

A photograph of four business professionals in an office setting. A woman with long brown hair in a light blue button-down shirt is leaning forward, looking at a document. To her right, a man with a beard and dark hair in a dark suit and tie is also looking down. To the left, a man with dark skin and short hair in a grey suit is looking towards the center. To the right, a woman with long blonde hair in a white blouse is looking towards the center. They are all gathered around a table, looking at a document. The background is a bright, out-of-focus office space with large windows.

# 求职英语新编

A New English Course  
for Job Seekers

肖颖娜 李 芳 覃 慧 编著

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 复旦大学出版社

图书在版编目(CIP)数据

求职英语新编/肖颖娜,李芳,覃慧编著. —上海:复旦大学出版社,2018.7  
ISBN 978-7-309-13714-9

I. 求… II. ①肖…②李…③覃… III. 职业选择-英语 IV. H31

中国版本图书馆 CIP 数据核字(2018)第 107419 号

求职英语新编

肖颖娜 李 芳 覃 慧 编著  
责任编辑/庄彩云

复旦大学出版社有限公司出版发行  
上海市国权路 579 号 邮编: 200433

网址: fupnet@fudanpress.com <http://www.fudanpress.com>

门市零售: 86-21-65642857 团体订购: 86-21-65118853

外埠邮购: 86-21-65109143 出版部电话: 86-21-65642845

上海浦东北联印刷厂

开本 787×960 1/16 印张 13.75 字数 227 千  
2018 年 7 月第 1 版第 1 次印刷

ISBN 978-7-309-13714-9/H·2825

定价: 29.00 元

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## Preface

With the employment pressure becoming heavier, seeking a good job has become more and more difficult. If you want to be a successful job seeker and would like to find a job that is just right for you in a short time, then this book will serve as one of your best advisers on your new career path.

It is true that the book is not a guarantee of a job offer, for not all the advice or tools or tactics given in this book will apply to your specific situation and work for your job search. Yet they still can assist you in opening new doors and help you get into the job market successfully. The book offers you many available tools and techniques that you can use in your job search, and at the same time, it allows you to make modification to fit your personal style and specific needs. And that has been a central focus in writing this book.

The book consists of five chapters, which cover the basic steps of job search: career planning, English recruitment advertisement, writing cover letters, preparing resumes and finally, interviewing. The first and third and fifth chapters were written by Xiao Yingna, the second by Qin Hui, the forth by Li Fang. The whole book was reviewed by Xiao Yingna. Also thanks to Zhang Chunling, Fu Baiwei, Liu Li and He Qing for the help.

Career planning makes you understand the importance of career planning and the process of career planning. It will show you how to make self-assessment, how to make career exploration, how to set career goals, and finally, how to work out an action plan to accomplish the goal.

Searching job information mainly focuses on how to conduct searching a specific job and how to understand recruitment adverts online, or on newspapers or other publications.

Writing cover letters, preparing resumes and participating in interviews are the three essential tools for you to sell yourself to your potential employers. The book provides a practical and comprehensive guide to help you draft the best possible winning cover letters and resumes for any position, and teaches you how

to perform well when you go for an interview and finally leads you to your ultimate goal.

This book is a compilation of techniques, tactics, methods and approaches specifically designed for entry-level job hunting. It can be the textbook to vocational college students or a reference book to anyone who is looking for a job either now or possibly in the future.

As the time is limited, errors and omissions may inevitably exist in the book. Hence, your criticism and advice will be highly appreciated.

Finally, we hope to express our sincere thanks to Fudan University Press for its great support to this book.

Authors

May, 2018, Haikou

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# *Chapter 1*

## **Career Planning**

Career planning is a lifelong process, which includes choosing an occupation, getting a job, growing in the job, possibly changing careers, and eventually retiring. Career planning is the first step for success with your career. It is possible to choose a career quickly. But to find a career that's right for you, it's helpful to slow down, give it some thought, and take the time to get it right. This is useful whether you are choosing a career for the first time or changing careers for the twentieth time.

Career planning is not the same as job searching. Job searching is a short-term pursuit of a position that matches your financial and career goals. Career planning is a long, progressive process of choosing education, training, and jobs that fit your interests, skills and needs.

Career planning usually includes the following four manageable steps:

### **1. Conduct Self-assessment**

To find a career that is suitable for you, it is important to know a lot about yourself. Not only will you have to consider your major, interests and skills, you'll also have to think about your personality and values. Besides, find out what you're really good at by asking family and friends, and remember to take your preferred work environments and development needs into consideration. Assessing your past and present will help you make the right decisions about your future career.

Assessing yourself, the first step in career planning, will help you to

- explore their knowledge, skills and abilities that are transferable from one work role to another;
- explore personal management skills such as time management, problem solving and organization skills;



- understand how their personal characteristics influence their career decisions identify specific work that supports their desired career goals;
- identify their resources (personal, material and financial) and determine which are most helpful to their career path;
- understand the importance of updating their career portfolio using newly acquired information about themselves;
- connect with further information and resources.

## **2. Make Career Exploration**

After assessing yourself, the next step is to make a career exploration. Career exploration is the process of learning about yourself, identifying and exploring potentially satisfying occupations, which will be helpful for you to set up your career goals. Conduct detailed career research and gather information on the careers, such as present situation of the careers, employment prospects, educational requirements, skills requirements, working conditions, future outlook, salary and so on. That can help you narrow your focus, let you know what careers match your interests, your strengths and needs, and finally help you make your proper choice.

## **3. Set Career Goals**

With the career exploration done, it's time for you to set your career goals. If you don't know where you are going, you can never get to where you want to go. No goals means no direction, and no direction means no progress. Once you know what you want, the rest is implementation.

You now need to gather more detailed information. For each career option, you should look at the job description, educational and other requirements, job outlook, advancement opportunities, and earnings. Besides, you can narrow down your options by exploring the labor market, part-time work or volunteer opportunities, etc.

## **4. Develop an Action Plan to Find a Job**

A career action plan describes steps that take you from choosing an occupation to becoming employed in that occupation to reaching your short-term career goals and finally your long-term career goals.

A successful career planning comes down to just one thing: keeping it simple. By simplifying the process, it's easier to achieve success. Think of your career planning as a series of steps that when they are properly completed, will

yield stunning results. It is just a matter of separating the core elements into manageable parts, thus making it easier for you to achieve success during each stage of your job search.

## Notes

1. career planning 职业生涯规划  
 career exploration 职业探索  
 career goal 职业目标  
 career training 职业训练  
 career skill 职业技能
2. job searching 寻找工作  
 job application 求职申请
3. conduct self-assessment 进行自我评估  
 career assessment 职业评估  
 career option assessment 择业评估  
 value assessment 价值评估  
 e. g. Both self-assessment and career exploration are essential to career planning.  
 自我评估和职业评估对职业生涯规划都是至关重要的。  
 assess v. 评价, 评估  
 e. g. Please assess the job possibility and let me know.  
 请估计一下得到这份工作的可能性并告诉我。
4. narrow your focus 把你的范围缩小
5. situation of the careers 职业现状
6. employment prospects 就业前景
7. future outlook 未来展望, 前景展望
8. develop an action plan 制订行动计划
9. short-term a. 短期的  
 e. g. short-term investment 短期投资  
 short-term loan 短期贷款  
 e. g. It is necessary to set up both short-term and long-term goals when we plan our careers.

职业生涯的规划既有短期目标,也要有长期目标。

10. manageable *a.* 便于管理的,可以处理的,易控制的

*e. g.* What is your manageable plan?

你认为可行的方案是什么?

## Exercises

### 1. Discussion.

- 1) What is career planning?
- 2) What steps does career planning process usually include?
- 3) What aspects does a detailed self-assessment mainly involve?
- 4) How do you explore the career options that interest you the most?
- 5) How do you narrow down your options when selecting possible career paths?
- 6) Do you have your short-term goals and long-term goals? What are they?

### 2. Read the following passage.

#### What Do “Short-term and Long-term Goals” Mean?

A goal is something you want to achieve. You will make some level of effort to reach this goal. There are two types of goals: long-term goals and short-term goals. Long-term goals can take about three to five years to achieve. Short-term goals can be reached in one to three years.

Your goal must be practical — you can put it into proactive; reachable — you have the time, energy and required qualifications to accomplish it, and flexible — you can modify it when necessary.

## Section 1 Conduct Self-assessment

Self-assessment is the first step of career planning. It is a process by which you learn more about yourself. If you are not sure which career will suit you, you'd better spend some time thinking about yourself. Take a step back and begin by evaluating yourself — are you ready and sufficiently equipped to enter the job market? What do you have to offer future employers? Be aware of your skills, strengths, interests and needs. Knowing what you want and what you have to offer

can help you determine which occupations and work situations could be a better fit for you. If you neglect to do it, it is likely that you may be found out as you struggle to show an employer what it is you have to offer, for you are really not clear on which types of job you should be applying for and why. Understanding yourself and matching your own skills and needs with the requirements of particular jobs will always be time well spent.

## **1. Know About Your Major**

Your major is an obvious place to start. Many employers will be looking at your paper qualifications — your education, which shows you have potentials for a certain job. Every job requires certain education background. For example, some jobs require a bachelor degree and some jobs may require more than that. Even some jobs have mandatory educational requirements. This means you must be majoring in the area or a closely related area to qualify for the job. And of course, your major is also an important factor when you decide what industry you would like to enter and what position you want to get. There are some questions you may ask yourself:

- What is your major?
- What subjects have you studied?
- What subjects are you interested in?
- How about your academic achievements?
- Do you have knowledge of other language?
- Have you got any certificates and diplomas?
- What industries are of interest to you? What would you like to be?

## **2. Consider What Career Skills You Have**

Getting good education is, on its own, simply not enough. It is only a basic requirement. With increasing numbers of students going to university, graduates with good education are not difficult to find. Yet, according to some survey reports, many employers are still having problems filling their own vacancies. One of the main reasons given for this is that there are simply not enough applicants with the right skills or qualifications. Such skills typically include team-working, leadership potential, communication skills, foreign language skills, decision making, organization skills, problem-solving skills, *etc.* Thence, before you start your career planning, it's a good idea to work out what skills and

qualifications you can offer to your potential employers and make sure whether you are the right person for the career.

- What are you good at?
- Do you know how to learn something new effectively?
- Can you work under pressure?
- Can you adapt to different circumstances?
- Are you a natural leader or do you prefer to act on instructions?
- Do you enjoy teamwork or do you prefer working alone?
- Are you creative, practical and logical?
- Do you have ability to deal with difficult situations?
- Do you take the initiative in work?
- How do you interact with others?
- How about your communication skills?

Employers want to look for employees who not only possess specific skills, but also those who have the potential to learn new skills and demonstrate growth in a new position. If you don't have the skills in a given area, then think about your comparable or transferable skill and think hard how you can get them in the future.

### **3. Take Your Interest and Needs into Consideration**

If you want to be happy in your work, you need to find a career that suits your personality, meets your needs and helps you to achieve your aspiration and personal goals. Yet it can be very difficult to separate the careers that suit your personality and abilities from the careers that would frustrate you or make you unhappy. To be happy and successful in a job, you need to ensure that your abilities, values and personality are well aligned with those needed for your chosen career and with those of the organization you work for.

Think about what you would like an occupation to offer you. List these in order that are of importance to you. You may have to sacrifice one need to meet another. For example, you may want a regular income, yet also want the independence of being self-employed. This will mean that you will have to make a decision about what is more important to you.

### **4. Assess Your Value**

Determine which of your values—or personal attitudes that influence your

decisions and actions—are important to you in terms of job satisfaction. Review the following and rank those most significant to you.

- Helping others;
- Contributing to society;
- Interacting with the public;
- Working as part of a team;
- Working independently/autonomously;
- Supervising or managing others;
- Intellectual challenge;
- Recognition;
- Potential for advancement;
- Financial rewards;
- Professional status;
- Job security.

You can use this ranked list to begin to identify jobs that will offer you the challenges and circumstances that you value most highly.

## Notes

1. evaluate v. 评估, 评价  
 evaluate assets 评估资产  
 evaluate quality 评估质量
2. be sufficiently equipped to job market 做好进入职场的充分准备
3. match ... with 使……与……相符, 使……相一致  
 e. g. match one's skills and needs with the requirements of particular jobs  
 使个人的技能和需求与工作要求相一致  
 match the job seekers with proper positions  
 使求职者找到合适的工作职位
4. paper qualification 纸质资格证明  
 qualification certificate 资格证明  
 career qualification 职业资格
5. mandatory educational requirements 强制性的学历要求
6. academic achievements 学业成绩, 学术成就

7. fill vacancies 填补岗位空缺
8. team-working *n.* 团队精神  
leadership potential 潜在的领导能力  
communication skills 交际能力  
foreign language skills 外语技能  
decision-making skills 决策能力  
organization skills 组织能力  
problem-solving skills 解决问题的能力  
transferable skills 可迁移的能力;可用于不同工作的技术  
*e. g.* Transferable skills have become more and more important to job seekers.  
可迁移能力对求职者来说已经变得越来越重要。
9. take ... into consideration 将……加以考虑  
*e. g.* Taking everything into consideration, the job is acceptable.  
如果把一切都加以考虑的话,这份工作还是可以接受的。
10. in terms of job satisfaction 就工作满意度而言

## Exercises

### 1. Discussion.

- 1) What are the most important skills do you think for a graduate to find his or her first job?
- 2) What is your motivation to get your first job? For life, money or for work itself? Why?
- 3) Which one do you think is more important in finding a job, major knowledge, career skills or interest?
- 4) If it is the first time for you to enter the job market, which do you think is more important, to find a job to survive first or to choose a job you like first? Why?

### 2. Read the following passage.

What do you do well? What do you enjoy doing?

Your answers to these two questions will help you identify your strengths. An employer will consider you seriously for a position when you can show them that you know who you are, what you can offer and where you are going.

Sometimes it is difficult to know what your weaknesses are. Clearly not everyone is good at everything. You may need to improve in some areas and so taking courses in that area could turn a weakness into strength.

You need to spend some time on your self-assessment. Your honesty and the desire for self-improvement will lead to success in getting the right job.

### 3. Learn the following useful expressions.

work independently 独立工作

plan time effectively 有效规划时间

organizing skills 组织能力

take the initiative 主动,率先

adapt to different circumstances 适应不同环境

the ability of motivating others 号召力

the ability to work in a team 团队合作的能力

the ability to deal with difficult situations 处理困难的能力

## Section 2 Make Career Exploration

For many job seekers, deciding which career path to follow can be challenging. There are so many career options. How do you know which one is right for you and matches your strength and personality? Hence, it is necessary to do some career exploration, which will give you an idea of what industries are available, what careers are offered in those industries and fields, and what skills are required for the careers. Knowing all this will help you to narrow down your focus and finally choose the right career you want.

When you make career exploration, you should think about two things: industries and occupations.

An occupation is a specific type of position within an industry (like teacher, nurse, or sales manager). Industry refers to the field type of business, such as education, business or real estate.

Industries exploration is to find out the situation of the industry. Is it an expanding industry? Is it a fast-growing one? What types of occupations are most common in the field and what changes are expected in the near future? Occupation exploration is to become familiar with job descriptions, employment statistics,



required skills and experience, earnings, job outlook, the nature of the work and job qualifications, advancement outlook or predicted changes so that you can make sure whether the occupation fits you or not. The more information you have, the better prepared you will be for the career of your choice.

Then how to conduct career exploration?

### **1. Make Full Use of the Internet**

Internet allows users to search many major job websites, company websites and other organization websites by keywords. It is an excellent and effective way to speed up your career research. Also you can focus on those sites that have links to the websites of newspapers, magazines, television and radio networks and stations, and other resources. There may be a lot of useful and true information about industries and occupations available there.

### **2. Pay Attention to Job Market News**

You'll want business news about the job market for a variety of reasons. If you are searching your first job, you may consider: Is it easy to enter the job market now? If you are considering leaving your job: Is now a good time to do so, or is the job market too tight? If you're planning to relocate: How's the job market in the region to which you're moving? If you are considering changing careers: Is the field in which you are interested stable or on an upswing, or are things not so good?

### **3. Create a Career Search Plan.**

It's important to have a plan when you start a research. You can start by searching the top job sites, then your local job sites, and finally the job sites that focus on your career field(s) of interest. If you are a graduate student and now are searching your first job, you can visit the sites that focus on career for teenagers and students.

Make sure what you should know about:

**1) Industry research** — Learn about what industries are available, the state of the industries in the past, present and future and major companies working in the industry. Identify industries in census data, financial data and market reports, from which you can find out the latest industries and the most promising industries for the moment or in the near future. Finally, focus on the industry that is compatible with your major, skills and needs.