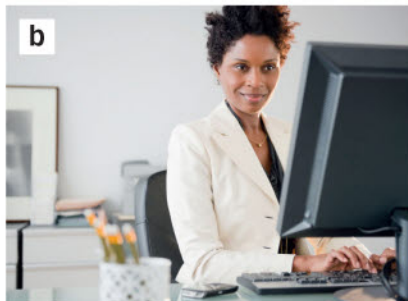


12.2 The changing face of work

GOALS ■ Talk about what a job involves ■ Use the infinitive with *to*

Vocabulary & Listening job responsibilities

1 What work activities are shown in these photos? How have these changed in the last 50 years? Discuss with a partner.



2 12.5))) Listen to three people talking about their jobs. Does each person sound positive, negative or neutral about their job?

3 12.5))) Complete the sentences from the listening with the words in the box. Listen again and check your answers.

meetings emails business team (x2) presentations
paperwork staff enquiries clients

- 1 My job is to advise _____ about their advertising campaigns.
- 2 I attend five or six _____ a day.
- 3 I often have to give _____.
- 4 I manage a _____ of fifteen people.
- 5 I train kitchen and waiting _____.
- 6 I also do a lot of _____.
- 7 I work in a _____ of four people.
- 8 We run the day-to-day _____ of the court.
- 9 We answer phone _____ and deal with _____.

4 Match the words and phrases in the boxes to the pairs of verbs below.

new staff meetings reports customer enquiries

- | | | |
|---|-------------------------|--|
| 1 | employ/recruit
train | |
| 2 | deal with
answer | |
| 3 | type up
write | |
| 4 | organize
attend | |

a team the phone clients presentations

- | | | |
|---|---------------------|--|
| 5 | advise
entertain | |
| 6 | manage
work in | |
| 7 | write
give | |
| 8 | answer
talk on | |

5a Work with a partner and discuss the questions.

- 1 Which of these activities do you think are most challenging?
- 2 Which are you/would you be good at?
- 3 Which are you/would you be less good at?

b Think about the jobs of two people you know well. Tell your partner what they do in their jobs.

Grammar & Reading uses of the infinitive with *to*

6 What methods do companies in your country use to recruit new staff? Work with a partner and make a list of all the different methods you can think of.
advertise in the newspaper

7 Quickly read the article opposite and choose the best summary.

- 1 advice about how to work and have fun at the same time
- 2 information about how to get a job in the computer game business
- 3 an explanation of developments in the world of job recruitment

Game on!

Play your way to a job ...

Thomas Edison is famous for inventing the light bulb. But not many people know that in the 1920s he invented the first employment test to recruit staff for his research laboratory. It had questions in it like, 'Who killed President Lincoln?' and 'Where is the Sargasso Sea?' It was difficult to answer the questions and only a few people managed to pass the test. Nowadays we would ask: Is it really necessary to know things like this if you want to work for an inventor?

Now, a hundred years later, employment tests are still used by companies, but are very different in what they test. The way that companies recruit new staff has also changed. One recent trend in recruitment is 'gamification'. Gamification, in general, means using characteristics of games (e.g. scoring points, competing with others and rules of play) to add some fun to situations that are usually more serious. One of the first companies which has used gamification to recruit new staff is the cosmetics company, L'Oréal. L'Oréal created an online computer game called *Reveal*, where you try to solve real-life problems in a virtual environment. The best players were invited for an interview.



Another company, the international hotel group Marriott, developed a Facebook game, *My Marriott Hotel*™ to attract young people to a career in the hotel industry. In the game, players managed a virtual hotel kitchen. The game could be played in English, Spanish, French, Arabic and Mandarin. It was designed to recruit staff in markets outside the USA. The game was a great success and brought thousands of people to the Marriott Facebook career page (which currently has over one million likes).

Experts believe gamification is likely to become so common in recruitment that perhaps we should all train as games designers!

- 8 Read the article again. Work with a partner and explain why these things are mentioned.
- | | | |
|-----------------|-----------|---------------------|
| 1 Thomas Edison | 3 L'Oréal | 5 Marriot |
| 2 gamification | 4 Reveal | 6 one million likes |
- 9 What is your opinion of using games in recruitment? What pros and cons can you think of?
- 10 Read the Grammar focus box and find examples of infinitives with *to* in the article. Are they examples of uses 1, 2 or 3?

GRAMMAR FOCUS uses of the infinitive with *to*

We can use the infinitive with *to*:

- to give a reason for doing something.
Edison invented the employment test to recruit staff.
- after some adjectives.
It was difficult to answer the questions.
- after some verbs (e.g. *want, need*).
Only a few people managed to pass the test.

We make the negative by putting *not* before the infinitive.

Try not to move. NOT ~~Try to not move.~~

→ Grammar Reference page 157

- 11 Read the tips about how to succeed in a video interview. Complete the tips by adding *to* in eight more places.

How to succeed in a video interview

- ✓ Tidy your room and desk ^{to} make a good impression.
- ✓ Before the interview, call a friend ^{to} make sure your speakers and microphone are working properly. It's sensible test your internet connection, too.
- ✓ Dress in smart clothes. That includes smart trousers or skirt, in case you need get up during the interview.
- ✓ It's important make eye contact with the interviewer. So remember look into your camera and try not look at the video of yourself.
- ✓ Don't forget warn your family and flatmates about the interview. You don't want be interrupted by a sudden blast of music or someone shouting your name.

- 12a **TASK** Work with a partner. Choose one of the topics below and write five tips. Include the infinitive with *to* where possible.

- How to make a good impression on your first day at work
- How to manage a team of people well
- How to deal with difficult clients

- b Read your tips out to the class. Which tips are the best?

▶ VOX POPS VIDEO 12