



河南省“十二五”普通高等教育规划教材

# 实用职场英语 求职手册

《实用职场英语》编写组 编

高等教育出版社



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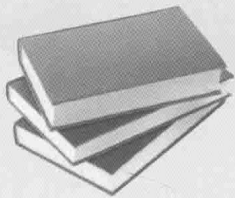
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## Part One

# Reading

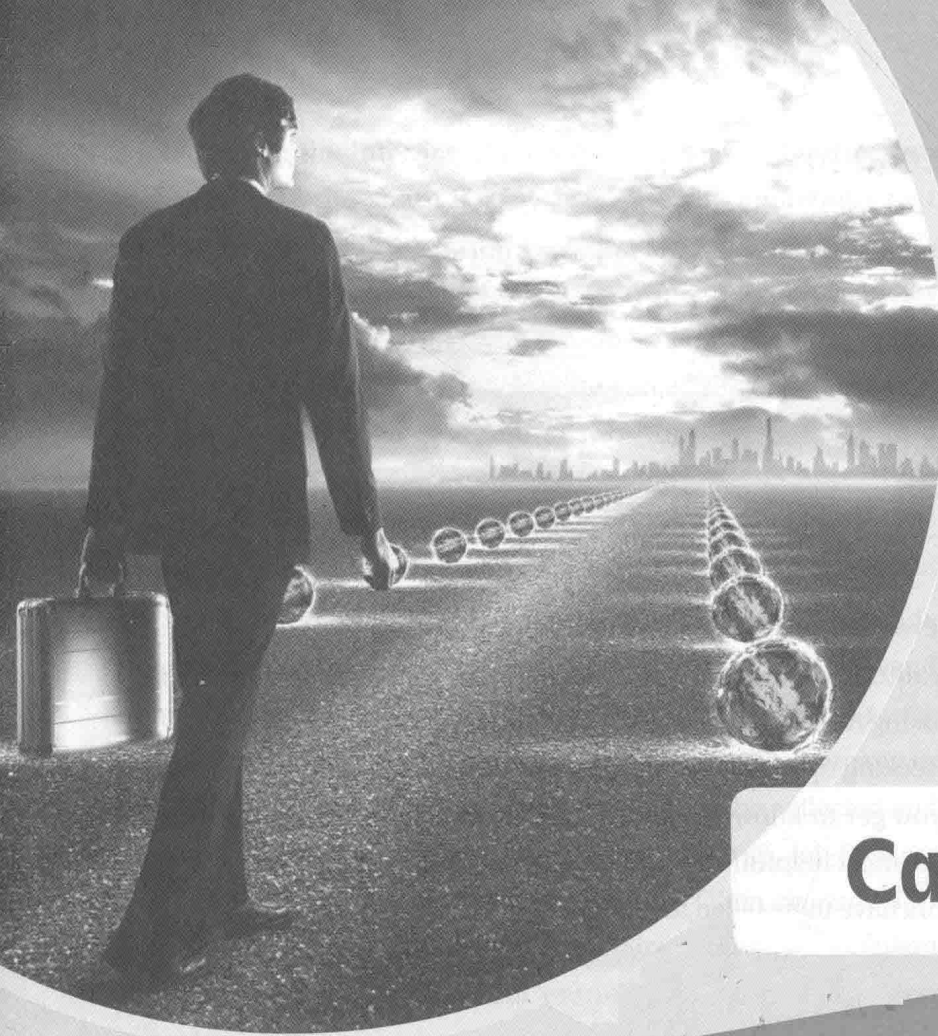


This part consists of four chapters ranging from career paths to job-hunting media available for career seekers.

Career Paths







## Chapter

# 1

# Career Paths

### Chapter Goals

By the end of this chapter, you should be able to:

- A. know about job-hunting pathways.
- B. find and browse proper career websites.
- C. search employment information through the Internet and other media.
- D. make use of job fairs.



## Section I Lead-in

Directions: Work in pairs and discuss the following questions.



1. Have you ever had any job-hunting experience?
2. What do you think are the essential factors you should consider when you are looking for a job?
3. What job-seeking tips and pathways do you know? List them.
4. How did you get to know these tips and pathways and which do you think is / are most helpful?
5. What factors have to be taken into consideration in job-hunting?

4

## Section II Background Information

## Job-hunting Pathways

路径

## Where can you find an ideal job?

There are many channels offering job opportunities. The classified ads on radio or TV, and *print* Media are good sources, whether you are looking for a job in *for-profit* businesses, *non-profits*, or *governmental* agencies. Also, you can *turn to headhunters*, who work for employers in corporations and nonprofit organizations to find suitable employees to fill up their job openings. The most common career pathways, however, are career sites and job fairs.

## 1. Career sites

Though only *a small percentage of* job seekers actually get

印刷

以赢利为目的的  
非营利的；政府的；  
求助于；猎头

一小部分



a job through the Internet — mostly in the area of information technology — the share is growing. With the amazingly fast development of the Internet, more and more employers are using it to **recruit** workers of all types by posting job vacancies on commercial and / or government-operated career sites, or on their own websites. Nowadays, online career sites have become the most widely used channel for job-hunting. One can find thousands of employment opportunities for professionals on the Internet.

## 2. Job fairs

Job hunters may visit job fairs in order to **pick up** inside information. These fairs are meant for employers, **recruiters** and human resource **personnel** of different organizations to **meet with prospective** job seekers. At job fairs there are usually company or organization tables or **booths**, where résumé can be collected and business cards can be exchanged. In college settings, job fairs are commonly used for entry level job-recruiting. Often **sponsored** by governmental career centers, these job fairs provide a convenient location for students to meet employers and perform first interviews.

## 3. Other career pathways

Apart from the above channels, another very effective job searching method is to contact employers directly. It takes more courage, but making direct contact with employers is a very useful and often successful technique.

Of course, no path can **guarantee** for sure that you will find an ideal job. So, sometimes you have to combine the above methods to help you search the job you are seeking.

招聘

获取

招聘者

人事部门; 偶遇

预期的

展台

赞助

保证



## Section III Sample Learning

## ① Sample Reading

## Sample One

Directions: Read the following passage and choose the best answers.

Career sites are a common tool for job-hunting. Because of the *abundance* of listings on the Internet, *hunting for* a job *via* the Internet is a particularly good strategy for first-time job seekers.

大量；寻找；通过

In terms of management, job search sites can be mainly divided into three categories: (1) education career sites, which are managed by education organizations such as colleges and universities and mainly serve *college graduates*; (2) social career sites, which are offered by either for-profit or non-profit organizations, mainly employment agencies; (3) government career sites, which are managed by personnel bodies of local governments.

大学毕业生

Most career sites have a *search engine*, so one can search for a job by just typing some key words such as the name of the *desired* position in the *search box*, and then clicking the search buttons with the mouse. For instance, if you want to *explore* the Internet to find some employment information, say, *wanting ads* of a salesperson in Guangzhou, you can just enter “salesperson” in the search box of “Keywords”, and enter “Guangzhou” in the search box of “Location” and then click the button of “Search Jobs” or “Find Jobs”.

搜索引擎

渴望；搜索框  
探索

招聘广告

Now, start your job search by *accessing* the following major online job sites.

到达，进入

<http://www.51job.com>

<http://www.china-hr.com>

<http://www.zhaopin.com>

<http://www.lietou.com>

<http://www.yingjiesheng.com>

<http://www.careerbuilder.com>



Though there is no guarantee of getting a job through the Internet, the advantage of using the Web is that it's fast and *literally* has millions of listings.

确实

- 1) What is the advantage of the Internet as a particularly good tool for first-time job seekers?
  - A. Low cost.
  - B. Easy access.
  - C. High effectiveness.
  - D. Abundant listings.
- 2) Which category of career sites mainly serves college graduates?
  - A. Education career sites.
  - B. Government career sites.
  - C. Social career sites.
  - D. None of the above.
- 3) How do job seekers search a job via career sites?
  - A. They identify the job site.
  - B. They search for their own names.
  - C. They use search engines.
  - D. They read the wanting ads.
- 4) Suppose Li Ming wants to find a job as an accountant in Shenzhen through the Internet, what is he supposed to do first?
  - A. Enter "accountant in Shenzhen" in a search engine such as Baidu, and click the search button.
  - B. Select an appropriate career site, enter "accountant in Shenzhen" in the search box of "Keywords" and then click the search button.
  - C. Enter the keyword "accountant" in a search box of Baidu, and then click the search button.
  - D. Select an appropriate career site, enter "accountant" in the search box of "Keywords" and "Shenzhen" in the search box of "Location" and click the search button.
- 5) Which of the following statements is FALSE according to the passage?
  - A. Job-hunting through the Internet is a good strategy.
  - B. Career sites are the only path of hunting for a job.
  - C. Job seekers can search employment information on the Internet.
  - D. The passage offers three types of career sites.



### Sample Two

Directions: Read the following passage and complete the following outline.

**CareerBuilder.com**, *headquartered* in Chicago, *Illinois*, has more than 2 500 employees, and is under the leadership of **CEO** Matt Ferguson. It was founded in 1994 by Rob McGovern, who is now the CEO / founder of Jobfox. It is the largest online job site in the United States, with more than 23 million visitors each month and a 34% market share of help-wanted websites in the country. CareerBuilder.com is jointly owned by the Gannett Company, the McClatchy Company, and the Tribune Company. A 2007 deal was completed, in which Microsoft will *acquire a minority stake* in the firm and continue its relationship through 2013 with CareerBuilder.com as the *exclusive* content provider for the MSN Careers *channel*.

总部位于; 伊利诺伊 (美国州名); 总裁, 首席执行官

获得; 少数股份  
独有的渠道

CareerBuilder.com has fresh job listings posted daily, and provides online career search services for more than 1 900 partners *as of* March 2008, including 140 newspapers and *portals* such as AOL (American online) and MSN.

自...起; 门户网站

Since CareerBuilder.com was founded, it has won lots of awards and *reputation* among the consumers. For instance, in April 2006 CareerBuilder.com's site was *nominated* for a Webby Award in the employment category. In December 2007, CareerBuilder.com won the Stevie Award for excellence in Customer Service.

名气  
指定

#### Major Points About CareerBuilder.com

**Founding:**

Founded in 1994 by 1) \_\_\_\_\_, now the CEO / founder of Jobfox.

**Headquarters:**

Headquartered in 2) \_\_\_\_\_, with more than 2 500 employees.

**Services offered:**

Having fresh job listings posted daily, providing 3) \_\_\_\_\_



services for partners.

**Status:**

Being 4) \_\_\_\_\_ in the US, with more than 23 million visitors each month and a 34% market share of help-wanted websites in the United States.

**Awards:**

Won 5) \_\_\_\_\_ for excellence in Customer Service in December 2007.

### Sample Three

Directions: Read the following passage and fill in the blanks.

**51job.com** is the leading recruitment website in China, with numerous *registered* members, large résumé *database*, and high peak traffic. *On average*, there are over 1 million of effective job *postings* online, and *approximately* 22 million résumés are delivered to potential employers every week. 51job.com has received *recognition* from several industry watchers honoring 51job.com as “China’s Most *Influential* Recruitment Website”.

注册的；资料库  
平均

上传张贴；大约

认可

有影响的

沟通

准确的

最佳的

顾问

求职者

促进；企业形象

研讨会

促进；企业形象

研讨会

研讨会

51job.com *bridges* individual job seekers and businesses by providing job hunters the most updated and *accurate* employment information and mainly the following services:

**Executive research:** 51job.com offers a *premium* executive search service powered by experienced *consultants*, an extensive research team covering many cities, and the largest *candidate* database.

**Campus recruitment:** 51job.com offers services for corporations seeking to hire new college graduates. Campus recruitment handbooks are distributed across top universities in China, *facilitating* companies to promote their *corporate image* and communicate their recruitment messages to college graduates in China.

**Training:** 51job.com is the leading provider of public *seminars* and in-house training programs on a variety of business



topics, covering topics of management, sales, finance, human resource, production, personal skills, etc.

**HR forum:** It is a premier HR event for HR professionals and senior management to come together to exchange information and share *insights*.

**HR outsourcing:** 51job.com is the only HR Outsourcing service provider with a national service platform that provides outsourcing services including *staff enrollment*, social benefits, *payroll management*, annual physical check-ups and other employee benefits.

**Salary survey reports:** Reports based on compensation information collected from millions of résumés and *supplemented* by *additional* surveys and analyses. A valuable *benchmarking* tool for HR professionals to assess the competitiveness of their company's *remuneration* structure and ability to attract high *caliber* candidates.

深刻、独到的见解；外包服务

员工入职  
薪资管理

补充  
额外的；基准

薪资  
才干

- 1) Why is 51job.com the leading recruitment website in China?  
Because it enjoys numerous registered members, \_\_\_\_\_, and high peak traffic.
- 2) What recognition did 51job.com once receive?  
51job was honored as \_\_\_\_\_ by several industry watchers.
- 3) What services does 51job.com offer?  
It offers a big variety of services such as executive research, \_\_\_\_\_, training, HR forum, \_\_\_\_\_, and salary survey reports.
- 4) What is an HR forum?  
It is a premier HR event for HR professionals and senior management to come together to \_\_\_\_\_ and \_\_\_\_\_.
- 5) What does the HR outsourcing service include?  
It includes \_\_\_\_\_, social benefits, \_\_\_\_\_, annual physical check-ups and other employee benefits.





## Sample Four

Directions: Read the following passage and choose the best answers.

## Job Fairs

If you are looking for a new job, a career fair or job fair (the terms are usually used *interchangeably*) is a good option to include in your job-hunting plan. Career fairs can range from “*real life*” multi-employer events to online job fairs. Job fairs often fall into two categories. The first one is *diversity* job fair, which supplies all kinds of employment information. The second is specialized job fair, which provides information for a specific kind of job hunters, or supplies specific positions, or is managed by specific organizations. Specialized job fairs are common on campus. All job fairs include the following essentials: recruiting time, location, and recruiting objects.

可互换地

现实的

多样化

Attending a job fair allows you to meet with employers at a convenient location, usually a big hotel or conference center. Also it will give you the chance to meet with *representatives* from a variety of companies — like “*one stop shopping*” at the mall. The company representatives will provide information about general career opportunities as well as specific details on current openings.

代表

一站式购物

Job fairs can be overwhelming with many people waiting to see the same employer for *on-the-spot* interviewing, noisy and sometimes confusing. However, they can be a valuable tool and a good way to meet company representatives face-to-face. Before you go there, it is advisable to review some tips on *participation* which will help make your career fair experience a positive one. Then take a look at some *upcoming* fairs in your city or state, or try out a *virtual* fair.

现场的

参加

即将到来的

虚拟的

1) What is the other term that could be used interchangeably with job fair?

- A. “Real life” job fair.  
C. Campus job fair.

- B. Virtual job fair.  
D. Career fair.