

LESSON: 5
WEEK: 5
TOPIC: APPLICATION LETTER
AIM: To learn to apply for a job and to prepare a resume.

Learning outcomes:

- Draft a job application letter
- Draft a resume

NOTES

1. Cover letter
2. Resume

The application letter is made up of two parts.
The Cover letter and the Resume.

1. The cover letter should include:

- Self introduction
- Reasons for choosing to apply for this job
- What can you do for the company
- Reference to the resume
- A note of anxiousness

2. The resume consists of the applicant's

- Personal particulars
- Educational background
- Work experience
- Medical background
- Leisure activities
- Hobbies
- References

Assignment question

1. You have just finished your secretarial studies at Stamford College and would like to work part-time before you continue your studies. You are aware of a vacancy in Auburn Sdn Bhd, Wisma Chin Chin Nee, 17 Jalan Tun Tan Siew Siew, Kuala Lumpur. Prepare the cover letter and resume for the application. Add any other details necessary.

Reference

Communication for Business by Shirley Taylor, III edition, page 89 to 102.

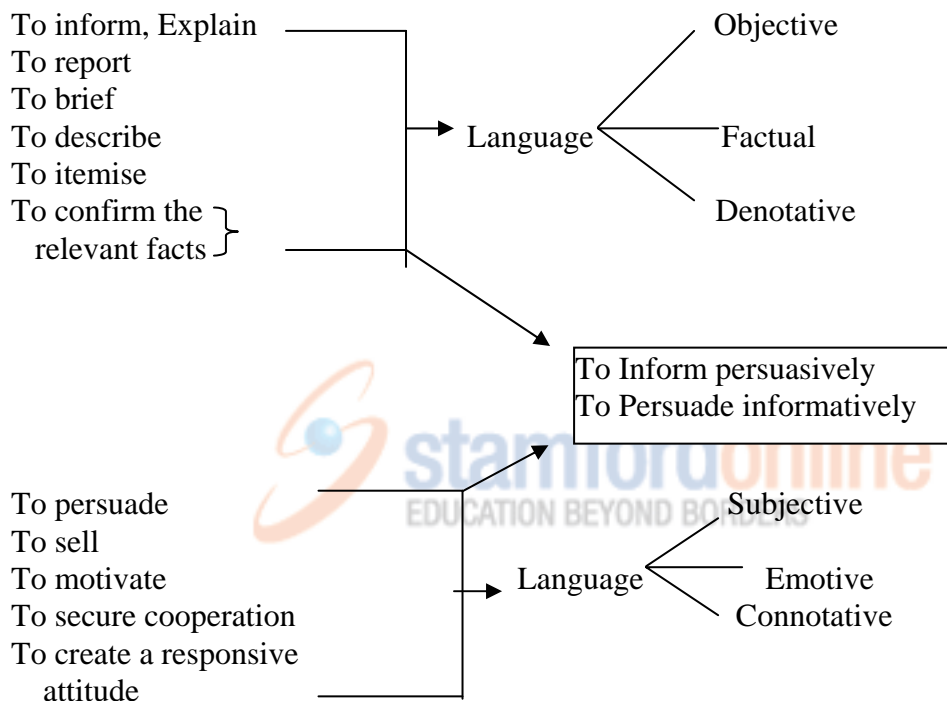


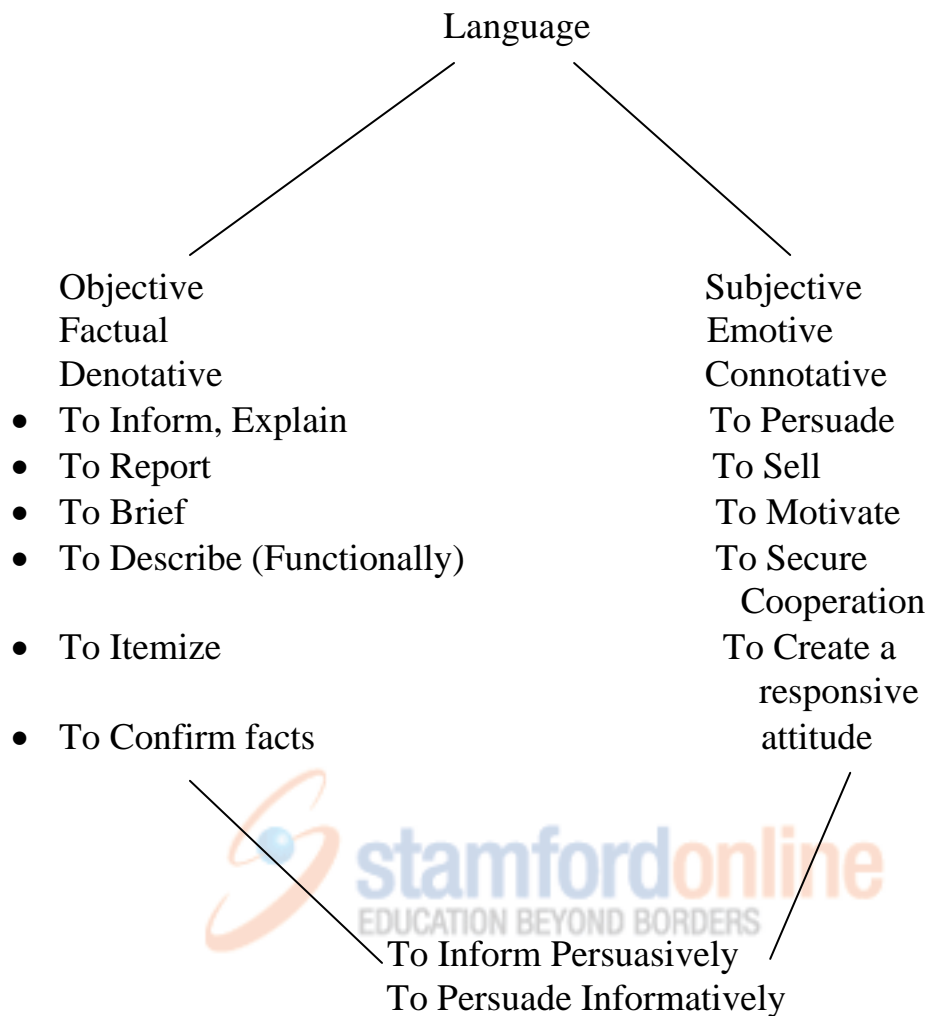
3. STYLE - CONVEYING A LETTER'S MESSAGE

WHAT IS STYLE?

Style may be defined as 'The most effective words in the most appropriate order', and the letter writer must check continuously to ensure that the words he or she is using are creating the right effect, whether it be to inform effectively or to sell subjectively.

To convey the letter's message effectively is the form of language used – the style in which the letter is written.





The Recipient

In developing a style that is appropriate to its aim, the letter writer must also keep firmly in mind the kind of person for whom the letter is intended:

How old is the recipient?

What sort of education?

What kind of business background?

What professional interests?


What tastes, preferences, leisure interests?

4. LANGUAGE

- Need to use more formal language
 - When we write to those much higher or lower in status
 - For situations which call for formality
E.g. Disciplinary letters, request for overdue payment, redundancy letters
- Our aim has to sound natural, friendly & fluent
- Even the briefest letter can convey friendly concern
- Key words are important to imply warm interest
E.g. indeed, welcome
- Opening the letter is often the most difficult part
3 beginnings to avoid are
"With reference to"
"I am writing this in"
"Received your letter dated"

5. STRUCTURING THE MESSAGE IN A LETTER

THE OPENING PARAGRAPH - PUT THE MESSAGE INTO A CONTEXT

- 
- Put the detailed message into a clearly defined context
 - By initiating an action, by responding to a received information, by introducing the next stage in a sequence

When is this possible?

1. Acknowledging the date, receipt & subject or any correspondence
2. Supplying the reason for the letter being written
3. Providing essential names, dates, locations or other data to put the message into context

THE MIDDLE PARAGRAPH(S) - DEVELOPS DETAILED MESSAGE

- The detailed data which comprises the letter's message:
Is logically, briefly + clearly set down
- Examples: The precise nature of complaint
The benefits of goods for sale
The essence of bad news gently imparts
- In complex letters, several middle paragraphs may deal with one main or principal aspect of the main message (for easier understanding)

THE CLOSING PARAGRAPH

- This states the action needed
- What does the writer expect the receiver to do
- Reply promptly, call etc

6. CONTENTS OF THE LETTER

Should include;

1. Accuracy - being exact
2. Brevity - to keep it short
3. Clarity - without doubts
4. Tone - expression/ feeling through words of anger, hurt, upset, threaten, warn, appreciation

Assignment question

You have been the President of the Social Committee Club for over ten years. Since you may retire in five years' time, you want to encourage the younger generation to take over such responsibilities.

Write a letter to the committee members about your personal opinion and also that you have already booked for a family holiday in Switzerland.

Draft the letter in a style which is sympathetic to your situation and that throws light on the youth in your company.

Reference

Communication for Business by Shirley Taylor, III edition, Page number 67 to 83.
