

13 Desktop publishing

1 offset lithography

2 electronic paper

3 electrostatic printing

4 clip art

5 page layout

6 desktop publishing software

TOP-QUALITY RECRUITS

Golden Prairie Publishing

Now Hiring: Desktop Publishing Specialist

Golden Prairie Publishing is hiring a Desktop Publishing Specialist. Qualifications/Skills must include:
2+ years work in the field. Position requires college degree.
Experience with **desktop publishing software**.
A background in **graphic communications** and **design**.
Skill to create **electronic pages** for print.
Using text and **clip art** to make expert **page layouts**.
Planning skills. Ability to turn a first sketch into a **comprehensive layout**.
Experience working with **electronic paper**.
Familiarity with **offset lithography** or **electrostatic printing** methods, but not essential as full training will be given.

To apply, send a cover letter and résumé to hrexec@glprairiepublishing.com

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: _____