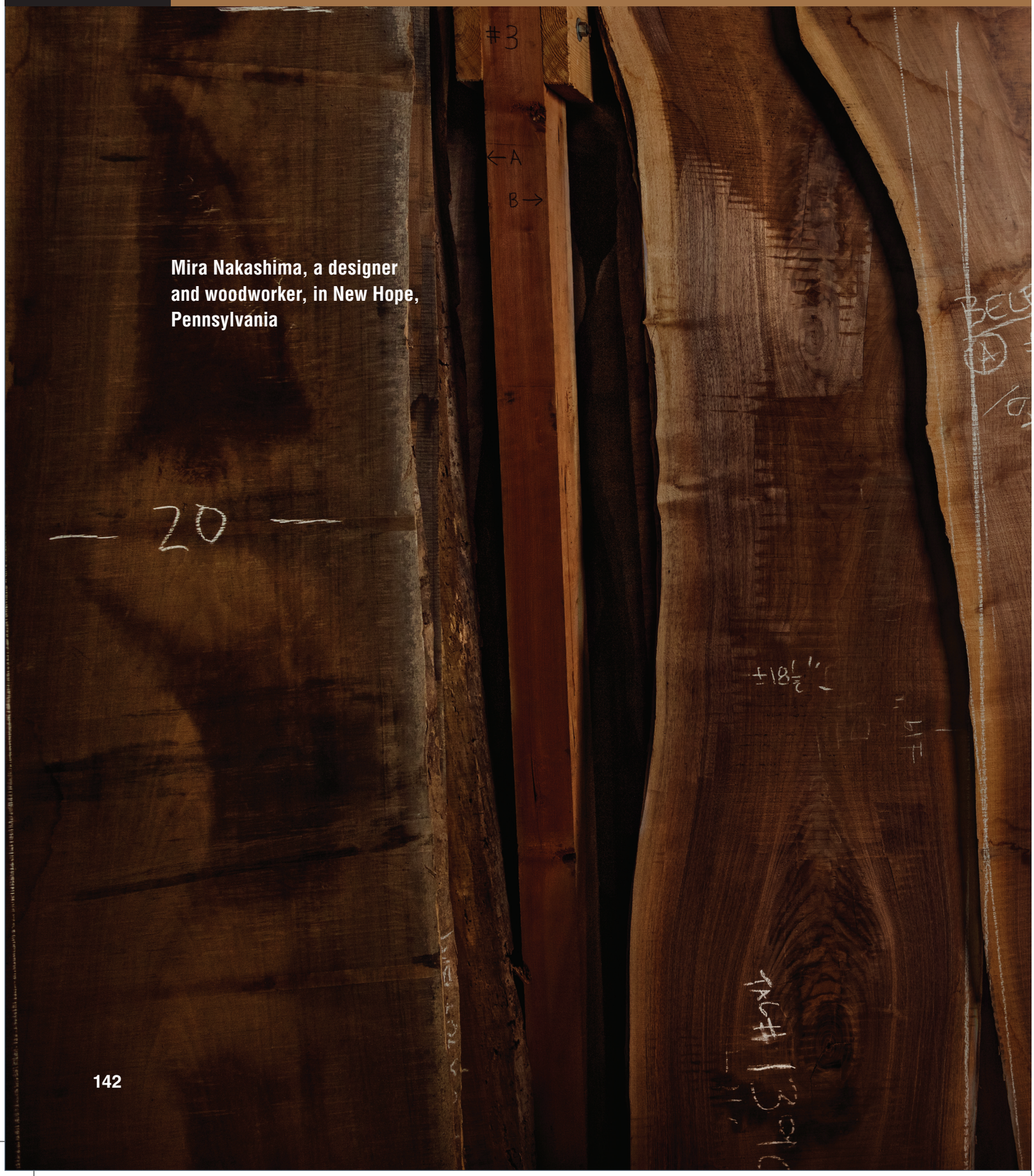
UNIT 11

Careers



Mira Nakashima, a designer and woodworker, in New Hope, Pennsylvania

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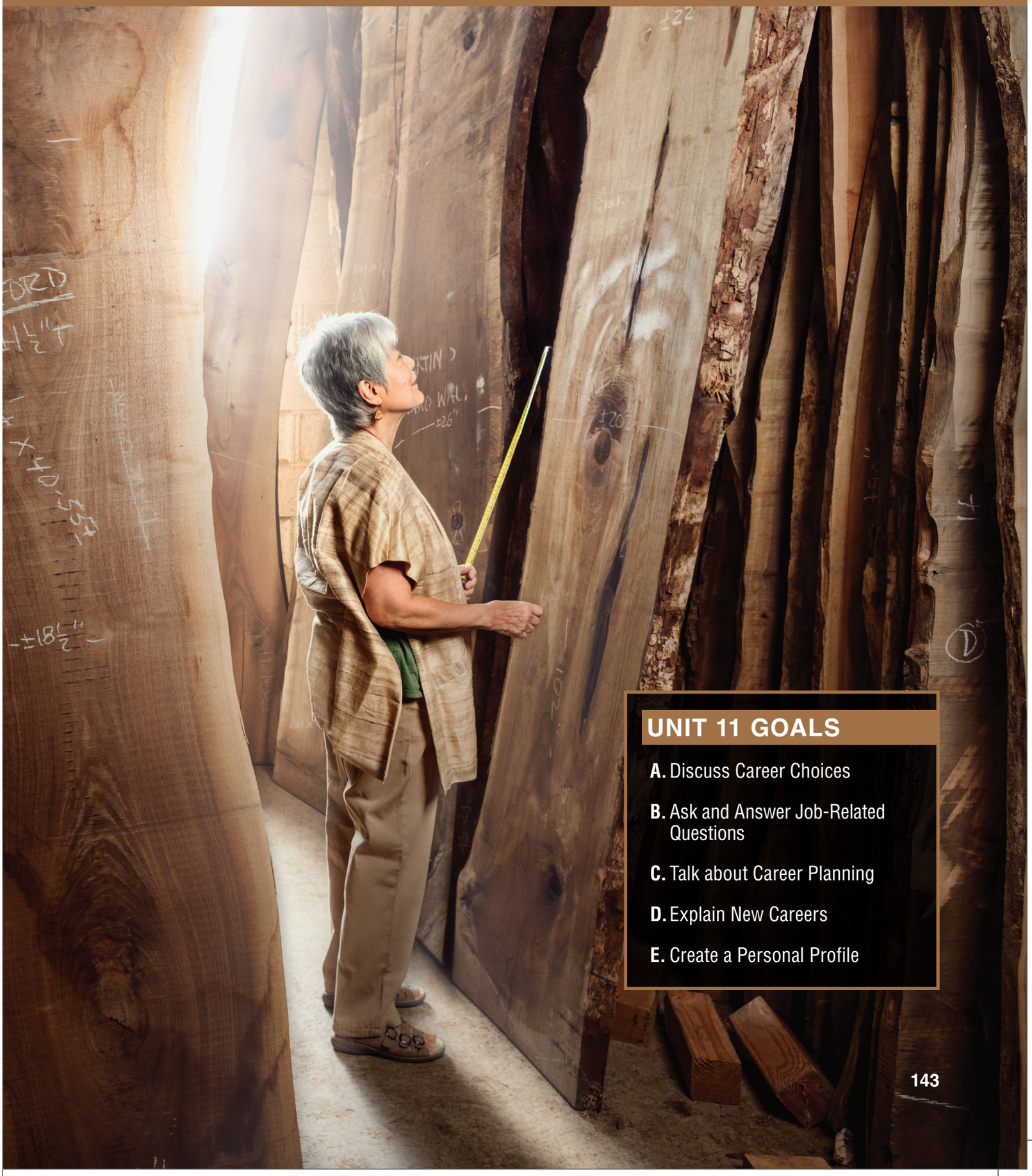
Look at the photo and answer the questions:

1. What is the person in the photo doing? Why?
2. What knowledge and skills does this person have?



UNIT 11 GOALS

A. Discuss Career Choices

B. Ask and Answer Job-Related Questions

C. Talk about Career Planning

D. Explain New Careers

E. Create a Personal Profile

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A GOAL Discuss Career Choices

Vocabulary

A 53 Listen to a conversation between a high school senior and a career advisor. What does Marcy do at the hospital?

B 53 Listen again. Then, fill in the blanks in Ms. Carter's notes below with the words in the box.

assistant	boss	employee	experience
owner	qualifications	training	volunteer

- Marcy has some work (1) _____. She went through a (2) _____ program to become a family (3) _____ at the hospital. It's (4) _____ work, so Marcy doesn't get paid.
- Marcy would like to be a business (5) _____, but she doesn't have the necessary (6) _____ yet.
- I explained that she could start as an (7) _____ at a business. Later, perhaps, she can be the (8) _____ when she has her own business.

This modern, open-concept office space encourages collaboration, creativity, and innovation.

C Complete each sentence with a word from **B**.

1. An _____ works for an employer.
2. If you do _____ work, you don't get paid.
3. In a _____ program, you learn how to do something.
4. If you are the _____ of a company, it is your company.
5. An _____ helps you.

I think she should study more.

Yes, she should get a degree in business administration.

D In pairs, discuss what you think Marcy should do to prepare for her future. What degrees or training should she get?

E **MY WORLD** In pairs, talk about the education or experience that you have. Use the information in the box to help you.

bachelor's degree	extracurricular activities
vocational degree	volunteer work

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Grammar

Modals for Giving Advice	
We use *should* + verb to say that something is (or isn't) a good idea.	You **should choose** a career that fits your personality. You **shouldn't apply** for an office job if you don't like to be inside all day.
Use *had better* to say that something bad could happen if the advice isn't followed.	You **had better** prepare well for your interview. He**'d better** practice his English before he goes.
Use *maybe, perhaps,* or *I think* with modals to make the advice sound gentler and friendlier.	**Maybe** you **should become** a health-care worker.

F Complete the sentences with an advice modal. Use a negative form when necessary.

1. You _____ listen to your boss!
2. Juan _____ finish the course so he can get his degree.
3. The employees _____ leave early when the boss isn't there.
4. Perhaps you _____ look for a job as an assistant first.
5. Martha _____ do the training program if she's not interested in the job.

G Complete the sentences in pairs. Use your own ideas.

Career Advice

- If you want to become a successful business owner, you should _____, but you _____ shouldn't _____.
- If you want to get a degree, you had better _____.
- You should _____ if you want to get some work experience. Good luck!

H Read one of the problems out loud to a partner. Your partner will give you friendly advice using *maybe*, *perhaps*, or *I think.*

1. I don't know what career to choose.
2. I don't have any experience.
3. I want to get a better job.
4. My job doesn't pay very well.
5. My job application was rejected.
6. I need an assistant to help me at work.

GOAL CHECK Discuss Career Choices

1. Look at the careers in the box. What training, experience, and other qualifications are needed for each career? Choose three and write notes.
2. In pairs, discuss each career.
3. Would you choose any of these careers? Why?

App developer
Computer systems analyst
Health services manager
Market research analyst
Physical therapist
Sales representative

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B GOAL Ask and Answer Job-Related Questions

Listening

A 54 Listen to an interview with a restaurant owner. Why did he start his own business?

B 54 Listen again and answer the questions.

1. When did Mr. Sangumram open the New Thailand restaurant? _____
2. Who is the cook at the restaurant? _____
3. What kind of food is served at the restaurant? _____
4. How far from the owner's home is the restaurant? _____
5. How many employees work at the restaurant? _____
6. What does Mr. Sangumram's wife do for a living? _____

C What makes a good job? Rank the following from 1 (most important) to 6 (least important). Share your answers in pairs.

____ amount of vacation time
____ distance from home
____ wage or salary level
____ long-term employment
____ working alone or with others
____ interesting job duties

D **MY WORLD** Do you have a job at the moment? Have you had a job in the past? Tell a partner about your job(s).

Thai restaurant cook working in a restaurant

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PRONUNCIATION: Intonation in Questions

In *yes/no* questions, the speaker's voice rises on the last content word.

Does your wife work with you at the restaurant?

In questions with *wh-* words, the speaker's voice rises on the first content word and falls on the last content word.

When did you open this wonderful restaurant?

E 55 Listen and repeat the questions. Then, ask and answer them in pairs.

1. What do Mr. Sangumram's children do? _____
2. Does his wife work at the restaurant? _____
3. What does his nephew do? _____
4. Does the restaurant serve Chinese food? _____
5. Where do Mr. and Mrs. Sangumram live? _____
6. Does Mr. Sangumram enjoy his job? _____

Communication

F When you are looking for a job, what do you want to know? Write a question for each one.

What I want to know about:	Questions I can ask:
Salary	
Training opportunities	
Vacation time	
Travel opportunities	
Hours	

G Read the job profiles in the box. Choose one that you are interested in. Tell a partner why you chose that job.

Diving Instructor:

Understands and teaches the use of scuba equipment.

Works outdoors.

Should be a strong swimmer.

Salary varies by season.

Commercial Pilot:

Knows about airplane mechanics, weather, radio communication.

Works long hours.

Often far away from home.

Market Research Analyst:

Should be interested in psychology and behavior.

Works under pressure.

Should have strong organizational and communication skills.

GOAL CHECK

Ask and Answer Job-Related Questions

Join another pair and ask and answer each other's questions in **F** about the different jobs.

What qualifications should a market research analyst have?

Well, a degree in communications or business administration is useful.

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C GOAL Talk about Career Planning

Language Expansion: Participial Adjectives

A Read the article. What are the noun forms of the words in blue?

Flight medics prepare for takeoff.

A. J. Coston isn't waiting to start his dream job. At age 18, he's a weekend volunteer firefighter in the United States. During the week, he lives at home with his mom, dad, and sister, and does his main job: going to high school. "I have always wanted to get into firefighting... since I was a little kid watching fire trucks go by," he says. "One day I was bored and on the internet, and I found out that Loudoun County offered a junior firefighter program."

Some of A. J.'s friends are surprised by his decision to spend weekends at the firehouse, but to A. J., helping people is more satisfying than anything else. The job is never boring, either, since firefighters get called to all sorts of emergencies. One terrifying moment for A. J. was getting an emergency call after four children were struck by lightning. Luckily, all four survived.

A. J. will be off to college next fall, and plans to study what he's most interested in: emergency medical care. "I want to be a flight medic on a helicopter eventually," he says.

B For each participial adjective in blue above, decide whether it describes (1) someone's feelings or (2) something that causes a certain feeling.

1. Describes someone's feelings: _____
2. Describes what causes the feeling: _____

Grammar

Indefinite Pronouns	
Pronouns refer to specified nouns.	**My boss** should hire an assistant. **She** has too much work.
Indefinite pronouns refer to unspecified nouns.	**Somebody / Someone** has applied for the job. (I don't know who applied.)
Indefinite pronouns always take the singular form of a verb. Use *anybody / anyone* for questions and negative statements. Use *nobody / no one* to refer to not a single person from a group. Use *everybody / everyone* to refer to all of a group of people.	Has **anybody / anyone** met the new assistant? He doesn't know **anybody / anyone** at his new workplace. **Nobody / No one** has met him yet. **Everybody / Everyone** wants to meet him.
For places and things, use *somewhere / something, anywhere / anything, nowhere / nothing, everywhere / everything*.	If you want to get a job, you should do **something** to get some volunteer experience. Work experience is required **everywhere**.

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C Circle the correct indefinite pronoun.

1. Does *anybody* / *anything* want to do this training program?
2. *Somebody* / *Something* said the course was boring, but I think it looks interesting.
3. *Anyone* / *Everyone* is satisfied with the salary increase. *No one* / *Everyone* complained; they are all happy about it.
4. Is *anyone* / *anywhere* going to the meeting?
5. Is *something* / *everything* ready for the presentation? It starts in 5 minutes!

D Underline the indefinite pronoun and write the correct form of the verb in parentheses.

1. It's difficult to choose someone for the job because everyone _____ strong skills and experience. (have)
2. When you are applying for a job, everything _____ important. (be)
3. Somebody _____ information about the training program. Can you tell them about it? (want)
4. Nobody _____ the new online system; everybody _____ it is very confusing. (like, think)

Conversation

E 56 Listen to the conversation. What is the man planning to do?

Sam: What do you want to do when you finish school?
Isabel: I'm not sure. What are you planning to do?
Sam: I want to do a training program somebody told me about. I'll learn about web design and app development, then I'll be able to get a job in that area.
Isabel: That sounds cool. You should definitely do it.
Sam: I know, but what about you? Have you asked anybody for advice about career planning?
Isabel: No... I should talk to someone, right?
Sam: Maybe you should talk to the career advisor at school.
Isabel: OK, I'll start planning, I promise!

SPEAKING STRATEGY

Notice Sam's question: *What about you?* We use this question to turn the conversation to the other person.

GOAL CHECK Talk about Career Planning

1. What kind of career would be interesting and satisfying to you? Why? Write down some ideas and your reasons.
2. Answer the questions about your career choice. Write notes. Then, talk in pairs about your career planning.
   - How can you plan for this career?
   - What should you do in preparation?
   - Has anybody given you any advice?
   - Is there anything you can do to get experience?

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D GOAL Explain New Careers

Reading

A Which industries do you think are going to grow most in the next ten years? Discuss in pairs.

education	engineering	manufacturing
medicine	technology	

B Scan the article and choose the best option for the main idea.

a. Job duties are changing.

b. Adaptability, innovation, and creativity are important for getting a job.

c. New careers are developing.

d. Innovation and creativity are important in technology.

C Read the article. Complete the ideas.

1. We need to learn new skills because _____.
2. Innovative means that _____.
3. Social and environmental issues are _____.
4. Travel vloggers _____.
5. Digital skills _____.

GOAL CHECK

1. Choose a career from the box and answer the questions. Write notes.

data scientist	media specialist
social media manager	user experience designer

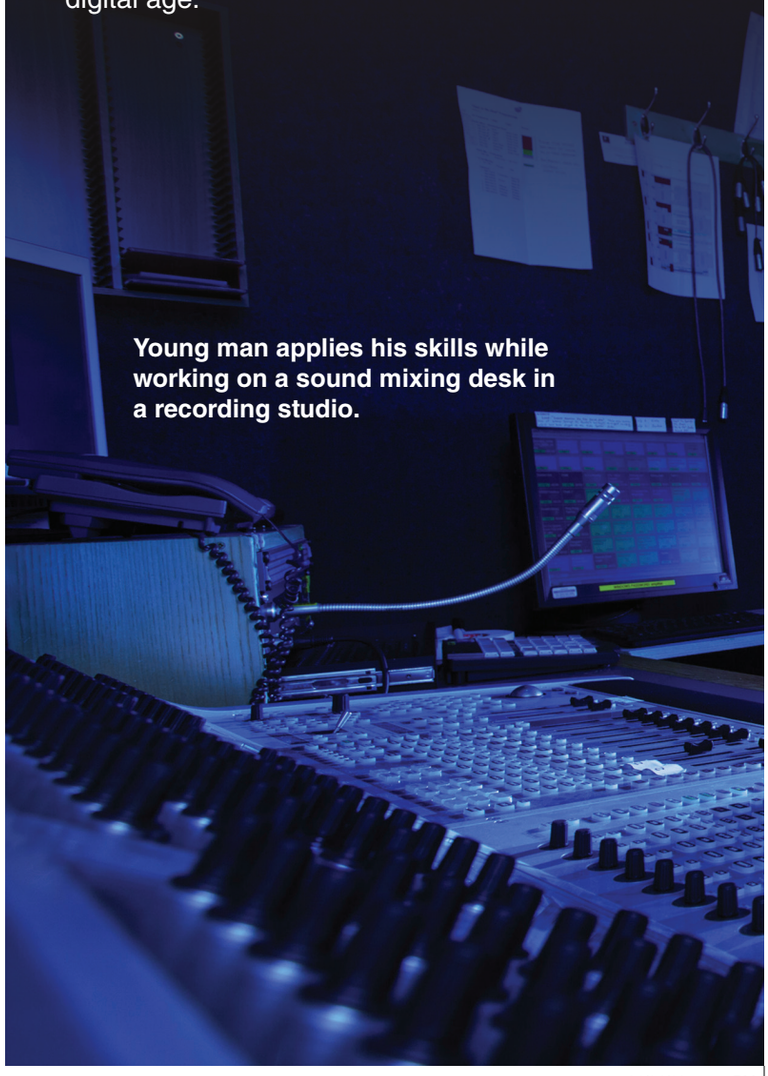
- What do you think this career involves?
- What specific skills would you need?
- Why do you need to be adaptable, innovative, and creative for this career?

2. Talk about the different careers in groups.

Changing **Careers**

As technology grows, job profiles change. Consequently, the skills you need are changing and new careers are opening up. In the past, people used to prepare for a career that would lead to a job for life, but now we need to be able to **adapt** to change.

So, how can we plan our careers? What new career choices can we make? First of all, it is important to be adaptable. Job duties are changing, so we need to be able to learn new skills. We also need to be innovative and creative. This means we need to have new, interesting ideas and think of different ways to do things because that's what employers are looking for. They want employees who can **think outside the box** and help their companies face the new challenges of the digital age.



Young man applies his skills while working on a sound mixing desk in a recording studio.

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However, it is not only employers who are looking for different skills; future employees are also looking for different things. Many young people are worried about social and environmental issues, and they want a career that will help them make the world a better place. So, they are looking for companies that also care about change and social responsibility. They are also looking for flexibility and opportunities to be creative. They don't want a boring job where they will be sitting at a desk in an office all day, every day. They want challenging careers where they'll be doing different things in different places.

So what kind of innovative, exciting careers are there for these new generations? App developer, social media manager, travel vlogger, user experience designer, data scientist, and video and media specialist are some of them.

Let's take a look at a couple of these careers. What does it take to be an app developer? Obviously, you need to be innovative and creative, and understand programming and mobile platforms, but what might make you **stand out**? For example, you could connect your interest in technology to your interest in environmental issues and design an app to help people create a **car pool** system at their workplace.

For a travel vlogger, traveling the world is part of the job, but you need to be creative too, because the other part of the job is to take photos, make videos, and write interesting texts about your travels. Companies in the travel and tourism industry will pay to use your vlog as part of their **marketing**. However, this career is also an opportunity to work for the issues you're interested in. Photographers who travel the world taking photos of nature can use vlogging to help people understand conservation issues.

We've just looked at two new areas here, but from them we can see that job profiles are changing, and new careers are developing. So, if you're planning your career, or thinking about changing careers, remember the importance of being adaptable, innovative, and creative, and the possibilities for taking advantage of your digital skills.

adapt change your way of doing things for a new situation
think outside the box think imaginatively, to find unexpected or creative solutions
stand out be noticed as better than others
car pool a group of people take turns driving so they only use one car to travel to work
marketing what a company does to try to convince people to buy its products or services

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E GOAL Create a Personal Profile

Communication

A Why do people decide to change careers? Write a list of possible reasons.

B You have decided you want to change careers. Write notes about your decision. Use the questions to help you.

- What is your current job?
- Why do you want to change careers?
- What ideas do you have for a new career?
- What should you do to prepare for this career change?

C Give a partner advice about changing careers. Use *should* and *had better*.

Why do you want to change careers?

I'm bored of doing the same thing every day. My job isn't satisfying. I need a change.

Maybe you should look for something that is more exciting. Do you know anyone in the tourism industry? You had better ...

Soyoung Lee is the curator of the Metropolitan Museum's department of Asian Art in New York.

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Writing

D Circle the correct words to complete the text.

Sometimes people decide to change careers because they don't feel (1) *challenging* / *challenged*. Often, they have been doing the same job for many years and it has become (2) *boring* / *bored*. And let's be honest, (3) *nobody* / *anybody* wants to continue in a job that isn't (4) *satisfying* / *satisfied*. That's when you should look for (5) *something* / *someone* new and more (6) *exciting* / *excited*. (7) *Everybody* / *Anybody* has skills and knowledge that will help them start a new job or career. Before you start applying for different jobs, one of the things you (8) *should* / *shouldn't* do is write your personal profile for your resume. This is a short paragraph—it (9) *should* / *shouldn't* be more than 100 words—that says who you are, what experience and skills you have, and your career goals.

E Complete the personal profile with the words in the box.

challenging	digital	innovative	interested	manager	marketing

I am a (1) _____ graduate specializing in social media marketing. I have significant experience with tour companies and hotels, and have developed my design and (2) _____ skills through these marketing projects. I'm (3) _____ in finding a (4) _____ position as a social media (5) _____ where I can use my creativity to develop (6) _____ ways of using social media for the company's growth.

WRITING STRATEGY

A personal profile should include three things:

1. Who you are (*I am a marketing graduate specializing in...*)
2. What you can offer the company (*I have significant experience with...*)
3. Your professional goals (*I'm interested in finding a challenging position...*)

F Answer these questions in your notebook.

1. Are you a recent graduate / technician / office worker / engineer / _____ ?
2. What qualifications, training, and experience do you have?
3. What other skills do you have?
4. What kind of position (job) are you looking for?

G Use your notes in **F** to write your personal profile. Use the model in **E** to help you.

GOAL CHECK Create a Personal Profile

1. In small groups, share your profiles.
2. Are the profiles interesting?

I am a social media influencer with over 9,000 followers.

Wow! I had no idea!

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VIDEO JOURNAL

JOEL SARTORE: THE PHOTO ARK

A In pairs, discuss what you think are the advantages or disadvantages of being a photographer. Do you think a photographer's work is easy or difficult? Why? What makes you remember a photo?

B Match the words to their meanings. Write the letter.

1. portrait ____
2. extinct ____
3. conservation ____
4. dozen ____
5. species ____
6. background ____

a. something behind something else
b. no longer in existence
c. a group of 12
d. a painting or photograph of someone posing
e. a group of living things; a type, a category
f. protection, especially of nature

C Watch the video. Answer the questions.

1. Write five animals you see.
_____
2. Does Joel only take pictures of animals?
_____
3. Which pictures are the most important to him?
_____
_____

D Watch the video again. Complete the information.

1. Joel has worked with National Geographic for over _____.
2. Joel started taking pictures in _____.
3. Now Joel is working on a _____ called The Photo Ark.
4. Joel's portraits give animals of different sizes an _____ voice; there is no _____ comparison.
5. Joel's conservation heroes are people with _____ and _____.
6. Joel doesn't think about the world in _____ years; he thinks about it _____.

E Discuss the questions in pairs.

1. How do you feel looking at the portraits of animals that are now extinct?
2. Why does Joel think about the world today instead of in fifty years?

F Research a National Geographic explorer in pairs.

- Name
- Nationality
- Area of interest
- Where have they explored?
- Years with the National Geographic Society
- What does it take to be a National Geographic explorer?

G Present your explorer to the class.

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