

## First English Exam KEYS

### Using Social Networking Sites to find a job.

In many countries, a growing number of people in their twenties are turning to social media in the hope of finding work. Services like the social networking site Twitter and the professional networking site LinkedIn offer the chance for more direct contact with would-be employers than has previously been the case. But with greater access comes a greater chance to make mistakes.

Take the case of a young jobseeker in the US who contacted a senior marketing executive via LinkedIn. The marketing executive in question had an impressive list of influential people in her contact list; people whom the young jobseeker felt could help him land a job. The marketing executive, however, had other ideas. Indignant at the suggestion that she would willingly share a list of contacts painstakingly built up over many years with a complete stranger who'd done nothing to deserve such an opportunity, she not only rejected his contact request, but sent a vicious and heavily sarcastic rejection note that has since gone viral. Those who saw the note online were appalled, and the sender probably now regrets the tone of her note, if not the message it conveyed. But if the incident makes young people think more carefully about how they use social media in a professional capacity, she may have actually ended up doing them a favour. She has drawn attention to an unfortunate truth. Social media is a potentially dangerous tool for job hunters who don't know how to use it. And a worrying number are getting it wrong.

There's a horrible irony here, because in many countries social networking sites like Facebook and Twitter have been the bread and butter of twenty-somethings' social lives for years. When my generation were teenagers, social media was our escape from the prying eyes of parents and teachers. It was a cyber extension of the playground pecking order – a place to impress, to embellish and experiment. It was a world based largely on fantasy. You could find yourself in a three-hour conversation with someone online and then completely ignore them at school. With careful picture/song selection for your Facebook page, you could become a completely different and much more intriguing person overnight. And if you couldn't be bothered with conversation, 'poking' people on Facebook was a legitimate alternative.

However, when it comes to using social media for professional networking, our very knowledge and experience of sites like Facebook may actually be a hindrance. Using social media in a professional capacity is a completely different ball game, but for some twenty-somethings, the division is not clear cut. We first earned our online presence by being bold and over-confident, which could explain why some of us still come across like this. Just because a lot of people 'liked' your posts on Facebook, it doesn't mean you'll be able to use LinkedIn to show potential employers that you're someone worth employing. We need to realise that what we learned about social networking as teenagers no longer applies, and we must live up to employers' standards if we want get on in the world of work.

One of the most common complaints from employers regarding young jobseekers on professional networking sites is that they're over-familiar in their form of address, and appear arrogant. This serves to perpetuate older generations' perceptions of us as an 'entitled generation'. In fact, we're very far from this; in many countries we're increasingly desperate about finding employment, which is why many of us are turning to social media in the first place. This impression of arrogance hurts the employment prospects of young people who – despite their communication errors – actually possess the skills and drive to become a valuable part of the workforce.

So what's the right way to contact someone on a professional networking site? Firstly, explain clearly who you are, and let the person you're writing to know what's in it for them – maybe you could offer to do a piece of research for them, or assist in some other way. This approach gives you a much better chance of **getting** a useful reply. Refrain from **sending** impersonal, **blanket emails**, and keep the tone humble if you want to avoid **leaving** a sour taste in the recipient's mouth. Remember – social media can be a great way to make useful contacts, but it needs careful **handling** if you don't want the door on your face.

## **I Reading comprehension**

**1 Read the text and then circle the right answer. 3pts (0,5)**

**1 How did the senior marketing executive feel about the jobseeker who contacted her?**

- a Annoyed by the timing of his message.
- b Regretful that she had to reject his request.
- c **Furious at his assumption of her cooperation.**
- d Surprised that he offered her nothing in return.

**2 What does the writer say about the senior marketing executive?**

- A Her note was an attempt to gain publicity.
- B attitude is not unusual on social networking sites.
- c **She has unintentionally helped those looking for work.**
- d Someone of her experience should treat jobseekers better.

**3 What point does the writer make about social networking sites as used by her own generation?**

- A They gave teenagers the impression that real conversation wasn't necessary.
- b Teenagers used them to avoid having to engage with people they didn't like.
- c They gave teenagers the chance to escape from their boring lives.
- d **The personalities and relationships teenagers had on them didn't reflect reality.**

**4 As regards professional networking, the writer believes that many people of her generation**

- a have exaggerated opinions of their own employability.
- b over-estimate the use of social media in the world of work.
- c **fail to distinguish between social networking for pleasure and for work.**
- d are unaware of the opportunities that professional networking sites can offer them.

**5 In the fifth paragraph, the writer says that young jobseekers feel**

- A certain that they are entitled to good jobs.
- b **concerned that they may not be offered work.**
- c certain that they have the ability to be useful as employees.
- d concerned that they are giving the wrong impression to employers.

**6 What does the writer advise jobseekers to do?**

- a **Tell prospective employers what they may gain in return.**
- b Research the recipient carefully before they make contact.
- c Give careful consideration to the type of work they are seeking.
- d Approach only people they have a real chance of hearing back from.

**2Find in the text words or phrases corresponding to the following meanings. 2 pts (0,5)**

- 1 Upset and irritated by something, usually not just or fair .....**indignant**.....
- 2 Something that gets in the way, slows you down or proves to make things difficult **hindrance**
- 3 A different situation .....**...ball game...**
- 4 Cause something to keep going .....**...perpetuate....**

## ***II Language structure***

### **A Complete the table with –ing forms from the text. 2,5 pts (0,25)**

Gerund: **in bold** in the text

Adjective: *in italics* in the text

Participle: underlined in the text

### **B Extract from the text two compound nouns and two compound adjectives. 2 pts (0,5)**

1 **Compound nouns:** **Highlighted** in the text

2 **Compound adjectives:** **in red** in the text

### **C Complete the following extracts with verbs in the correct form (-ing or infinitive).**

**The first letter of the verb is given. 3 pts (0,25)**

Augmented reality is the technology used **1 to enhance** the user's perception and **2 give** a live view of the real world with digital information. This entails **3 adding** images, sound, video and other virtual details **4 to expand** it.

The purpose of AR is to augment the environment and let virtual elements **5 interact** with real objects.

VR is a technology that tries **6 to reproduce** 3-D digital images and video to create real visual experiences for users. The purpose is to create an illusion of immersion in a life-size 3-D digital environment.

While both AR and VR are designed **7 to provide** users with a simulated computer-generated 3-D experience, each technology is unique and includes distinct use cases.

An important distinction between them is that VR tends **8 to replace** the real world up to total immersion, while AR attempts **9 to add** virtual by projecting digital information on top of the environment already being viewed by the users.

Also, since VR tends towards full immersion, devices require **10 disconnecting** users from the real world. This involves **11 blocking** their field of vision **12 to present** VR content instead.

### **D Complete the following passage with a word from the box. 2,5 pts (0,25)**

breakthrough	guided	bound	perfectly	accelerate
rate	invaluable	undergoing	layers	custom

3D printing is the rapid creation of a 3-dimensional object from a digital copy, by means of additive manufacturing, which is simply adding successive **1....layers....** of material until the object is completely formed. 3D printing was created to reduce cost and **2...accelerate....** the production of prototypes; fortunately, it did that and more. In the medical field, the application of 3D printing has proven to be **3...invaluable ....** Most notable among these applications are bioprinting and **4....custom**-made prosthetics. Bioprinting is the process of layering living cells using a **5 computer-guided** pipette. The printed copies mimic real organs on a small scale, and are currently **6...undergoing....** trials as a cheaper alternative to real organ transplant. Also, there has been a **7...breakthrough....** in prosthetics, as 3D printing has eased the difficulty of making cheap **8....perfectly....**fitting prosthetics, which can also be designed to serve specific functions. With the **9....rate.....**at which 3D printing is breaking ground, there are **10.....bound....** to be more inventions that make life easier.

**Writing : 5 pts**