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Travail sur les annonces pour l'emploi

Ce qui suit n'est qu'une ébauche de travail, restée volontairement au stade d'ébauche, pour laisser la liberté à l'enseignant de moduler les articles de *New Scientist* du 7 (1^e & 2^e) et du 14 (3^e) novembre 2009 à sa guise.

- dans un premier temps, analyse du document Norwegian University of Science and Technology.

- Découverte du globe uniquement – prise de parole sur le continent / pays nordiques / Norvège (?)

- sigle NTNU.

- image de la cible – prise de parole en continu.

- Imagine a link between the abbreviation, the globe, and the target.

- Tentatives d'explicitation de l'accroche de la part des étudiants : Bullets that save lives.

- Questionnement pour compréhension globale /

- Lecture silencieuse.

- Question controversée : « What kind of document is it ? »

Chaque lecteur peut retrouver ce qui l'intéresse.

- Tableau : relever les éléments dans le texte qui rapprochent ce document d'une publicité / annonce pour poursuite d'études / annonce pour l'emploi.

- comment expliquer « We're always looking for the best »

- Compréhension de détail du document :

outer edge / cutting edge

holy grail

bullets = nanoparticle medicines

NTNU is Norway's leading science and engineering university, located in Trondheim at 63° north. We may work at Europe's outer edge – but our research is cutting edge. Here's one example:



Bullets that save lives

They're round, of perfectly equal size, microscopic, and kind of strange... but they could save your life.

The creation of tiny monosized polymer beads — so small that 25 of them could line up across a human hair — has long been the holy grail for polymer scientists. NTNU Professor John Ugelstad took up the challenge — and concocted a batch in his laboratory.

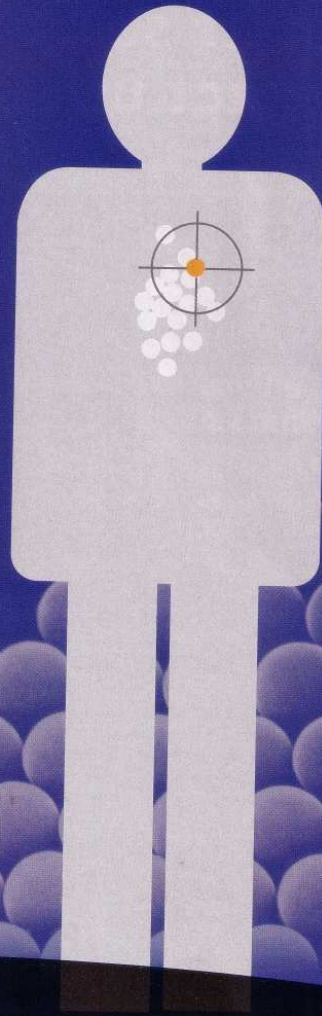
These perfectly uniform microscopic beads have enormous medical applications. Doctors use them to treat cancer, diagnose HIV, and reduce the likelihood that transplant patients will reject their new organs.

Now Ugelstad beads are moving from medical technology into nanotechnology. NTNU researchers are continually finding new ways to put the beads to work. Flat-screen TVs and computer monitors are a first step, with other applications soon to come. Ugelstad beads may not be magic bullets — but they're a good start.

Top research demands brilliant minds — we're always looking for the best.

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One of the biggest issues facing the world today is how to feed a growing population whilst minimising the environmental impact of the agriculture and food chain. Leading a new Innovation Platform in Sustainable Agriculture and Food, you will play a key role in helping the UK develop and promote the use of new technologies and new ways of working, enabling Britain's agri-food industry to meet this challenge head on.

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Closing date: 11th December 2009.

Comparez les trois documents :

Sous forme de tableau (qui servira à la prise de parole en continu)

- Quels sont les éléments communs aux trois annonces ?
- Les éléments différents ?
- Critique (constructive) des éléments inattendus, « aberrants » dans une annonce pour l'emploi.
- Comment auriez-vous écrit une annonce « classique » pour l'emploi ?
- Cherchez des annonces pour l'emploi dans votre domaine.
- Ecrivez une annonce pour l'emploi dans votre spécialité technique.
- Etc.