Kurikulum
Merdeka

General English
Worksheet

Grade XI

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Text 1

Analytical Exposition Text

Brand Yourself, Build Your Future: The Importance of Personal Branding for Professional Success

In today's highly competitive world, making a name for yourself is just as important as making a name for your business. Self-branding is an essential part of building your professional identity, and it can help you establish a strong personal reputation, gain influence and create a sense of relatability with your target audience. When people hear your name, they should immediately think of the qualities that define you, your values and what you stand for. Creating a personal brand helps you build trust and credibility with your target audience. By sharing your expertise, knowledge and experience, you can position yourself as a reliable and credible source of information, which could lead to more business opportunities and partnerships. Here are some reasons why personal branding is important.

First, a personal brand establishes credibility and trust. Establishing credibility and trust is essential in any career, and this is where personal branding comes in handy. A well-established personal brand can lend you credibility and help you establish a reputation as an expert in your field.

Second, personal brand will help you build a network. As you pursue your career goals and ambitions, building a strong network of professional contacts can be a game-changer. One of the most effective ways to build and strengthen your network is by building a personal brand.

Third, personal branding gives you confidence. It can be difficult to feel confident in your abilities and experience, especially when you're navigating a job search or career change. When you have a strong personal brand, you have a clear understanding of your strengths, value, and career goals. You know what you bring to the table and you can communicate that effectively to others. This sense of self-worth can give you a sense of purpose and direction, which can in turn help build your confidence.

In conclusion, building a personal brand can be a powerful tool to help you achieve your career goals and establish yourself as a respected professional in your field. It is an investment in yourself and your future success. Embrace personal branding as a long-term strategy for professional success. It is a journey of self-discovery and growth that can lead to fulfilling and rewarding career opportunities. Remember to be authentic, consistent, and kind to yourself. Your personal brand is a reflection of your unique self, so let it shine.

Retrieved from

https://www.linkedin.com/pulse/10-reasons-why-personal-branding-essential-when-lauren

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https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/30/brand-yourself-build-your-future-the-importance-of-personal-branding-for-professional-success/?sh=65f2a6ec3a36

Text 2

Analytical Exposition

Why Wearing Sun Screen Is Important for Daily Use

We have all heard how important it is to wear sunscreen for skin protection, but do you know the specific reasons why? Our skin works to protect us from harmful ultraviolet radiation, which is why we should use sunscreen to protect us from damaging UV rays. Even on cloudy days, our skin is susceptible to the sun's rays which can lead to skin cancer, discoloration, and wrinkles over time. The biggest change you can make in your daily routine to help protect your skin is applying sunscreen each morning and again throughout the day. Here are some reasons why wearing sun screen is important for daily use.

First, reduce the risk of sunburn. All dermatological professionals will emphasize the importance of skin protection and preventing sunburns. You can become sunburned from spending extended periods of time outside with no sunscreen, and also from using tanning beds or booths. If you continuously get sunburns, it can lead to damage that can cause skin cancer, premature wrinkling, and many other skin issues.

Second, prevent the signs of aging. Repeated sun exposure with little to no protection can cause damage to your elastin, collagen and skin cells. Over time, this can lead to premature signs of aging including discoloration, wrinkles, fine lines, and a leathery appearance. Premature aging, called photoaging, is common in those who spend time in the sun without sunscreen – especially in their 20s and 30s. Thankfully, these skin issues are preventable with daily sunscreen use.

Third, reduce your risk of skin cancer. Using sunscreen each day, even when it is cloudy, is one of the best ways to prevent skin cancer. Statistics show that by age 70, one in five Americans will develop skin cancer. You can lower your risk of developing this disease using a minimum of SPF 30 multiple times each day. For even more protection, you can use a higher-level SPF. If you are spending prolonged time outdoors or will be in the water, you should reapply your sunscreen every two hours.

Fourth, prevent skin discoloration. It can be difficult to live with areas of skin discoloration, especially when they appear later in life. These areas of discoloration are often called "sun spots" or "liver spots" and are usually tan to brown in color. They often develop on the face, head, hands, and arms, and can affect both men and women. Applying sunscreen periodically throughout your day can help prevent these spots from appearing on your skin.

Fifth, reduce inflammation. When our skin is exposed to UV rays it can cause painful redness and inflammation. This can be especially challenging for individuals with skin issues like psoriasis or rosacea. Wearing sunscreen each day helps to prevent inflammation from harmful rays. If you are prone to redness and have sensitive skin, look for a sunscreen with gentle ingredients such as zinc oxide or titanium dioxide. You should also avoid spray-on sunscreens as these can

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contain harsh formulas, including alcohol that can dry out the skin. If you have questions regarding your skin issues or need help selecting a product, reach out to your local board-certified dermatologist for assistance.

In short, wearing sunscreen is Important because it reduces the risk of sunburn, prevent sign of aging, reduce the risk of skin cancer, prevent skin discoloration, and reduce inflammation.

Retrieved from

https://mahoneydermatology.com/5-important-reasons-to-wear-sunscreen-daily/

Worksheet

Write your analysis of thesis, arguments, reiteration in the following table!

Analytical Exposition	Text 1 Brand Yourself, Build Your Future: The Importance of Personal Branding for Professional Success	Text 2 Why Wearing Sun Screen Is Important for Daily Use
Thesis		
Arguments		
Reiteration		

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Decide whether it is TRUE or FALSE!

1. Self-branding can help you establish a strong personal reputation, gain influence and create a sense of relatability. (T/F)

2. Creating a personal brand only helps you to gain money. (T/F)

3. Making personal branding makes prohibit us for being authentic. (T/F)

4. Personal branding boosts your confidence. (T/F)

5. Wide network is one of influence of good personal branding. (T/F)

6. The use of sunscreen will stop the sunburns. (T/F)

7. The risk of skin cancer can be prevented by using sunscreen (T/F)

8. The inflammation of skin is caused by UV exposure. (T/F)

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