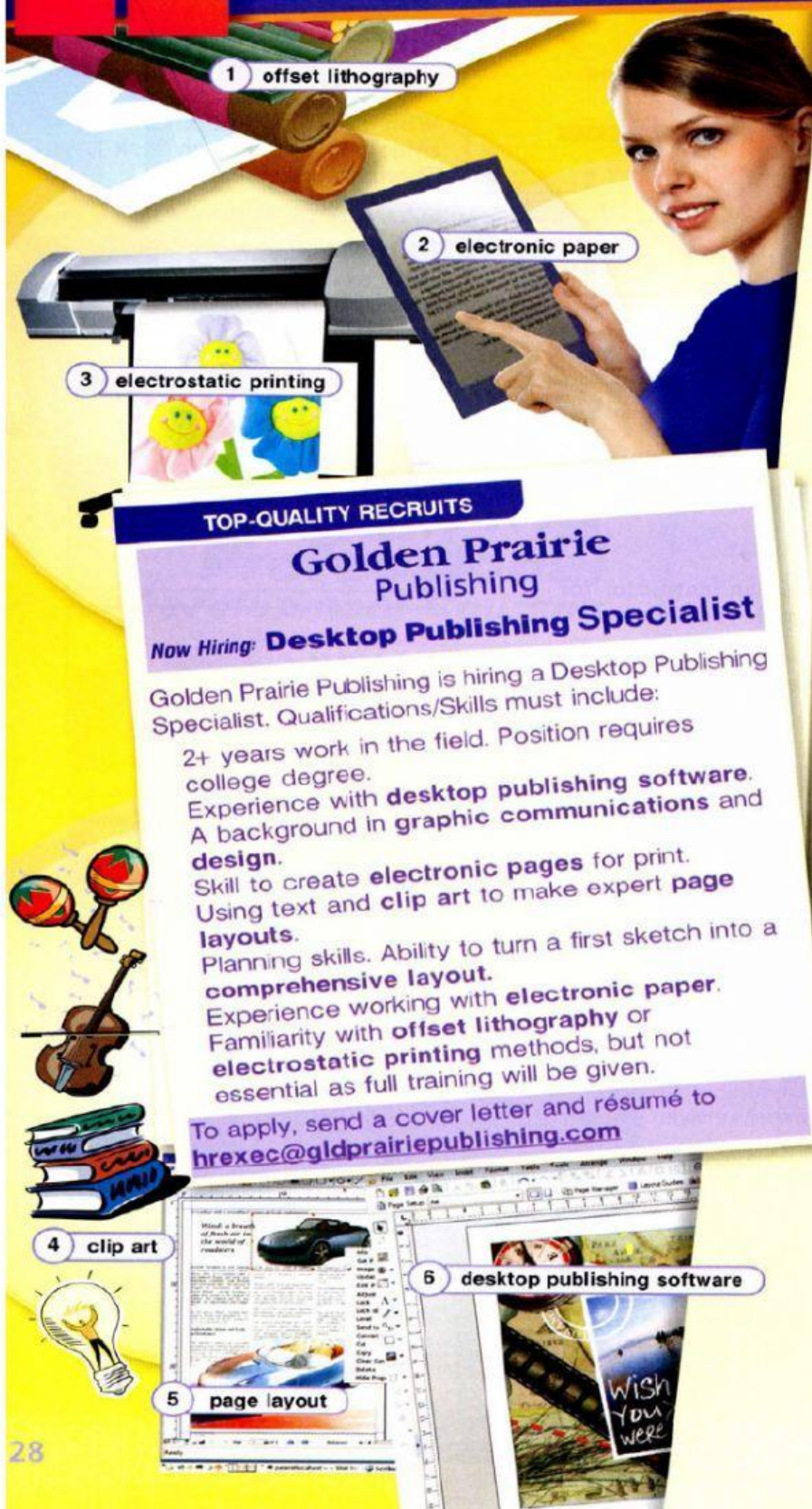


13 Desktop publishing



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you know about desktop publishing?
- 2 What skills are needed in publishing?

Reading

2 Read the job listing for a position at Golden Prairie Publishing. Then, choose the correct answers.

- 1 What is the purpose of this advertisement?
 - A to post a job opening
 - B to describe a company
 - C to start a publishing company
 - D to sell a desktop publishing program
- 2 Which is NOT a job qualification?
 - A the ability to make clip art
 - B project planning skills
 - C a college education
 - D the ability to make layouts
- 3 What can you infer from this advertisement?
 - A The job pays very well.
 - B This is a managerial position.
 - C The company is hiring from within.
 - D Students do not meet the requirements.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 electronic pages/electronic paper
Many books are available on _____.
- Desktop publishing specialists assemble _____.

2 page layout/clip art

If you need an extra picture use _____.

That _____ looks complete.

3 electrostatic printing/offset lithography

_____ is all done with machines.

_____ uses oil and water to transfer ink.

4 Match the words (1-4) with the definitions (A-D).

1 ___ comprehensive layout

2 ___ desktop publishing

3 ___ desktop publishing software

4 ___ graphic communications

A a form of visual language

B a piece that is ready for print

C the design of a layout using software

D a computer program used by publishers

5 Listen and read the job listing for a position at Golden Prairie Publishing again. What does the applicant not necessarily have to be skilled in?

Listening

6 Listen as a candidate interviews for a desktop publishing job. Mark the following statements as either true (T) or false (F).

1 ___ The candidate works with electronic paper.

2 ___ The candidate is in college.

3 ___ The candidate creates layouts.

7 Listen again and complete the conversation.

Interviewer: Good morning, please take a 1 _____.

Candidate: Hello, it's nice meeting you.

Interviewer: Right! I see you have a degree in 2 _____ communications. Do you have experience creating 3 _____?

Candidate: Yes. I work with desktop 4 _____ every day.

Interviewer: What type of work do you do? I want to hear more.

Candidate: I combine text with graphics to create 5 _____.

Interviewer: Interesting. Do you ever work with 6 _____?

Candidate: Fairly often actually. I think it's the future of publishing.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Do you have experience ...

I want to hear more.

I work with ... fairly often actually.

Student A: You are an interviewer. Ask Student B questions to learn about his or her:

- education level
- job experience
- publishing skills

Student B: You are being interviewed. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to complete the interview notes. Create some personal details.

Golden Prairie Publishing Interview Notes

Interviewer: _____

Candidate: _____

Education Level:

- ☐ College ☐ Bachelor's degree
☐ Master's ☐ Technical Degree

Candidate's publishing skills: _____

Overall impression: _____