



Careers (Answer Keys and Tapescripts)

Answer Keys

Task 1

Pre-listening Activity: Preparing the Content of the Flow Charts

Getting to Know the Fashion Design Profession

Tick ☒ the appropriate box below (You may choose more than one option).

1. The fashion design profession is ...

glamorous

boring

expanding

routine

competitive

	✓

promising

2. Do you need to take specialised courses before you can become a fashion designer?

Yes

	✓

No

3. Fashion students have to be ...

hardworking

✓	

pleasing

promising

experienced

committed

	✓

talented

	✓

4. Will all fashion graduates be able to become fashion designers?

Yes

No

	✓

5. The fashion careers mentioned in the recording are ...

fashion designers

✓	

models

cutters

✓	

photographers

competitors

buyers

	✓

6. The iconic fashion labels mentioned in the recording are ...

Louis Vuitton

Yves Saint Laurent

✓	

Chanel

✓	

Giorgio Armani

Calvin Klein

	✓

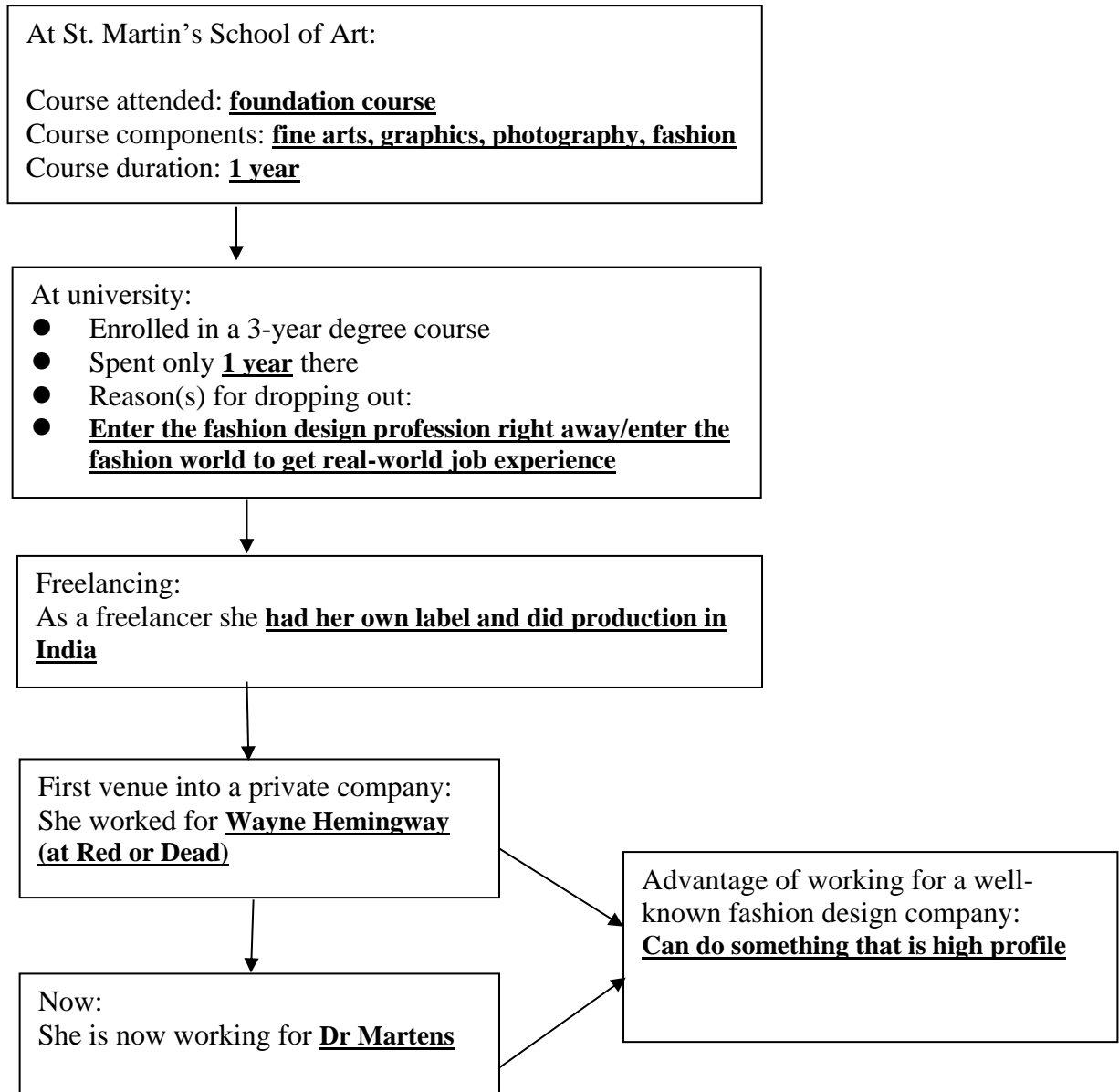
Dr Martens

	✓



Task: Constructing the Flow Charts

1. Kate Killanon's career path





2. Conrad Leech's career path (suggested)

Before studying fashion design:
Reason why Conrad decided to do fashion design:
He was dissatisfied with the clothing that he could buy when he was a boy.

At Ravenborne in South London:
● Course attended: **foundation course**
● Duration of the course: **1 year**

At Polytechnic:
● Did a **3-year** degree at Middlesex Polytechnic in North London

Reasons why Conrad likes Middlesex Polytechnic:
(i) **broadminded**
(ii) **tolerant of all cultures**
(iii) **everybody has an equal opportunity**

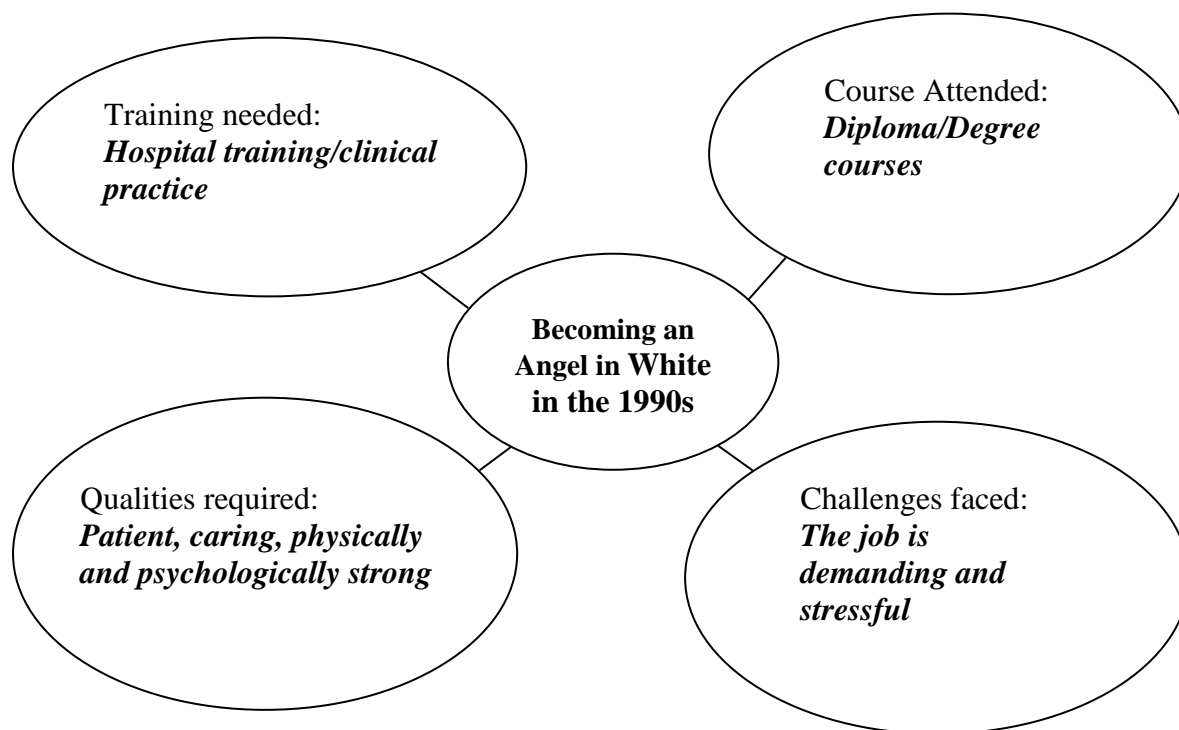
Now:
He is now working for **Dr Martens**

Conrad's advice for Chinese students who want to succeed as a fashion designer in the UK:
Have a good command of English



Task 2

Pre-listening Activity: Checking Your Background Knowledge of the Nursing Profession





Task: Getting to the Know the Nursing Profession in the 1990s

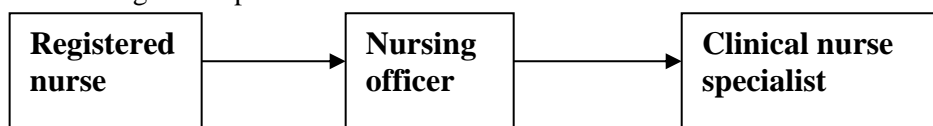
Note Sheet

1. Ann mainly talks about **the career path of a nurse** and Barbara mainly talks about **the challenges faced by nurses**.
2. The nursing profession was facing **a shortage of nurses** at the time the interview was conducted. Ann's attitude towards the problem was **(a bit) negative** because **the work itself is often not appreciated by some young people**.

3. Ways to become a nurse:

Systems of learning	Hospital training	University-type
Duration of training	3 years	4 years
Institutions that offer training	Hospital school of nursing	The Hong Kong Polytechnic University
Intake per year	Not mentioned	40 students a year

4. The nursing career path:



5. The interview was conducted at a time when the majority of nurses were women.
Evidence: **Ann and Barbara did not mention male nurses during the interview.**
6. The qualities that a good nurse should possess are
 - (i) **patient**
 - (ii) **(to be) caring**
 - (iii) **have strength**
 - (iv) **(being) able to stand up for themselves**
7. Growing in the nursing profession entails **development of personal qualities and career development.**
8. The challenges faced by nurses are **managing stress and caring for somebody who may be in a lot of pain or facing death.**



Task 3

The Development of Nursing Education in Hong Kong			
<i>Ways to receive nursing training</i>			
	1996		Now
Systems of learning	Hospital training	University-type	University-type
Duration of training	3 years	4 years	5 years
Institutions that offer training	Hospital school of nursing	The Hong Kong Polytechnic University	e.g. The Hong Kong Polytechnic University, The University of Hong Kong, The Chinese University of Hong Kong
Programmes offered			e.g. higher diploma/bachelor/master/doctor programmes
Mode of study			Part-time/Full-time



Task 4

Part A: Making Your Feature Article Appealing

Tips for Writing a Feature Article

1. Select a topic that is **interesting**.
2. Make sure that the topic chosen can arouse **(the) readers' interest**.
3. Make use of different sources like **books**, **magazines**, **newspapers** and **websites** to gather relevant information.
4. Pay attention to the **leads** of your article because good beginnings can attract readers.
5. Start your article by creating a scene which allows readers to **form visual images**, or by asking a **stimulating** question, or even by stating **interesting facts**.
6. Start writing your content by **describing the background information** of the topic.
7. Address the areas you would like to cover **in a logical order** with **the support of quotes** and **factual information**.
8. Write your article from a specific angle.
9. Do not mention too many content areas.
10. Use **lively** and **vivid** language to make reading your article a **pleasurable** experience.
11. Add in photos and pictures to express your ideas where **appropriate / necessary**.
12. Conclude your article by making a **summary** of the key points you have mentioned and try to connect it back to the **lead** in some way.



The features found in the article:

1. **Topic**
2. **Lead**
3. **Scene**
4. **Quote**
5. **Background information**
6. **Conclusion**

The features missing in the article:

1. **Lively and vivid language**
2. **Pictures**
3. **Photos**



Tapescripts

Task 1

Pre-listening Activity (Duration – 0:47)

Presenter: Studying fashion is not as glamorous as it sounds. It requires hard work, commitment and talent. The fashion world is competitive and at the end of the course, only a few fashion graduates will be able to find work as designers. Many will have to make do with jobs like being cutters, buyers, or copying other designers' creations. Well, all fashion students have dreams of being the next Calvin Klein, Chanel or Yves Saint Laurent, but it's not easy. We spoke to two young designers, who are working for the famous British company Dr Martens, Kate Killanon and Conrad Leech, both are young and full of bright ideas but how did they make it into the fashion world?

Task (Duration – 5:28)

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Kate: Well, after school I went to do a foundation course at St Martin's School of Art in London. And on a course like that you get to do everything, from fine arts to graphics, to photography, to fashion, everything to do with the arts and you have a year to decide what you want to do. So, at the end of the year I decided I wanted to do textiles, and I applied for a textile course, then at the last minute I got the form back, and said "Oh, no, no, no". I want to do fashion. I typed everything out and changed it, and went off to do a fashion degree. And I, it was a three year course, but I spent just one year there, and just wanted to start doing it properly, get out in the real world and do it for real.

Presenter: The fashion industry is a competitive one. Each year there are many *wannabes, but only a few students will make it as designers. Was Kate ever worried about not getting work as a designer?

Kate: Well, I was in such a hurry to come and get out of college, that I didn't think about it at all, and started working for myself, doing lots and lots of free-lance work, for lots of companies, out of Hong Kong, out of Portugal. I did my own label as well, and went to India and did lots of production there. And I did that for eight years, and then finally, because I was getting quite type-cast as a ... in the mass market and I wanted to do something a bit more high profile, I just wrote to Wayne Hemingway at Red or Dead, and said I want to work for you, and two days later I was working there.

* wannabes *people who want to be designers*



(Cont'd)

Presenter: Conrad's first job was working for the famous British firm, Dr Marten's. Does he think the fashion industry is competitive for new-comers?

Conrad: It depends. In the UK it's competitive, but also it's quite small. Everybody is familiar with everybody else, and it can work as a kind of club, if you like, but, yeah, on the whole, very competitive.

Presenter: So what made him want to join this rat-race?

Conrad: Well, I think it sort of came from a dissatisfaction of what I could buy as a boy. As I was growing up, sort of, er, you have opinions about how you need to appear, and I wasn't satisfied with what was available, basically.

Presenter: And where did he study?

Conrad: I studied like Kate, I went to a foundation course, which is a general thing for a year at Ravensborne in South London, and there I went to Middlesex Polytechnic in North London for three years and finished my degree there.

Presenter: Is fashion designing a popular course for Chinese students in the UK?

Conrad: There were quite a large number of Chinese students throughout the art college. There were two specifically on the fashion course, but they were two years below me, so I never knew them well, unfortunately.

Presenter: Do you think it's still difficult for ethnic minorities to become well-known designers in the UK? Although, I suppose, Designer of the Year was, was it, John Rocha, who was actually from Hong Kong but you think it's quite tough being / working as a designer in the UK if you're not British!?

Conrad: Well, I mean, I can only speak from my experience obviously, and I've found Middlesex Polytechnic as a college very broadminded and tolerant of all cultures, and I think everybody has an equal opportunity at Middlesex Polytechnic definitely. With regard to the professional world, I mean I must admit I find it the same situation. Obviously good command of the English language will help you no end in the UK. The British are probably the worst in the world at speaking anybody else's language, and good English definitely helps.

Presenter: Want to be a designer? Well, here's a word of advice from a professional.

Conrad: OK, design goes up and down so ... to such extremes that really when you ... if you really want to do it, you've got to be just committed and also have a clear idea about what you want to achieve with design. Don't bend too much to satisfy people. Have your own clear ideas, and I would just say at all times deliver a strong message about what you personally can add to the world of design.



Task 2 (Duration – 6:53)

- Presenter:** Career Watch now, and this week Helen spoke to Barbara Simpson and Ann Chan from the Hong Kong College of Nursing. Well, there's been a lot in the press recently about the shortage of nurses in Hong Kong, so Helen asked Barbara what is causing this.
- Ann:** Probably the staff shortage that exists is a fairly complex collection of things. Um, recruiting nurses seems to be one problem, and many ... there are so many other career options now for girls, many of which, perhaps, have better educational opportunities and development opportunities. And, perhaps, too, the work itself is often not appreciated by some young people. Nursing is seen as a rather stressful, difficult job - and I think that doesn't encourage people to take it on.
- Helen:** Nursing is a demanding career. It's not particularly glamorous and the pay, at around \$13,000 for a graduate is not especially remarkable, but training is thorough and it's based on a hands-on approach.
- Ann:** Well, at the moment there are two systems of learning to be a nurse. One is the hospital training, which is by far the predominant type - and that is, you enter a hospital school of nursing and you undertake a field of training, for approximately three years. While you're doing that system you are an apprentice, and you actually supply 70% of your time is spent supplying service to the hospital; so the other 30% - this is approximate - is taken up with the education programme. So basically as any apprentice system you're learning on the job - and that has some advantages, but it also has some disadvantages. Some of the disadvantages are for the students, and others for the patients, because, you know, you're being looked after by somebody who's learning on the job, and may be, if you're doing some other technical work with other objects, that's fine; but when working with people, that may be a problem. The other system is a university type system. At the moment, the Hong Kong Polytechnic runs a four-year .what we call pre-registration, because that's sort of to get ready to be a registered nurse - and that takes about 40 students a year approximately. And there they spend a lot of their time, much of their time on the actual education, and they do have clinical practice, so they go out to various hospitals and clinics and actually work in that setting.
- Helen:** So, that's the academic training sorted out. Then, I asked Barbara how rewarding nursing is, and what sort of personality a potential nurse would need.
- Barbara:** I guess there are different areas of nursing that are particularly rewarding. I think being a midwife and helping babies come into the world is something very special, but in any area of nursing probably the satisfaction of getting to know people, and being available to them when they are at a point of crisis in their lives. That to me is very satisfying. And that covers a whole range of things. I think they need to be a caring kind of person, and generally you know that whether you care for your brothers and sisters, or your mum and dad, or people in general. I think people who have patience, is very helpful; but I think people also need an element of, um, strength, being able to stand up for themselves - and sometimes that's hard in a culture where being a woman in a profession can be difficult, but certainly nurses are learning to stand up for themselves, and that's helpful.



(Cont'd)

- Helen: It's also said that nursing isn't a career for the faint-hearted. Do you think that's true?
- Barbara: Yes, I do. Lots ... nurses have to do many jobs that other people don't like to do and I think we need to be willing to do that. And we see some very hard things. So, yes, it's ... you don't need to be faint-hearted; but I do believe you can learn ways to cope with those things, and I don't think we expect young people to come into nursing with all of those qualities already developed, but that's part of growing in the profession, I think.
- Helen: Another aspect of growing in the profession is career development. Ann told me about the sort of path a nurse might follow.
- Ann: Typically when somebody finishes their training programme they would be a registered nurse - that is actually a position, a level. And then they would stay at that level and progress sort of up, first year, second year, etc. And then eventually they would be able to become a nursing officer, which is the next level. When they are at the nursing officer level, they are then eligible to become - if they have the qualifications - a clinical nurse specialist, so that it's the beginnings of a career ladder, but it is something that needs to be further developed.
- Helen: Earlier Barbara mentioned the stress factor involved in nursing. I asked her how young nurses managed.
- Barbara: I think they need to learn ways to cope with stress. I think that we are all confronted with stress, and stress can be a good thing as well, but it depends how we deal with it. And in nursing you are going to be caring in very busy situations, in very sad situations. I think there can be a healthy way of dealing with those things, and the difficulty is nurses are often so busy they don't have the opportunity to learn constructively ways to deal with the stress. But that's part of the reward. It's kind of the *flip side of the reward - you care for somebody who's maybe in a lot of pain or facing death - that's stressful - particularly if you don't feel you've got time to care as well as you'd have liked, but, on the other hand, it's extremely satisfying to be able to help relieve that pain, or to see somebody facing death with strength and courage.

**flip side the other side of a record*



Task 4

Part A (Duration – 2:29)

How to Write a Feature Article

Hello, everybody. Today I would like to give you some ideas on how to write a feature article. You may like to take a look at the following suggestions before you get started, and I hope you would find them useful at the end of the sharing.

A feature article introduces a specific topic to its readers. You may want to write about a topic that you are familiar with, but be sure it can arouse the readers' interest. After you have decided on the topic, you should gather relevant information from different sources like books, magazines, newspapers and websites. They help you to generate your own ideas. So, remember to choose an interesting topic for your feature article.

In order to attract readers, feature articles usually have good beginnings. These are called 'leads'. You can start your article by creating a scene which allows readers to form visual images, or by asking a question that stimulates their thoughts. You may also state interesting facts to serve the same purpose. It is important to have a well-written beginning because it helps you to develop the content of the article.

You should first provide the background information of the topic when you start writing your content. This can enhance your readers' understanding. Next, address the areas you would like to cover in a logical order, with the support of quotes and factual information which can make your article more persuasive. Try to write your article from a specific angle or from a particular point of view. Do not mention too many content areas. Your language should be lively and vivid as feature articles are designed for informative pleasure reading. Avoid using words that don't paint a picture, words that don't say much. Some examples of these uninteresting words include "good", "bad", "happy" and "said", as in "he said". You can also add in photos and pictures to assist your expression of ideas.

Conclude your article by summing up the key points you have mentioned and try to connect it back to the lead in some way. This will help to reinforce the impression of your article on the readers' minds.

Okay, so this is all I want to share with you. I hope you can benefit from the suggestions and I wish you all every success in your writing. Thank you very much and good luck to you all.