinder Singh

Encl: Curriculum Vitae

Check Your Progress 3

May 20, 2.....

Dear Sir,

Thank you for your letter of 16th May, 2... offering me the post of Technical Supervisor in your company.

I am happy to accept your offer and be a part of your team. I look forward to working in the organization to the best of my ability.

I will be able to join in two weeks' time.

Thank you,

Yours faithfully

Hussain

Check Your Progress 4

Dear Sir,

Thank you for your letter of 7th March offering me the post of Technical Supervisor in your company.

I am afraid I shall not be able to accept your offer because of certain personal reasons.

I appreciate your consideration and am sure I would have enjoyed working for your company.

Activity 3

- | | |
|-----------------------------------|-----------------------------------|
| i) Wrong people traveled.... | ii) Wrong.went to |
| iii) Correct | iv) Wrong. ... fire destroyed ... |
| v) Correct | vi) Wrong. ... check |

Activity 4

Missing words are given in **bold**.

- i) Did ...visit, ii- started, iii) rang ... was not, iv) placed, v) complained,
vi) didn't realize, vii) did ...start, viii) did ...go, ix) didn't accept, x) didn't eat

4.10 Listening Comprehension (Tape script-1)

(A girl student appears at the door of the classroom; she is late for the class.)

Preeti: May I come in, sir?

Teacher: Yes Preeti, come in. Why are you late for the class today, Preeti?

Preeti: Sorry sir. I was sitting in the reading room browsing through advertisements in the newspaper and lost track of time.

Teacher: What was so interesting about the advertisements?

Preeti: Nothing so special about ads. For some time I, and three of my friends, have been looking for a house to rent and an advertisement in today's paper caught my attention; seems it would suit us. Sir, can you help me respond to this ad?

Teacher: Yes, sure. In fact today my plan is to take up this topic: how to respond to ads. Preeti, do you have the cutting of the ad?

Preeti: Yes, sir. Here it is.

Teacher: Preeti please read the ad aloud and I will write it on the board so that everyone can see it. (He writes on the board as Preeti reads it):

Available on rent 2 BR flat 1st floor
near univ.; modern constn. & fittings
fully furnished with modern kitchen.
Contact Hamsa Dattani Box No. ND 3552
The India Times New Delhi – 110 002

Teacher: Ok boys and girls. If you were Preeti, how would you respond to this ad?

Anand: Sir we would contact this advertiser.

Teacher: Rehana, what do you think about Anand's suggestion?

Rehana: Sir I agree with Anand. But how to contact the advertiser? S/he has not given her/his telephone number!

Teacher: So what should we do? Meena what do you say?

Meena: We ought to write a letter. But the person has not given any address!

Anand: S/he has; 'Box No.' is also like postal address.

Teacher: Yes, Anand is right. It is as good as his postal address to response to this ad. I'll explain later how these words function as the address of the advertiser. For the present let us continue with our task. So Meena can you tell us what we should write in our letter.

Meena: We should ask some questions about the accommodation.

Preeti: Should we not begin the letter by stating the purpose of writing the letter?

Teacher: What do have others to say?

Mohan: Sir I think we should begin our letter by explaining who we are and why we are writing this letter to him/her. Only then should we ask questions about the accommodation.

Teacher: Do you all agree to what Mohan has just said about our response to this ad?

All: Yes sir.

Teacher: Let me then sum up what we ought to do. Preeti would write a letter to the advertiser and in this letter she would:

Describe who she is and why she is writing this letter.

Explain why she is interested in taking this house on rent.

Ask some questions about the accommodation.

Now boys and girls you have got the content – that is what to write and the order in which to write the content of your letter. For your next class draft a letter of at least 150 words on behalf of Preeti.

The class: Okay Sir.

Preeti: Sir, I've a question. This method of writing our response to an ad is all right when we are in the class and you as teacher are there to guide us. But what should we do when we are alone and there is no body to guide us?

Teacher: I'll deal with that in the next class.

Activity 5

- 2) i- a; ii- c; iii- b; iv- b; v- a.

Check Your Progress 5

- 1) c
- 2) Task Completion; Task Organization; Language: Grammar
- 3) 1-Organization; 2-Format; 3-Tone; 4-Coherence; 5-Paragraphing
6-Spelling; 7-Punctuation.
- 4) No. It only describes the qualities of a good response to a writing task.

Activity 6

Good Morning/Afternoon everybody. The essential features of writing a satisfactory response include making notes of as many ideas that come to one's mind to respond to a given task. One can compare these ideas with one's friends and make changes, if necessary. Next, one should rearrange these ideas in the order in which one would like to write them. The ideas can be expanded to make them self-explanatory. The draft should then be edited keeping in mind the language elements such as the grammar, structures, vocabulary, spelling and important punctuation marks. Once the draft is ready one can show it to others for feedback. The draft can then be revised based on the feedback. One can then write the fair draft. Now the material is ready to be sent.

Activity 7

- 1) Response on behalf of Preeti:

12th September, 2....

To
Ms. Hamsa Dattani
Box No. ND 3552
The India Times
New Delhi-110002

Sub: Seeing clarification regarding ad for flat for rent

Dear Ms. Hamsa

I am Preeti Damle, a Ph. D. scholar in the School of Humanities, IGNOU. I am writing to you with regard to the advertisement in The India Times dated 10th September, 2....

I have been looking for an apartment in the university area for a few weeks. I plan to move out of the university hostel accommodation as my mother is coming to stay with me. A furnished flat would be very convenient. Besides it being on the first floor would be an advantage for my mother as she need not climb too many stairs.

I would like to see the flat at the earliest. I would also like to know the monthly rent and whether it is inclusive of the electricity and water charges. What is the security amount that needs to be deposited? I would also like to know whether it has easy access to a shopping center, the metro as well as other modes of public transport. Does it have adequate security arrangements?

Looking forward to hearing from you soon. My email id is preeti_d@gmail.com and cellphone number is: 9999237481.

**Responding to
Advertisements**

Thank you

Regards,

Preeti Damle

- 2) Part-time jobs are a good option for students to take up while pursuing their course of studies. It gives them a sense of independence as well as responsibility. Besides acquiring skills in multi-tasking the students also learn effective time management. A stint at the world of work would familiarize the students with work etiquette. This would be an eye-opener for them and help them be well prepared when they take up permanent jobs later. A part-time job gives a sense of economic independence while inculcating in the youngsters a value for money. They will learn to manage their finances. It would also give the student an insight into his/her strengths and weaknesses. The students can then concentrate on honing those strengths and use it to his/her advantage.

At the same time the students should not get carried away by the independence part-time jobs offer. They should not compromise on their academics. The part-time job should not eat into the time that is to be devoted to academics.

Overall the advantages of a part time job are many. If one can maintain a balance between work and studies then this experience can be an enriching one.

- 3) Response to ad:

12th September, 2....

To
Mr. Krishna Swami
XYZ Books
Connaught Place
New Delhi

Sir,

Sub: Clarification regarding advertisement for part time job at XYZ Books

I am Sonali Kapoor, a second year B.A. Literature student of Jesus and Mary College, Delhi. I am writing to you with regard to the advertisement in the ABC newspaper dated 12th September, 2....

As an avid lover of books, a bookshop seems to be an exciting place to work. XYZ Books is a favorite among us students and the chance to do a part time there is very appealing.

I would like to know my job profile. Sir, I also want to clarify whether the six day working week implies that Sunday is a holiday or we have the option to take any one day off.

Looking forward to hearing from you soon. My email id is sonalik92@gmail.com

Thank you

Regards,
Sonali Kapoor
Room No:22, JMC Hostel
Chanakyapuri, New Delhi.

Activity 7

To signal logical relationships

Cause	therefore, so, accordingly, consequently, as a result, hence, thus, that's why
Condition	If, then, whether, in that case
Contradiction	In fact, as a matter of fact
Contrast	(see unit)

To signal textual relationships

Addition	(see unit)
Equivalence	In other words, namely, that is to say
Exemplification	For example, for instance, such as, namely
Stating the obvious	Obviously, of course, clearly, surely