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DARIYA DZIUBA

NEWSLETTER #11



BUSINESS SUCCESS STORY

06/11/2009

SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: info@enrucafe.com

BUSINESS SUCCESS STORY

"Our Republic and its press will rise or fall together."

Joseph Pulitzer

Hello everyone,

This time we will speak about one of the prominent figures in the world of journalism: Joseph Pulitzer. His success despite his health problems was really great and his prize is still one of the most desirable for writers and journalists from all over the world. That is why I have included his short biography into this newsletter. In the grammar section we will speak about Past Continuous (Progressive) and we are going to discuss how to write a resume. Hope this information will help you become a better speaker of English language.

Please pay attention that **the next newsletter will be issued in the middle of December** and starting from that issue you will receive all newsletters once a month.

Good luck!

Dariya Dziuba

GRAMMAR: Past Continuous

When you want to speak about some actions that were in progress in the past, you can use Past Continuous. We usually use this tense:

- When we speak about some actions in progress at a certain period of time in the past. *Example:*
 - √ I **was learning** English at seven o'clock in the evening yesterday.
 - √ She **was learning** German then.
 - √ They **were working out** to the gym all Thursday evening.
- When some long event happened at the time of another short or long action. These actions happen at the same time. In these cases you can use either past progressive and past simple or past progressive and past progressive tenses in one sentence. *Example:*
 - √ I **was reading** a book while he **was writing** a letter.
 - √ We **were speaking** when my parents came.
 - √ He **was making** a report when his boss called.
- When we talk about some temporary events that lasted for a long time in the past. *Example:*
 - √ She **was writing** a book last year.
 - √ I **was cleaning** the house.
 - √ You **were working** quite much last year.

How Past Progressive's formed

AFFIRMATIVE. Active form of the verb (passive will be discussed after we deal with all tenses in our newsletters).

BE (WAS / WERE) – VERB + ING

- **I was doing...** (working/ living/ sleeping/ watching...)
Example: I was calculating our last month's expenses.
- **We/you/they/plural** (cats, people, students...) **were doing...** (working/ living/ sleeping/ watching...)
Example: We were working quite hard last week.

As you might have noticed, we always add ending **-ing** to the verbs in Past Continuous. However, this ending requires certain changes:

- If a verb has one vowel (which is stressed and is read as a short one) followed by one consonant, double the last consonant. *Example: get – getting; hop – hopping; swim – swimming.*

- If a verb ends with a mute "e" ("e" that we don't read), this letter drops out. *Example:* takee – taking; bakee – baking, createe – creating.
- If a verb ends with "ie", the letters transform into "y". *Example:* die – dying; lie – lying; tie – tying.

NEGATIVE SENTENCES.

It's very easy to form negative sentences in Past Continues. All you need to do is to put the particle "not" after the verb "be" (was/were). *Example:*

- She **was not waiting** for you for long.
- They **were not trying** to correct the contract.

INTERROGATIVE SENTENCES.

When you want to form questions, put the verb "be" (in the necessary form) before the subject. *Example:*

- **Were they speaking** about our project?
- What **was she thinking** about your ideas?

Exercise. Put the verbs in the correct form.*

1. She _____ (drink) much cola last year.
2. They _____ (watch) TV when we _____ (come).
3. She _____ (have) lunch when her client _____ (come).
4. We _____ (not, work) on that new project when
5. I _____ (sit) at this chair yesterday.
6. _____ to you then? (talk, he)
7. They _____ (not, hold) a meeting when I _____ to the conference hall (come).
8. He _____ (not, swim); he _____ (sunbathe) at the resort.
9. _____ that awful dress at the party? (she, wear)
10. Why _____ for me outside? (not, you, wait)
11. They _____ (go) to Turkey but they had to change their plans.
12. What _____ about? (you, think)
13. She _____ (sleep) when we _____ (arrive).
14. We _____ (go) to lease another office as this one had become very small for us.
15. At this time on Monday I _____ (fly) to Paris.
16. The boss _____ (shout) at everyone who he _____ (see) on his way to the office.
17. Why _____ to me? (not, listen, you)
18. When _____ this report at two or three p.m.? (you, write)
19. She _____ (lie) to us all the time and it was very difficult to believe that.
20. Where _____ (he, go) when you _____ (see) him last time?

HINTS ON BUSINESS WRITING: How to write a resume

Some words about the resume writing. When you are looking for a new job, to have an up-to-date resume is a must. The main purpose of any resume is not to get a new job but to get invited at a job interview. Make sure that your resume has the following information in it:

- **Who is writing it:**
- Write your name and surname here
- **Where you currently live**
- Write your current address (at least the country and the city)

- **What your desired position is**
 - This is a very important point, because if you don't know what job you want who else can know about it?
- **What salary you would like to receive** (optional; you should write it if only it is stated by your possible future employer)
 - Do some research of the average salary in your field and think how much you would like to receive and could have, then state the exact amount here
- **What your education level is**
 - Write about your education from the most current to the least recent one
- **What your job experience is**
 - Write what relevant experience you have (from the most current to the least recent one). The key word here is **relevant**. If you worked as a financial consultant and you decided to apply for a gardening job, you should state all your responsibilities with reference to the job you are looking for. So, be creative, write your real experience but try to show your possible employer that your previous experience will help you cope with your future job.
- **What other qualities/skills etc. you have**
 - Write here about the qualities that might help you do your job in a perfect way

Please pay attention that the best resume (or CV – curriculum vitae – as they are also called) is the ones that is the most relevant to the vacancy's description. This will surely help you get invited to the job interview. Below you can find a sample resume that you can use as a guideline for your own resume writing.

Resume

Amanda Hugenkis

amanda.hugenkis@mail.trincoll.edu

Trinity College · Box 700000 · 300 Summit Street · Hartford, CT 06106-3100 · (860) 295-5454
77 Oakwood Lane · New Paltz, NY 02126 · (914) 889-8899

Desired position: PR manager

EDUCATION

Trinity College: Hartford, CT

Bachelor of Arts in History, May 1999

Minor: Spanish

GPA in major: 3.23

Candidate to graduate with honors in History

University of Oviedo: Oviedo, Spain, *September-December 1998*

PUBLIC RELATIONS EXPERIENCE

Ivory Public Relations: Miami, FL *May 1998-August 1998*

Public Relations Intern: Assisted Executive with on-line software account. Researched on-line and print media for news hits and competitor information. Created and managed over 250 media lists. Organized pitch development program designed to build skills for winning new accounts.

Trinity College Office of Media Relations: Hartford, CT *January 1997-May 1998*

Public Relations Assistant: Assisted with disseminating and gathering news on behalf of the entire Trinity Community. Created news releases, produced news clips as well as provided general office assistance.

Clinton/Gore '92: Boston, MA *July-November 1992*

Clinton/Gore '96: Hartford, CT *September-November 1996*

Campaign Intern: Assisted with the election and re-election campaigns of President Clinton and Vice President Gore. Organized visibilities, phone-banked and compiled computer database of supporters and potential supporters.

OTHER EXPERIENCE

Bears Sterns: New York, NY *January 1998-May 1998*

Financial Assistant: Investigated stocks, bonds and mutual funds using Bloomberg and Morningstar. Researched and determined daily changes in the stock market. Studied and reported current changes and trends in IRAs. Managed a mock stock portfolio of \$100k. Runner up for top prize based on portfolio earning the greatest return.

Trinity College Child Care Center: Hartford, CT *September 1996-May 1998*

Child Care Assistant: Aided in planning activities for and ensuring the safety of 10-20 infants and toddlers.

Milton Hoosic Club: Canton, MA *May-September 1997*

Wollaston Golf Club: Milton, MA *May-September 1995, July-September 1997*

Lifeguard, Swim Instructor and Assistant Swim Team Coach: Taught daily lessons to children ages 2-10 years old on 4 different swimming levels and assisted in coaching the Milton Hoosic Club Swim Team.

Keith Properties, Inc.: Canton, MA *May 1996-September 1996*

Administrative Assistant: Provided general office support: answered telephones, photocopied, organized papers, filed and distributed mail.

SKILLS

Language: Near fluency in written and spoken Spanish

Computer: Windows, Microsoft Word, Corel Word Perfect. Proficient in internet research, familiar with Java programming.

ACTIVITIES & INTERESTS

Trinity College Spanish Club: Member 1995 to Present

Kappa Kappa Gamma: Member 1996 to Present; Scholarship Committee 1998

Hiking, Mountain biking, Refinishing furniture, Reading

Some action words you can use to enhance you resume and to make your descriptions more powerful!

achieved	created	guided	persuaded
activated	curtailed	governed	planned
adapted	decided	illustrated	produced
administered	delegated	improved	promoted
advertised	demonstrated	increased	publicized
advised	designated	instructed	published
advocated	designed	interpreted	recommended
analyzed	determined	introduced	replaced
appraised	developed	invested	reported
assembled	devised	investigated	researched
attained	directed	lectured	restored
augmented	discovered	maintained	serviced
balanced	distributed	managed	solved
coached	educated	measured	sponsored
collaborated	eliminated	merged	strengthened
collected	encouraged	minimized	studied
communicated	endorsed	modernized	suggested
compared	established	modified	supervised
compiled	estimated	motivated	supplemented
computed	evaluated	negotiated	surpassed
consolidated	examined	observed	synthesized
consulted	exchanged	obtained	taught
controlled	executed	operated	trained
converted	expanded	organized	updated
coordinated	extended	originated	

counselled formulated oversaw

The sample resume and action verbs source: <http://www.trincoll.edu/depts/career/guides/resume.shtml>

USEFUL EXPRESSIONS: Business Proverbs and Sayings

- Between a rock and a hard place
- Between the devil and the deep sea
- Beware of Greeks bearing gifts
- Bite off more than one can chew
- Bitter pills may have blessed effects
- Business before pleasure
- Business is Business
- Buy the best and you only cry once
- Call a spade a spade
- Carry your own cross

TEXT TO READ AND THINK ABOUT: *Joseph Pulitzer*

"Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light."

Joseph Pulitzer



American journalist and publisher, who created along with William Randolph Hearst a new and controversial type of journalism. Pulitzer saw himself as a crusader on the side of people and a spokesman for democracy. He supported labour, attacked trusts and monopolies, and revealed political corruption. When journalism was not a respectable way of earning one's living, Pulitzer was committed to raising the standards of the profession. Pulitzer was the founder of the Pulitzer Prizes. Today the most prestigious prize in American journalism is named after him.

"There is room in this great and growing city for a journal that is not only cheap but bright, not only bright but large, not only large but truly democratic... that will expose all fraud and sham; fight all public evils and abuses; that will serve and battle for the people with earnest sincerity." (Joseph Pulitzer in assuming proprietorship of *The New York World*)

Joseph Pulitzer was born in Makó, Hungary, as the eldest son of Hungarian Jews. His father, Philip, was a prosperous grain merchant, who died when Joseph was eleven. A few years later his mother married Max Blau, a businessman. Pulitzer was educated in private schools in Budapest. In 1864 he emigrated from Hungary to the United

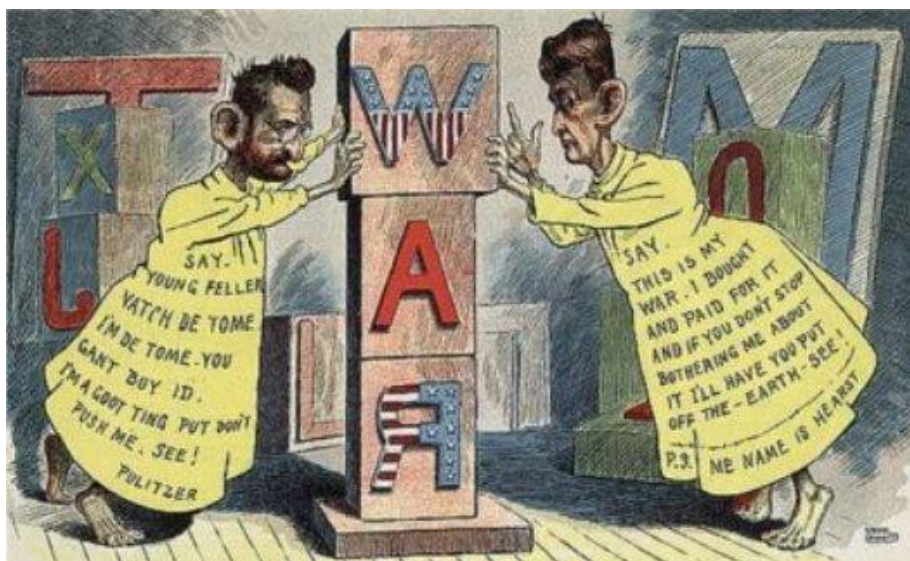
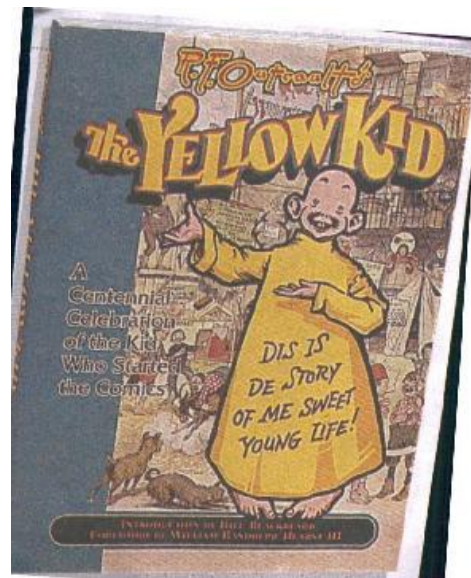
States, landing at Castle Garden practically penniless. The Austrian army had rejected him for his weak eyesight, and the French Foreign Legion did not accept him, but in the new country he served in I. Company of the First New York Lincoln Cavalry until the end of the Civil War.

Pulitzer was fluent in German, French, and Hungarian, but his English was still awkward after the war. Like many of his generation a Pulitzer went West to seek his fortune. His first business as a boss stevedore in St. Louis failed. Pulitzer worked as a waiter, buried cholera victims of 1866 on Arsenal Island, and eventually found work as a reporter, first in St. Louis on the *Westliche Post*, a German-language newspaper. "He was a born reporter", said one of his colleagues later. Later, in 1871 he acquired a part ownership of the paper. In the 1860s he participated in politics and studied law, but practiced only a short time. In 1869 he was elected to the Missouri Legislature and in 1874 Pulitzer was admitted to the bar in Washington, D.C., where he worked as a correspondent of the *New York Sun*. In 1877 he married Kate Davis, a niece of Jefferson Davis.

The purchase of the *New York World* in 1883 from the controversial financier Jay Gould turned out to be

a successful decision, and made Pulitzer wealthy. The magazine increased in stature through its crusades against great business monopolies, lotteries, and white slavery. In 1885 he was elected to Congress from New York, but he resigned after a few months' service. Two years later he founded the *Evening World* in New York, although at that time he already had begun to withdraw from direct management of his publications. At the age of forty, he was struck blind, but he still continued to run his press empire for twenty-two more years.

In 1890s Pulitzer had a circulation war with William Randolph Hearst, and his newspapers were accused of "yellow journal" practices. Using strong headlines, sensational news events, cartoons and other means they especially tried to attract working class readers and immigrants. *The World* increased its circulation with a comic supplement and in 1895 the first full-page original 'Yellow Kid' cartoon in colour appeared, created by the cartoonist Richard F. Outcault (1863-1928). However, the name had nothing to do with "yellow journalism." In the New York *Sunday World* Pulitzer gave the staff creative freedom, which translated into creative output. By purchasing in 1898 a new high-speed colour printing press, Pulitzer created graphically one of the most impressive papers of the time. In the circulation war Pulitzer suffered a small drawback when Outcault moved to the New York *Journal*, one of Hearst's papers. Hearst, on the other hand, was also enthralled by the high quality of Pulitzer's papers. The writer Theodore Dreiser saw it differently - that the staff had in their eyes the look of tortured animals. To get even, Pulitzer hired the artist George Luks to draw cartoons using Outcault's characters.



The Hearst and Pulitzer newspapers showed their power in 1898: *The World* urged President McKinley to declare war against Spain. Hearst claimed that he had "brought on" the Spanish-American War, although there are doubts that he issued the command to Frederick Remington: "You furnish the pictures, and I'll furnish the war." Pulitzer died of heart disease aboard his yacht, the *Liberty*, on October 29, 1911. Before his death his German secretary had been reading him an account of the reign of Louis XI of France (1423-1483), who broke the power of the nobility. The Pulitzer-Hearst circulation battle lasted well into the 20th century.

Through his will, he established the Columbia University School of Journalism, which was one of his chief desires, and annual Pulitzer Prizes for literature, drama, music, and journalism. In this he followed in the footsteps of Alfred B. Nobel (1833-1896), the inventor of dynamite, who established through his will the Nobel Foundation with its awards.

The Pulitzer Prizes, originally endowed with a gift of \$500,000 from Joseph Pulitzer, are highly esteemed and have been awarded since 1917. However, it took years before they made a significant impact on the public. In the journalism the Prizes were awarded in the 1920s for exposing the practices of the Ku Klux Klan, revealing the dehumanizing prison conditions and exploring the problems of labour

during a national coal strike. The novel prize was to be given only to a work 'which shall best present the whole atmosphere of American life, and the highest standard of American manners and manhood'. The wording has been since changed from 'whole atmosphere' to 'wholesome atmosphere'. In 1921 the advisory board unanimously turned down Sinclair Lewis' *Main Street*, recommended by the jury, and chose instead Edith Wharton's *The Age of Innocence*. The awards in letters are for fiction, drama, U.S. history, biography or autobiography, verse and non-fiction not covered by another category. The prizes are awarded annually by Columbia University, New York City. The novel award, which was changed to an award in fiction in 1948, has proved to be the most controversial.

The article source: <http://www.kirjasto.sci.fi/pulitzer.htm>

VOCABULARY TO THE TEXT

1. **Reveal** (verb) – to make known, show
2. **Commit** (verb) – to do, perform
3. **Fraud** (noun) – fake, deception
4. **Sham** (noun) – fake, imitation
5. **Abuse** (noun) – hurt, offence
6. **Prosperous** (adjective) – successful
7. **Merchant** (noun) – a seller, a shopkeeper
8. **Penniless** (adjective) – poor (without a penny)
9. **Awkward** (adjective) – not comfortable
10. **Seek** (verb) – to look for
11. **Stevedore** (noun) – a person employed for loading and unloading ships
12. **Admit** (verb) – to accept
13. **Bar** (noun) – a group of lawyers
14. **Resign** (verb) – to leave a job
15. **Withdraw** (verb) – to remove, take back
16. **Output** (noun) - result
17. **Drawback** (noun) – disadvantage, a problem
18. **Enthrall** (verb) – to charm
19. **Establish** (verb) – to found, organize
20. **Endow** (verb) – to supply with smth.

*Answers to the exercises.

Exercise.

1. She was drinking much cola last year.
2. They were watching TV when we came.
3. She was having lunch when her client came.
4. We were not working on that new project when
5. I was sitting at this chair yesterday.
6. Was he talking to you then?
7. They weren't holding a meeting when I came to the conference hall.
8. He wasn't swimming; he was sunbathing at the resort.
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