



# APPENDIX A1

## BRIEF DESCRIPTION OF THE CAREER INTEREST CATEGORIES IN ENGLISH

### 1. Practical-Technical (PT)

People interested in a career in this category usually have a fascination for machinery (heavy or light). They are attracted by machinery-construction-mechanics and feel comfortable in the presence of machines, in workshops, with tools, and often have an instinctive talent for understanding how machines work. Such people should be encouraged to achieve theoretical and practical competence in whatever kind of technical or mechanical work that best harmonises with their preferences.

### 2. Practical-Creative and Consumer Science (PCCS)

People interested in a career in this category usually have artistic and creative talents that differentiate them from people in the Practical-Technical category, for example. They are attracted to creative work that demands technical ingenuity and skill. Such work can range from cooking to flower arranging, from furniture making to fine arts, from beauty therapy to crafts, as well as decorative work of all kinds. Many careers in the Practical-Creative category start through early employment in that field and “learning on the job”. If these people also have a strong *entrepreneurial* instinct (Category 11), they are likely to build successful businesses. They will need (at least basic) skills and training to do so, and they should be encouraged to achieve theoretical and practical (technical) competence in their chosen field. They also need to decide whether they want to work for *themselves* or for *others*, and they need to tailor their studies accordingly.

### 3. Musical (MU)

Music-related careers can be divided into those involved with *performance, teaching, production* (work in a music studio or with sound systems in films or performance venues), *broadcasting* (music production in radio or television), *selling* music-related products, and the *manufacture, maintenance and repair* (of musical equipment or instruments). What these careers have in common is a general *love* for music (or a certain kind of music) and *training* in musical theory and singing, or instrumental performance. People who envisage a career in public performance should be able to demonstrate **considerable musical aptitude and talent** as this field is highly competitive.

### 4. Arts (painting, sculpture and decoration) and Culture (AC)

People interested in a career in the Art category usually feel drawn to artistic products and to self-expression through art, design, and decoration. They can be divided into those who (a) *produce* or *manufacture* an artistic or decorative product (from painters to clothes designers), and (b) those who are engaged in *buying/selling, displaying, teaching, researching* or *cataloguing* artistic or decorative products (those who make a living out of created or decorated products but who do not produce art products themselves). This category has an overlap with Category 2 (Practical-Creative) as artists who produce art products (whether paintings, sculptures, or decorative products) have to be highly *practical* (i.e. they need to have mastered the *technical* aspects of their art production). A vast, untapped art potential exists in Africa. African themes, crafts, and motifs can be successfully applied to the mass production of artwork that can be sold in the tourist market or exported overseas.

### 5. Word Artistry (WA)

People attracted to Word Artistry-related careers show a preference for verbal activities such as reading, talking, and acting. They also show a penchant for ordering their ideas *linguistically*. Basic skills in this category can be transferred fairly easily from one career to another, and consequently people interested in this category should prepare themselves academically for more than one *specific* career (e.g. a meaningful combination of journalism, law, acting, politics, and radio or television).

### 6. Office-based (Administrative, Clerical and Organisational) Activities (OACOA)

People attracted to careers associated with this category often link such careers with the *security* and *predictability* of the office-based environment: following the *same* procedures, seeing the same people every working day, and doing the *same* things in the *same* way. People who select this kind of work for a career find the predictability (sameness of routines) in an office environment *satisfying* and enjoy spending their working hours in such an environment.

## 7. Marketing (MA)

People interested in a career in this category (e.g. buying, selling, and promoting products) can be divided into: (a) those who regard marketing as a high-level discipline requiring tertiary-level studies (they often end up working for large retail organisations selling anything from cosmetics to armaments), and (b) those who believe they have a talent for marketing (they often market anything from the products in their own businesses to products they are employed to *represent* to possible customers). A strong overlap often exists between this category and Category 11 (Entrepreneurship).

## 8. Information and Communication Technology (ICT)

The postmodern technological culture has become an ICT-based culture. Our culture has been transformed by the personal computer (PC), the Internet, and ever-more powerful (and cheaper) computer technology. This technology regulates everything these days from advanced motor car engines to microwave ovens. Although it may be easy to identify people who are interested in computers and computer technology, it is not so easy to identify people who are perhaps not “suited” to *careers* in computers and computer technology. Career counsellors need to be able to distinguish between people who merely enjoy spending time on computers (e.g. playing games), and those who may be suited to a career in some branch of computer science and computer technology.

## 9. Mathematics and/or Accounting Industry (MAI)

People interested in a career in this category often show a preference for ordering their ideas *numerically* (accountants, mathematicians, and scientists) and a liking for information that is processed through numbers and mathematical logic. It has to be determined whether the primary orientation of people who are interested in a career in *mathematics and/or the accounting industry* is towards *business*, or some kind of *teaching* (whether at school or university), or in some other category. Because the number of occupations in this category is extensive, clients who are uncertain about their prospective fields of study should select the *basic subjects* suggested by their primary interest configuration with a view to specialising at a later stage when they are more certain about what they want to do.

## 10. Social, Caregiving and Community Services (SCCS)

People interested in a career in this category usually show a strong desire to help other people. This desire to help, look after, nurture, support, heal, benefit, or sustain other human beings (who are not necessarily always in trouble) is the basis of many satisfying careers and is expressed in hundreds of different careers as diverse as social work and neurosurgery. People enter professions by completing well-defined courses of study and practice, and by satisfying the requirements of the relevant professional bodies. The particular field in which the client may be *especially* interested should be investigated. This field may include careers that relate, for example, to medicine, social work, psychology, law and order, religion, and correctional services.

### **11. Entrepreneurship, Running and Maintaining a Personal Business (ERMPB)**

People interested in a career in this category usually show an interest in the *challenge* of making a success of a personally owned business. No matter how talented and able people are in this field, they should realise that entrepreneurship is a high-risk sector if they choose it as their most-preferred career category. Postmodern business has become specialised and bound up with regulations, making it essential for anyone who tries to run a successful business to acquire formal training in business theory and practice. Anyone who runs a business these days requires a thorough knowledge of, among other things, labour law, commercial law, accounting, staff management, information systems, and stock management.

### **12. Adventure, Plants, Animals, and the Environment (APAE)**

People interested in a career in this category usually have a close connection with some aspect of the natural world (whether plants, animals, or the environment). It is essential to focus on that part of the natural world with which they have a connection. The more specific the connection (e.g. *nursing sick animals*, or *selling plants to the public*, or *guiding tourist-hikers on nature trails*), the more useful it is for purposes of career counselling. Once this field has been narrowed down, the client's other choices with regard to categories should also be looked at. If the client has a strong interest in business, he or she should consider, for example, some form of farming, nursery ownership, garden design, animal breeding, or commercial fishing as a career.

### **13. Sport (S)**

People who consider a career in this category usually show a keen interest in a particular sport or in many different sports. Individuals who are exceptionally gifted in a certain sport can sometimes make a career out of that sport, but a person does not have to be a top performer to follow a career in sport as most modern sports require people to coach players, to look after them, to attend to their injuries, to organise their tours, to administer club premises, and to maintain sports grounds and facilities. There are also businesses that specialise in sports equipment, sports clothing, nutritional supplements, and health foods and drinks. Modern commercial gyms need a wide variety of staff to provide the services they offer. Careers are also available in sports medicine, physiotherapy, and nutrition for sports people.

### **14. Research (R)**

People interested in a career in this category usually show an interest in research procedures and methods and a special interest in some branch of investigative or empirical research in a particular field. Investigative research, for which formal training is needed, includes forensic DNA research in police laboratories that can provide important evidence in criminal cases. A related field is medical research where human tissue is analysed for diagnostic purposes. Medical research is indispensable in medical science, and clients qualified in this field could consider working for a commercial medical laboratory or in a private or state hospital. Academic research, on the other hand, is a broad field that is essential to modern academic life in all disciplines. People interested in a career in research should first follow a course of study that will provide a sound academic basis for research activities.

### **15. Medical and/or Paramedical Services (MPS)**

People interested in a career in this category usually demonstrate a wish to be involved in the care and treatment of sick and injured people, animals, or birds. Numerous occupations are available in this category, from careers in Western medicine to careers in traditional African medicine. Emergency rescue and reaction services, for instance, are important features of modern life that require intensive paramedical training. Nursing (a major branch of medical services) and veterinary science and its adjunct professions (ranging from veterinary nursing in animal hospitals to veterinary research) can also provide fulfilling careers. Competition to gain places in the relevant courses is intense, and so a learner's results at the end of Grade 11 have to be exceptional if he or she is to have a chance of gaining admission to such courses.

### **16. Tourism, Hospitality, and the Tourist Transport Industry (THTTI)**

People interested in a career in this category are often action-orientated extroverts, dedicated to providing competitive services in diverse occupations such as running a B&B (bed and breakfast) establishment and guiding tourists on expeditions to interesting, remote places. What people in this industry have in common is a liking for working with people in hospitality, tourist, and accommodation contexts and for giving good service, whether as drivers of hospitality vehicles to and from airports, or as caterers in game lodges in distant rural settings. Numerous businesses (from gambling casinos to airline companies) are active in the industry at all levels and provide employment for many people. Those who wish to enter careers in this category should pursue whatever studies and training are necessary to qualify them in their preferred occupational field, whether it is aviation or food science, before they seek a position in this industry. The ability to speak one or more foreign languages will make a client's application more attractive to prospective employers.

### **17. Legal Practice and/or Security Services (LPSS)**

People interested in a career in this category usually show a strong interest in the law as a mechanism for regulating human behaviour. They are attracted to careers with a legal basis that serve the community or supply services to the Department of Justice and Correctional Services or careers in the army. They are often interested in careers such as policing, criminal investigation, traffic control, and working as warders in correctional facilities. Such people need to obtain appropriate legal qualifications or to be accepted for training that will qualify them to work in any of the many careers that have a legal basis or affiliation. Magistrates, judges, and court officials such as interpreters are also included in this category.

### **18. Executive and Management Practice (EMP)**

People interested in a career in this category usually exhibit strong leadership potential (e.g. organisers and politicians). They often also show a liking for leadership positions in business and industry. Good managers can create conditions in which business thrives, investment is profitable, and employees can pursue their careers successfully. Management can be studied at undergraduate level, but most faculties of business science recognise the need for maturity, experience, and a proven track record, and consequently offer postgraduate MBA (Master of Business Administration) courses.

### **19. Engineering and the Built Environment (EBE)**

People interested in a career in engineering and the built environment often show an interest in design, construction, engineering, and related activities quite early in their school careers. EBE is a highly technical field, and consequently competence in mathematics, mechanics, and technical design is required. Because of the many different careers in this category, the main preferences of the client as reflected in his or her career assessment portfolio should be taken into consideration. For example, there are huge differences between careers in industrial design and architecture and those in heavy construction or demolition work.