Abdelhafid Boussouf University – Mila

Branch of the Higher School of Teachers

Lectures On : World of Work

Addressed To 1st Year Students - 1 Semester

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Academic Year 2025-2026

UNIT 2 — WORLD OF WORK

Lesson 1 — Vocabulary

Word	Definition
Employee	A person who works for a company or organization in return for payment.
Employer	A person or organization that hires employees to perform work.
Punctuality	The quality of being on time or completing tasks at the scheduled time.
Cooperation	Working together with others to achieve a common goal.
Workplace conflict	A disagreement or problem between employees in a work environment.

Lesson 2 — Grammar: Sentence Structure

1. Phrase

- **Definition:** A group of words without a verb; it cannot stand alone as a complete idea.
- **Example:** *in the office*

2. Clause

- **Definition:** A group of words with a subject and a verb; it expresses an action or state.
- **Example:** *She works.*

3. Sentence

- **Definition:** A complete thought, containing at least one independent clause.
- **Example:** *She works in a school.*

4. Sentence Errors

- **Fragment:** An incomplete sentence.
    - ☐ *Because he was tired.*
    - ✔☐ *Because he was tired, he slept early.*

- **Run-on sentence:** Two independent sentences joined without punctuation.
    - ☐ *He left the office he was late.*
    - ✔☐ *He left the office because he was late.*

5. Practice

Decide if each is: **fragment / run-on / correct**

1. *When she arrived.* → **Fragment**
2. *He finished his work he went home.* → **Run-on**
3. *She teaches English.* → **Correct**

Lesson 3 — Grammar: Compound Sentences

1. FANBOYS

- **Definition:** Coordinating conjunctions used to join independent clauses: **for, and, nor, but, or, yet, so**

2. Rule for Compound Sentences

- Structure: **Sentence 1 + , + FANBOYS + Sentence 2**
- **Examples:**
    - I was tired, but I continued working.
    - You can email me, or you can call me.

3. Practice

Join the sentences into one compound sentence:

1. *She is nervous. She will try her best.* → *She is nervous, but she will try her best.*
2. *He likes teaching. He dislikes paperwork.* → *He likes teaching, yet he dislikes paperwork.*

Lesson 4 — Reading: How Digital Marketing Works

Digital marketing is the use of the internet, social media, search engines, email, and mobile apps to promote products or services. Companies use digital marketing to reach a larger audience, measure results quickly, and connect with customers directly.

Some common types of digital marketing include:

1. **Search Engine Optimization (SEO):** Optimizing a website to appear higher in search engine results.
2. **Content Marketing:** Creating valuable content to attract and engage customers.
3. **Social Media Marketing:** Using platforms like Facebook, Instagram, or LinkedIn to advertise and communicate.
4. **Email Marketing:** Sending targeted messages directly to customers' inboxes.
5. **Pay-Per-Click Advertising (PPC):** Paying for ads that appear when users search for specific keywords.

Digital marketing allows businesses to understand customer behavior through analytics. By tracking clicks, visits, and purchases, marketers can adjust strategies to improve performance and reach goals effectively.

Reading Comprehension Questions

1. What is digital marketing?
2. Name three types of digital marketing mentioned in the text.
3. Why is digital marketing important for companies?
4. How do marketers measure the success of digital campaigns?
5. Give one example of social media marketing.

Lesson 5 — Writing

- **Task:** Write **8 lines** about your future career and what you expect from your workplace.
- **Tips:** Use vocabulary from Lesson 1 and compound sentences with FANBOYS.

Lesson 6 — Spelling Rules

1. Adding -s or -es for Plurals

- Most nouns: add **-s** → *book* → *books*
- Nouns ending in **s, x, z, ch, sh**: add **-es** → *box* → *boxes, church* → *churches*

2. Changing y to i

- If a noun ends in a consonant + **y**, change **y** → **i** + **-es** → *baby* → *babies*
- If a vowel + y, just add **-s** → *key* → *keys*

3. Doubling the final consonant

- For words with one vowel + one consonant at the end, double the consonant when adding **-ing** or **-ed** → *stop* → *stopping, plan* → *planned*

4. Silent e

- Drop the **e** before adding a vowel suffix → *make* → *making, drive* → *driving*

5. Common Work-Related Suffixes

- **-ment:** action or process → *employment, development*
- **-tion / -sion:** process or state → *promotion, expansion*
- **-able / -ible:** able to → *manageable, flexible*