

## C1 Advanced (CAE) - Essay

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### Part 1

You **must** answer this question. Write your answer in **220-260 words** in an appropriate style.

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You have recently attended a talk about how different types of networking help to advance your career. You have made the notes below.

**How much does networking help to advance your career?**

- Friends and family
- Social media
- Career events

Some opinions expressed in the discussion:

"When you know someone who works for a company, it's always easier to get a job there."

"Modern networking takes place online. You have to be willing to engage with people digitally."

"Traditional events like job fairs still have a place in effective networking."

Write an essay discussing two of the ideas from your notes. You should say which option is most effective, providing reasons to support your answer.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

**EXAMPLE ANSWER**

Networking is an important aspect of advancing one's career, as it provides an opportunity to make valuable connections, exchange information and knowledge, and potentially open doors for new career opportunities. There are various forms of networking, but the two most effective options for networking are close social connections and social media.

First, networking with friends and family is one of the most effective options for advancing one's career. This is because friends and family can provide valuable referrals and recommendations to their colleagues who may be able to offer job opportunities. For example, if a friend or family member works for a company, they may be able to refer you for a job opening, providing you with valuable insight into the company's culture and work environment. Additionally, friends and family members can also provide encouragement during a job search and be a source of moral support.

On the other hand, social media is also an effective option for networking, especially in today's digital age. Social media platforms provide an opportunity to connect with other professionals in your field, join relevant groups, and participate in discussions. These platforms also provide the opportunity to highlight your experience and achievements to potential employers. Additionally, social media is a great tool for keeping up to date with industry trends and staying connected with others in your field.

In conclusion, both close social connections and social media can be effective options for networking, but social media is the best way to advance one's career. This is because social media provides a wider reach and the ability to connect with individuals from different parts of the world.