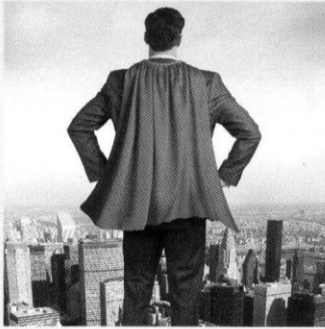# part 2

Read the text. In the table below mark statements 7-12 as true (T) or false (F).

Transfer answers to the answer sheet (the form on a separate page).

Using words that communicate

About 332 million people all over the world use LinkedIn, a professional networking site. People use it to post descriptions of themselves, with details of their jobs and experience, and companies use it to find new employees. Every year, the LinkedIn website publishes a list of the most popular words that people use to describe themselves. One recent list includes the words *creative, experienced, responsible* and *expert.*

Sometimes, words become fashionable, like clothes. When this happens, people use certain words because they see everyone else using them. But what do the words tell us? According to *Forbes* magazine, some of the most popular words mean almost nothing. Every employer expects employees to be experienced, responsible, creative, and to be an expert in something. These words don't tell us anything special about a person.

What words should we use in our descriptions? CareerBuilder.com is a website that brings together companies and employees. The site asked employers to list the words they *most* like to see on a CV. Here are some of the answers: *achieved, improved, managed, created, volunteered, increased, decreased* and *ideas.* What's the difference between these words and the LinkedIn list? They all can easily be used to describe achievements: *I improved our sales results*; *I managed ten employees*; *I created a website.*

Why do people who are looking for work choose *creative, experienced* and so on in the first place? One reason may be that job advertisements often contain these words. The magazine *Management Today* says that *creative* is one of the top ten words in job adverts, together with *communication skills.* Many of the top-ten job advert words are on LinkedIn's list. But *Management Today* also reports that several new, unexpected words are appearing in job ads. Job adverts from UK companies have recently included the words *guru, ninja, rock star* and *super hero* as descriptions of the sort of worker they want to employ. Of course they don't really want to hire a ninja or a rock star – they're probably trying to send the message that, as an employer, they're different.

Does this mean you should describe yourself as an *accounting rock star* or a *super hero manager*? Probably not. Remember, the words that seem fresh and interesting today are probably the next big fashion, so you should probably avoid using them. Instead, find words that clearly and correctly explain your skills and experience.

	statement	True (T)	False (F)
7	LinkedIn lists about 332 million jobs.		
8	Most employers think that being creative and responsible are special skills.		
9	The most useful words explain things you have done.		
10	Words that appear often in job ads also appear often in personal descriptions.		
11	When a company advertises for a rock star or a superhero, it shows that it is a bit unusual.		
12	The article advises us to use unusual words when we describe ourselves.		