

THE PRAGUE POST

The Prague Post, October 16, 2002
page B6

Posters chronicle the “art of agitation”

BEFORE READING

What is propaganda? What was propaganda like in the past and what does it look like now?

Do you know any propaganda slogans used either in politics or commercials today?

What do you know about communism? What do you know about socialism in the Czech Republic?

Look at the big picture - poster - on page B5. Think about when and why it was produced.

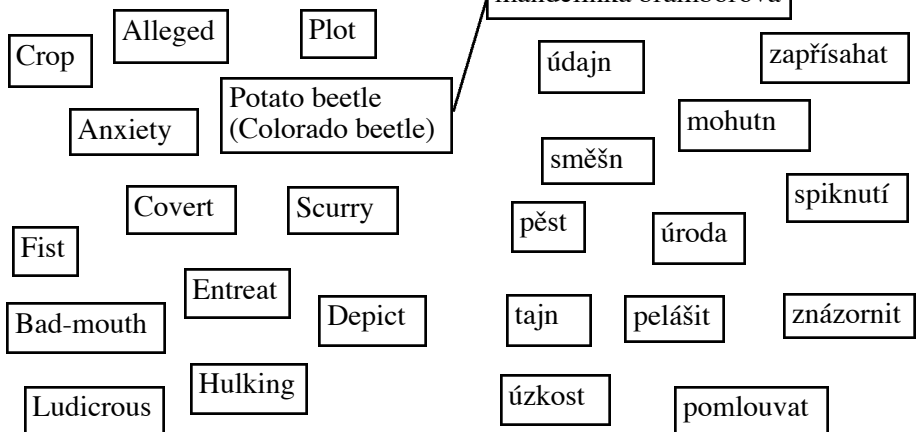
AFTER READING

Answer the following questions:

1. What was the “beetle campaign”?
2. What did some of the posters show?
3. What does Mr. Jaros think about parallels between the past and now?

Do you agree with him?

4. What were some of the visual agitation campaigns?
5. What steps did the communist propaganda take within 40 years?
6. Why was communism so popular in Czechoslovakia after World War II, according to Ms. Sylvestrová?
7. How did the attitude towards communism change within a few years? Why?
8. What is the price of some of the posters from the time of communism?



The Prague Post, October 23, 2002
page A2

Group works for patient's rights

BEFORE READING

What should a good doctor do and how should he behave towards his/her patients?

Are you satisfied with your doctor? How does he/she treat you? Does he/she have time for you? Does he/she explain what ailments you may have and what you should and should not do to be better? Does he/she tell you how to strengthen your immunity, or how you can prevent some diseases?

What do you think about the Czech health system?

Discussion:

Do you think that a doctor should or should not tell his/her patient that he/she is seriously ill? Do you think that doctors should always tell the truth to their patients?

If you were seriously ill, would you want your doctor to tell you the truth?

AFTER READING

Answer the following questions:

1. What happened to Ms. Cernsteinová?
2. What were her troubles with doctors?
3. What did the European Cancer league call for?
4. What does the League Against Cancer Prague want to do?
5. What has been the response from other doctors?
6. How does Mr. Deinstbier describe

the attitude towards patients in the 50's?

7. What program did the League Against Cancer start? Why?
8. Where do they see the problem? What could be done about it?

Research:

Look at the breakout box ‘Cancer statistics’. Do you think that the numbers are high or average? Do you think that cancer can be prevented? How?

Vocabulary:

exploratory –
– v zkumn
lump – bulka
evasive – vyh bav ,
neurčit
tumor – nádor
inflammation –
– zanícení, zánět



JOB

Brainstorming:

Work in groups. Write down the names of as many professions as you can. Compare your list with other groups and write the professions on the blackboard.

Game:

Work in groups again. Think about a profession. One of you will demonstrate (mime) the profession - without using words - to the other groups. They will have to guess what profession you have. The group with the most correct guesses will win.

What kind of job would you like to have? Why? What skills and knowledge do you need?

Do you know how to look for a job and how to apply for it? In this issue of *Newspapers in Education* you will learn about how to write a cover letter, your CV (sometimes called Resume) and what to do and not to do during your interview.

HOW TO FIND A JOB?

Search newspapers, on the Internet, ask friends or contact some companies that you would like to work for.

The preliminary application for a professional position generally consists of two documents: a cover letter and a resume.

HOW TO WRITE A COVER LETTER?

Each of your cover letters should have the name and address

of the company to which you are applying and should address by name the specific individual who will process your application, usually the head of the human resources department.

The cover letter also allows you to highlight the most important and relevant accomplishments, skills, and experience listed in your resume.

Remember that your cover letter is, in a very real sense, a profile of yourself. It reflects your personality, your attention to detail, your communication skills, your enthusiasm and your intellect.

In the very first paragraph of your letter, you should state what job you are applying for and how you learned about it. If you have any personal contacts in or with the company, you may want to mention them here. You should also state your general qualifications for the job. This paragraph should be brief, perhaps two or three sentences.

The body of your letter should consist of one to three longer paragraphs in which you expand upon your qualifications for the position. Pick out the most relevant qualifications listed in your resume and discuss them in some detail, demonstrating how your back-

ground and experience qualify you for the job. Refer the reader to your resume for additional details.

In the concluding paragraph of your letter request an interview (or some other response, if appropriate). Close by thanking your reader for his or her time and consideration.

Look at the two cover letters below. Which one could succeed and which one should end up in a trash bin?

Which cover letter would you use to impress your, hopefully, future employer? Why was it good? Why was it bad? Write your comments about the two letters down.

Dates:

In British English you write: date/month/year (ex. 23th October, 2002)

In American English you write: month/day/year (ex. October 23, 2002)

Some useful phrases:

To Whom It May Concern

I would like to apply for the post of ...

Yours sincerely

Yours truly

Dear Sirs



Dear Mr. Newton,

My name is Petr Komár Jr. and I am 19 years old. I am writing to you to get a job. I am a well educated, good looking, very reliable man who knows what he wants and always achieves his targets.

Here is some background:

I dropped out of primary school when I was 10 and have been at home ever since. I am very interested in computers because I love playing with my game consol. I therefore think that I would like a career within the computer industry with a minimum starting salary of 20 000 Kc a month.

Could you please, please provide me with a job because every man has some dreams and so do I. Because my father is going to retire soon the responsibility is on my shoulders to support my entire family. So you as a great human being can give me a chance.

With this cover letter you will find my complete Bio-data for you.

I assure you that if I am given a chance to serve under your great leadership I will not let you down nor will I leave one stone unturned.

Hope to see you soon.

Bye, Petr Komár Jr.

Václav Martínek
 Václavské náměstí 17
 110 00 Praha 1
 Czech Republic

Name of the company
 Address of the company

July 6, 2002

To whom it may concern,

I am writing to you regarding the advertisement your company placed in *The Prague Post* (June 18, 2002) concerning linguistics related work.

I have recently completed a five-year course in English and French at the Charles University and I am looking for a job that will allow me to maintain a high level of French whilst gaining experience in a business environment. I feel that the job advertised is well suited to the career route I aim to take.

Please find enclosed a copy of my Curriculum Vitae which you will notice states I have spent a year in France as a teaching assistant; this enabled me to gain the confidence and application needed to converse in French to native speakers.

I hope that I might be considered for this position and look forward to hearing from you soon.

Yours sincerely,
 Václav Martínek

HOW TO WRITE CV?

A resume is a brief summary of your abilities, education, experience, and skills.

Resumes must do their work quickly. Employers or personnel officers may look through hundreds of applications and may spend only a few seconds reviewing your resume. To get someone to look at it longer, your resume must quickly convey that you are capable and competent enough to be worth interviewing.

Organize the Resume Effectively:

PERSONAL INFORMATION: Top left of first page. Name; addresses; phone numbers; e-mail and/or fax addresses; citizenship if applicable.

EDUCATION: Often comes first in student resumes, especially if it is a strong asset.

(Education usually means post-secondary and can include special seminars, summer school, or night school as well as college and university. If you are just starting college, you can

include high school as well.)

EXPERIENCE: Use chronological format to emphasize work experience, list jobs beginning with the most recent. Some hints:

- Write all job descriptions in parallel phrases
- List the most important responsibilities or successes first
- List similar tasks together
- Emphasize collaborative or group-related tasks.

(Experience includes full-time paid jobs, academic research projects, internships or co-op positions, part-time jobs, or volunteer work. List the month/years you worked, position, name and location of employer or place, and responsibilities you had.)

SKILLS: List computer languages and software, foreign languages indicating the grade of fluency, teaching or tutoring, communication or leadership, among others.

REFERENCES: You need not put these on your resume. Instead, you can prepare a separate list of refer-

ences, with complete name, title, company name, address, and telephone numbers for each individual. Usually, you give this list to prospective employers after your interview.

As for the length of your resume, two pages is the maximum length. Use a computer and high quality (preferably laser) printer.

Look at the example of a simple but effective CV on this page.



INTERVIEW TIPS

1. Before you are going to attend an interview try and find out as much about the job as possible.
2. Make sure that you have the right address details and that you know where you are going.
3. Make sure that you are dressed smartly and professionally.
4. Make some notes about additional questions you want to ask during the interview, regarding salary and benefits, or any points that you want to go over.
5. Below you will find some of the obvious questions asked at an interview.
 - Why do you want to join our company?
 - What can you bring to our company?
 - Why did you leave your last job?
 - Could you please tell me a bit more about your last/present job?
6. Watch your body language.

Remember to believe in yourself and your abilities!

Activity:

Imagine that you are applying for a job. Write a good cover letter and CV. Compare your results in your group.

Role-play:

You are invited for an interview. Work in pairs. Tell your classmate what you would wear. One student will act an employer and one student will be interviewed. Think about good questions and even better answers. You want to get that job! Then act your role-play in front of the class.

Source: www.e-r.co.uk

Curriculum Vitae

Name: Josef Novák
DoB: November 15, 1975
Nationality: Czech
Address: Budějovická 15, 130 00 Prague 3, Czech Republic
Email: j.novak@hotmail.com
Telephone: +420-286 369 152

Education & Qualifications:

1995 - 1998 Charles University, Prague
BA(Hons) Languages & Business Administration Main
Subjects included: English, German, Accounting,
International Relations, Marketing.
1994 - 1995 University of Frankfurt, Germany: Exchange Year
1990 - 1994 School of Commerce, Prague

Work Experience:

Sept 01 - Present Marketing Co.,
Marketing Account Handler
Responsible for all aspects of account management including marketing and sales support and client relationship development.

Oct 98 - Sep 01 Brand New Technologies,
Prague Call Centre Agent
Responsibilities: Taking customer calls and order processing using AS400 system, dealing with customer queries, inquiries and complaints, setting up new customer accounts.

Additional Information:

Languages:
Czech - Mother tongue
English - Fluent written and spoken
German - Fluent written and spoken
Computer:
Experienced user of Microsoft office products.
Avid user of the internet.

-References available upon request-

HALLOWEEN

Halloween, October 31st, is one of the best days of the year in English speaking countries. What other day do you get to dress up like a ghost or vampire, run around the neighborhood banging on every door you see, and imply dire consequences if the occupants don't fork over some candy? When else do parents let their kids gorge on candy until they go into sugar-induced comas? If you're a kid, it's one of the truly

great social events of the year.



Not all countries celebrate the eve of All Saints Day (November 1) in costumes, toting bags of candy. For Sicilian children, the Festival of the Dead is an important celebration as their dead relatives return to leave them traditional candies and cakes as well as toys.

In Latin America, El Dia de los Muertos—the Day of the Dead—is also called Los Dias de los Muertos—the Days of the Dead. Families celebrate the Day of the Dead by visiting cemeteries and cleaning the graves of their relatives. They also honor the memory of departed loved ones by leaving them flowers and by baking traditional cakes and pastries.

Indeed, the celebration of All Souls' Day and All Saints' Day lasts for several days as celebrants honor the memories of their dearly departed relatives and friends. To many, this is the most important holiday of the year.

Hallows, Hallowmas, All Hallows eve - the "hallow" in all three names comes from the middle English word that means "holy." When something is hallowed, it is sanctified and consecrated. Halloween was first known as Samhain, a Celtic holiday where all

the things that were not expected to survive the winter, like crops, were destroyed and the dead are honored. When the holiday was adopted by the Christian Church, the name hallowed was kept and the November 1st All Saints Day and November 2nd All Souls Day were added, to keep the theme.

On All Hallows Eve (Halloween) it is said that a door, or crack, between the worlds of the living and the dead is opened. It is this night that the dead return to visit, feast and tell the living how they see things. Occasionally the dead get into mischief and play tricks upon the living. Because of these pranks, the living carved scary faces into pumpkins, placed a light inside and left them in front of their homes to scare trouble seeking dead souls away.

While most people celebrating Halloween today don't know where the "Jack O'Lantern" came from, it is still an honored tradition to carve and display your pumpkin on your front step on October 31st.

These days Halloween has become the second biggest event of the year, after Christmas, in most English speaking countries. In North America, children and adults alike dress up in costumes and celebrate the night of the dead. Some say that Halloween is the night that you get a chance to be someone else and dress up like you're someone totally different. It could be as simple as dressing up like a doctor, or something ghoulish like becoming a vampire or zombie.

On Halloween children usually walk from door to door with their parents and friends asking for candies and sweets from the people in the houses. The tradition has become so popular that a simple basket isn't enough for all the candy they collect. As a result, most kids collect their candy in pillow-cases.

Of course collecting the candy isn't always as easy as ringing to doorbell and looking good in your costume. Many people will ask that "trick or treaters" as they are called, perform a song, tell a joke or do a dance. When the person opens the door, the children exclaim "Trick or Treat, Trick or Treat, give me something good to eat." And at that point the person with the candy can ask them to perform for them.

Adults don't walk from door to door on Halloween, but they do get together for costume parties. Most of these parties involve drinking and dancing these days, with contests for who has the best costume. There are no limits other than your own creativity. Many people put months of work into their costume, making sure it's original and entertaining.

Slowly, the tradition of Halloween is making its way to other countries. What began in Ireland as a day to remember the people who have died before you, has become a celebration of life, fun and, most importantly, candy.

If you ever find yourself in a country like England, Ireland, The United States or Canada on Halloween, be sure to take part. You'll be amazed at what has come back from the dead for the party.

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