

In the following interview with Joseph Portman, head of Wizard, one of London's most successful advertising agencies, the questions have been removed. Write the letters of the questions (A-I) next to the appropriate numbers (1-7). There is one extra question that you do not need. Write the letters in the white boxes as in the example (0).

0. _____

J. P.: My philosophy is simple: Keep people happy, and they'll keep me happy.

1. _____

J. P.: You're right. It's a combination of hard work and great staff members. At Wizard, we believe in team effort and a pleasant working environment.

2. _____

J. P.: The Human Resources Department screens the applicants, but I conduct the interviews and make the final decision.

3. _____

J. P.: Successful applicants must be creative and persuasive. If they manage to sell themselves to me, they are suitable to work at Wizard.

4. _____

J. P.: I prefer to think that my 45 staff members work with me and not for me. There are also 15 freelance business associates.

5. _____

J. P.: I wouldn't say so. We offer salary packages that depend on the position and the level of responsibility. There are also bonus incentive programmes...

6. _____

J. P.: Of course. A graduate analyst starts out at £23,000 per year, but a successful analyst could earn twice that much. A senior consultant earns between £50,000 and £90,000, excluding contributions to health and retirement funds. It all comes down to my philosophy. I keep my employees happy, they keep the clients happy and the business does great!

7. _____

J. P.: Right now there are two positions available. We are looking for a graduate analyst and a senior consultant.

- A. Do you have any advice for future employees?
- B. Who selects the staff at Wizard?
- C. Could you give us some examples of salary packages?
- D. What does it take for one to get a job at Wizard?
- E. And are salaries negotiable?
- F. Are there any vacancies at Wizard?
- G. Surely, it isn't as simple as that, is it?
- H. So, what is the secret of your success?
- I. How many people work for you at the moment?

0	H
1	
2	
3	
4	
5	
6	
7	

Exercises 1 and 2

- A** You are going to read an article about a newspaper offered for free. Some words are missing from the text. Choose the most appropriate word from the list (A-K) for each gap (1-8). There is one extra word which you do not need to use. Write your answers as in the example (0).

Free to speak

Bradford citizens are now able to read their news without having to pay a single penny thanks to Polar Press, the first Bradford newspaper available (0) for free. Sanjay Ray, one of the writers, who used to be (1) _____ by Bradford Evening News, explains, 'We wanted Polar Press to be free, so that everyone (2) _____ read it. We make money from the people or companies who advertise on our pages. Of course, in order to host their products and services on our pages, their work (3) _____ respect our ethical standards.'

Polar Press produces a weekly magazine, has a website and can be found on Facebook. The company is (4) _____ by a team of young journalists and graphic designers with fresh ideas and a lot of imagination. The stories are about the latest developments (5) _____ art, music, theatre and fashion and stories from Bradford, such as the hairdresser whose shop turns into an informal music place after he stops (6) _____ hair.

Annie Lee, one of the photographers, said, 'It's very satisfying to (7) _____ a living doing something you like and working with friends. In the morning I look forward to what I'm going to do, instead of thinking, I (8) _____ rather not go to work!'

- A. would
- B. in
- C. can
- D. employed
- E. for
- F. run
- G. make
- H. should
- I. working
- K. cutting

- B** You are going to read an article about a person's decision to become an actor. Use the words in brackets to form the words that fit in the gaps (1-8). Write the appropriate form of these words. There might be cases when you do not have to change the word in brackets. Use only one word for each gap. There is an example (0) at the beginning.

Follow your dream!

My decision to become an (0) actor (act) was not an easy one. After all, one's ability to act isn't enough. It isn't a stable (1) _____ (profession). However, I find acting most (2) _____ (enjoy) and I am willing to live without job security.

I don't work on TV serials or anything like that. I only take part in theatre (3) _____ (performance). It's most rewarding as you get the audience's immediate (4) _____ (react). For example, when doing a humorous play, we all wait to hear the audience's (5) _____ (laugh). If we don't, we know that the production has been (6) _____ (success) and we have failed.

Even though I've had many years of experience, I'm always (7) _____ (terrify) and nervous before going on stage. But once I start performing, I quickly lose myself in the play. Playing a character (8) _____ (complete) different from your own is always a challenge.

J L
T P

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