

| Code | Example | Revision |
|---|---|--|
| VERBS | | |
| Verb concord | The job advertisement <u>mention</u> ... | The job advertisement <u>mentions</u> ... |
| Verb form | taught | taught |
| Verb sequence | This <u>has increase</u> my interest in ... I look forward to <u>receive</u> your reply. | This <u>has increased</u> my interest in ... I look forward to <u>receiving</u> your reply. |
| Verb tense | Over the five years that I have been at ISEG, I <u>was</u> able to develop my communicative skills. | Over the five years that I have been at ISEG, I <u>have been</u> able to develop my communicative skills. |
| Use the infinitive to express purpose | I am writing you <u>with the purpose of applying</u> for the position ... | I am writing you <u>to apply</u> for the position ... |
| Embedded question | This has given me insight into <u>what are their needs</u> . | This has given me insight into <u>what their needs are</u> . |
| NOMINAL GROUPS (NG) | | |
| Agreement: determiner – N | <u>This skills</u> | <u>This skill</u> <u>These skills</u> |
| Structure: check modification structure | different <u>time of meals</u> | Different <u>meal times</u> |
| New / General information: • check determiner • check the noun | <ul style="list-style-type: none"> I am in my final year of <u>economics degree</u> I believe that cultural awareness is a modern necessity particularly due to <u>the globalization</u>. | <ul style="list-style-type: none"> I am in my final year of <u>an economics degree</u> I believe that cultural awareness is a modern necessity particularly due to <u>globalization</u>. |
| Given / Specific information: • Insert/check determiner • specify what | <ul style="list-style-type: none"> I am writing to apply for Project Accountant position for L'Oreal. | <ul style="list-style-type: none"> I am writing to apply for <u>the</u> Project Accountant position for L'Oreal. |
| Reference | Of particular note is my ability to organise events, <u>its</u> advertising and promotion. | Of particular note is my ability to organise events, <u>their</u> advertising and promotion. |
| Defining relative clause: check construction – punctuation & relative pronoun | The creation of a book retail company enabled me to develop my leadership skills and it increased my awareness of the dynamics of knowledge of the department , <u>that I was responsible for</u> . | The creation of a book retail company enabled me to develop my leadership skills and it increased my awareness of the dynamics of knowledge of the department <u>that I was responsible for</u> . |
| Non-defining relative clause: check construction – punctuation & relative pronoun | I have worked in non-governmental associations, <u>what</u> has been important in the development of my leadership skills. | I have worked in non-governmental associations, <u>which</u> has been important in the development of my leadership skills. |
| (Inappropriate) Word choice | ... we had so many projects with oral <u>expositions</u> . | ... we had so many projects with oral <u>presentations</u> . |
| Spelling | <u>responsable</u> | <u>responsible</u> |
| Lexical + prep(osition) | application <u>to</u> this job | application <u>for</u> this job |
| Word order | I speak fluently English | I speak English fluently |
| Comparative / Superlative form | my responsibility was to sell <u>many products as possible</u> | my responsibility was to sell <u>as many products as possible</u> |
| Punctuation | I'm sure that <u>i</u> will do a good job. | I'm sure that <u>I</u> will do a good job. |
| Audience background knowledge (Insert information that the reader would need) | Tel. 213 922 701 ISEG | Tel. <u>+ 351</u> 213 922 701 School of Economics and Management (ISEG), Technical University of Lisbon, Portugal |
| Parallel structure (and, or, but) | The situation requires <u>thinking about the questions and find</u> suitable answers quickly. | The situation requires <u>thinking about the questions and finding</u> suitable answers quickly. |

NG STRUCTURE

| Function | Deictic | Numerative | Epithet | Classifier | HEAD | Qualifier |
|----------|--------------------------|--------------------------------------|-----------|-------------|------------------|---|
| Form | Determiner Possessive | Number/ quantifying expression | Adjective | Noun | NOUN | Prep. phrase Defining relative clause |
| Example | the | six | biggest | recruitment | <u>companies</u> | of the world |

1. The Deictic can be singular, plural or \emptyset

an opportunity; **these** opportunities; \emptyset experience, \emptyset cultural differences; **my** sense of responsibility; **the** combination of my academic profile and my social skills
another reason; **other** reasons

When the possessor is animate (e.g. human) or the name of a country, town, organisation, or company, use 's

people's likes and dislikes; **IBM's** decision; the **firm's** marketing research

2. The Numerative can be a number or a quantifying expression

a lot of younger students; the **set of** skills

3. The Epithet describes or evaluates the Head Noun. It is usually an adjective.

Adjectives are never plural.

my **strong** academic background; several **different** people; **foreign** cultures;
an **interesting** job opportunity; **new** responsibilities; **multicultural** teams;

Epithets can be modified by adverbs.

an *incredibly* **strong** academic background; a *very* **interesting** job opportunity

4. The Classifier assigns the Head Noun to a class, i.e. what kind of thing is it?

The Classifier is often a noun, in which case it is singular.

the **energy** sector; **communication** skills; a **job** application; **job** opportunities;
a **flagship** store; **business** exposure;

exceptions: the *futures* stock market; a *telecommunications* satellite

5. The Qualifier comes after the Head Noun and provides further modification/specification. It can be composed of:

| | | |
|------|---------------|------------------|
| | preposition | nominal group |
| e.g. | in/for/of etc | new technologies |

The preposition does not have to be 'of'

interest in financial markets; an opportunity for improvement;
application for the position of Business Development Executive
 an interest in travelling; a file on recruitment practices;

the first 11 pages of Google results; vice president of human resources; fear of public opinion

6. DEFINING RELATIVE CLAUSES distinguish between two groups: one with the characteristics and one without.

... the kind of person who could get the company into trouble in China. (as opposed to the people who would not get the company into trouble in China)

... something that might cause concern (as opposed to something that would not cause concern)

7. NON-DEFINING RELATIVE CLAUSES add extra information or interpret or comment on the previous information.

Even our company, which was set up to search for and destroy unwanted online information, wouldn't try to remove newspaper stories.

Privacy is the big Internet issue, which is why I'm in the business I'm in.

Rewrite the noun groups using a correct or more appropriate structure.

1. clients research requirements
2. a good entrepreneurs
3. an Portuguese course
4. the no existence of privacy
5. that kind of questions
6. my capacity of conviction

NEW / GENERAL INFORMATION VS GIVEN / SPECIFIC INFORMATION

| NOUN | | | DETERMINER | | |
|-----------------|-----------------|------------|------------|---------------------------|------------------------------|
| | | | a / an | Ø | the |
| N(countable) | <i>singular</i> | company | √ | X | √ |
| | <i>plural</i> | companies | x | √ | √ |
| N (uncountable) | | employment | x | √ | √ |
| | | | | NEW / GENERAL INFORMATION | SPECIFIC / GIVEN INFORMATION |

e.g.

New or general information is highlighted in **bold** and given or specific information is underlined.

The careerist: How to market yourself

Rhymer Rigby

We have long been told that we are the CEOs of our own careers. But many people still struggle with the marketing side of things. So how do you promote yourself without coming across as self-promoting?

Why do I need to promote myself?

"It's no longer enough to be good at your job," says Lesley Everett, founder of Walking Tall, **a personal branding consultancy**. "You need to promote yourself and take **an entrepreneurial approach** to your career – with your behaviour, attitude and visibility."

She argues that in many sectors and countries, **reticence** and **self-deprecation** have given way to **an altogether more proactive approach to self-promotion**. "**People** are very busy and love **clarity**," she says. "If you can tell them what you really bring to the table they'll thank you for it."

How do I get it right?

There are two essential ingredients. First is **authenticity**: your message needs to reflect the real you. "It's like **a signature dish**," says Jennifer Holloway, founder of executive coaching company Spark. "You need to look at the ingredients that make you different and combine them in the best possible way." Second, she says: "Blow your trumpet at **a volume** that suits you. You need to be comfortable with it."

Financial Times, 18 April 2010

Complete the rest of the article with *a*, *an*, *Ø*, or *the*.

1 ... gregarious people can often get away with being 2 ... bit over 3 ... top, but 4... others can struggle. "5... first time you try increasing 6... volume, you may feel uncomfortable, but if it suits you, you'll get used to it," she says. "One guy I work with won't even say he's 7... marketing director because he thinks 8... term 'director' is too showy. We've agreed he'll say he's 'responsible for 9...marketing' which is 10... step forward for him."

Do I give everyone 11... same message?

"Your message needs to be consistent, but it can be multilayered so you can tailor it to your audience," says Ms Everett. You should be showing 12... different facets of "Brand You" to 13 ... different people based on what they need.

Is it all about talking myself up?

Often, it is just about making yourself easy to remember – in 14 ... good way. It can be quite subtle – everything from your voicemail message (never say, "Sorry") to how you dress to not prefixing your suggestions with, "You'll probably hate this but . . .".

Putting yourself up as 15 ... spokesperson, learning to be 16 ... good public speaker, blogging and using 17 ... social media are all 18 ... good means of 19 ... self-promotion. Perhaps 20 ... best way, however, is to get 21 ... other people to talk you up. "Become 22 ... good networker," says Geraldine Gallacher of 23 ... Executive Coaching Consultancy. "24 ... more people you know, 25 ... more influence you have." And, she adds, "getting your clients to sing your praises for you" is 26 ... great way to reap 27 ... brownie points.

What about 28 ... cultural differences?

Broadly speaking, 29 ... Americans are much more forward about putting themselves forward than 30 ... Europeans and 31 ... Asians. But it is very contextual. "32 ... American approach in 33 ...Germany would be too much," says Ms Everett, "but in 34 ... US, it comes across as very positive."

Similarly, in 35 ...sales-based roles, 36 ... high degree of 37 ...self-promotion is often expected, but 38 ... same approach in 39 ...professional services might come across as rather strange.