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BA English Honours | Semester II | ENG2VN102

English for Professional Opportunities

Module 4: Career Portfolios, Interview Mastery, and Professional Self-Branding • Comprehensive Notes

Chapter 4: Career Assets, ATS Resumes, and Interview Mastery

Transitioning from higher education into competitive global job markets requires students to engineer high-impact career portfolios, master Applicant Tracking System (ATS) resume optimization, and demonstrate polished behavioral interview competencies.

4.1 ATS Resume Engineering and LinkedIn Optimization

Modern corporate recruiters utilize automated ATS software to screen candidate resumes. Resumes must incorporate industry-standard keywords, clear chronological sections, and quantifiable achievement bullets (using Google's formula: "Accomplished [X] as measured by [Y] by doing [Z]"). Similarly, a well-curated LinkedIn profile functions as an active digital networking hub.

4.2 Behavioral Interview Mastery: The STAR Technique

During competitive interviews, candidates must answer behavioral questions by deploying the STAR framework: Situation, Task, Action, and Result. This structured narrative ensures candidates articulate their personal leadership, technical problem-solving, and collaborative resilience convincingly.

Advanced Critical Theory, Hermeneutics & Literary Praxis

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1. Hermeneutic Paradigms and Textual Mechanics

Critical inquiry into Module 4: Career Portfolios, Interview Mastery, and Professional Self-Branding reveals how textual forms construct meaning through complex aesthetic strategies and structural choices:

- **Structuralism and Semiotic Deconstruction:** The organization of signs, tropes, and syntactical structures establishes narrative authority while simultaneously revealing internal fissures. Binary oppositions embedded within the discourse—such as center versus margin, tradition versus modernity, and subjective interiority versus objective reality—are systematically problematized through textual slippages and ambiguous signifiers.
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- **Feminist, Queer, and Intersectional Critique:** Analyzing the construction of gender roles, patriarchal surveillance, and non-normative subjectivities provides crucial insights into how bodily

experience, domesticity, and public agency are mediated across divergent historical moments and cultural landscapes.

- **Ecocritical and Spatial Dynamics:** Physical topographies, built environments, and non-human ecologies function as active participants in the narrative economy. Space is never neutral; rather, it reflects socio-economic stratification, environmental exploitation, and geopolitical borders that delineate belonging and exile.

2. Historiographical Context and Reception Theory

Every literary text and cultural artifact is firmly situated within specific historical material conditions. Understanding Module 4: Career Portfolios, Interview Mastery, and Professional Self-Branding requires examining how contemporaneous social movements, intellectual revolutions, and material shifts in print and digital publishing influenced textual production. Furthermore, Hans-Robert Jauss's concept of the "horizon of expectations" demonstrates that textual reception is never static; each successive generation of readers reinterprets these works through evolving ethical, philosophical, and cultural frameworks.

3. Comparative Aesthetic and Thematic Matrix

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