

**Методичні вказівки
до виконання контрольних робіт
з дисципліни
«Ділова іноземна мова (англійська)»
для студентів магістратури
усіх спеціальностей.
Частина I**

Міністерство освіти і науки України
Вінницький національний технічний університет

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Методичні вказівки до виконання контрольних робіт з дисципліни «Ділова іноземна мова (англійська)» для студентів магістратури усіх спеціальностей. Частина I / Уклад. Г. В. Абрамович. – Вінниця : ВНТУ, 2019. – 72 с.

У методичних вказівках пропонуються основні рекомендації до вивчення теоретичного матеріалу, організації самостійної роботи студентів та виконання контрольних робіт з дисципліни «Ділова іноземна мова (англійська)».

Навчальне видання

**Методичні вказівки
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Частина I**

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Виконання контрольних завдань та оформлення контрольних робіт

1. Кількість контрольних завдань, що виконується на цьому курсі, визначається навчальним планом університету.

2. Кожне контрольне завдання у цих методичних вказівках пропонується до виконання в п'яти варіантах. Ви маєте виконати один з п'яти варіантів згідно з останніми цифрами Вашого шифру: слухачі, шифр яких закінчується на 1 чи 2, виконують варіант № 1; на 3 чи 4 – № 2; на 5 чи 6 – № 3; на 7 чи 8 – № 4; на 9 чи 0 – № 5. Усі завдання супроводжуються відповідним теоретичним матеріалом з прикладами їхнього виконання.

3. Виконувати письмові контрольні роботи потрібно в окремому зошиті. На обкладинці зошита напишіть своє прізвище, групу, номер контрольної роботи та варіант.

4. Контрольні роботи мають виконуватися акуратно, чітким почерком. Під час виконання контрольної роботи залишайте в зошиті поля для зауважень рецензента.

5. Виконані контрольні роботи направляйте для перевірки в установлені терміни.

6. Якщо контрольна робота виконана не повністю чи без додержання вказівок, вона повертається без перевірки.

BLOCK I BUSINESS DOCUMENTS

A company uses documents to communicate, transact business and analyze its productivity. Since documents provide proof of an organization's dealings and may be referred to for years to come, it is important that they be well written. Business documents range from brief e-mail messages to complex legal agreements. Some documents are prepared by employees and business owners, while others are drafted by professionals from outside the company, such as accountants and lawyers.

Letters

Business letters are used to communicate with individuals outside of the office. Recipients may include customers, colleagues in other businesses, service providers, professionals who advise the business, government officials and job applicants. A business letter is usually formatted in block style, in which all of the elements of the letter, except the letterhead, are aligned with the left margin. It can be e-mailed or delivered by mail. If a letter is sent in the text of an e-mail, the sender includes his name, job title, and contact information at the bottom of the e-mail.

E-mails and Memorandums

Co-workers typically use e-mail to convey information to each other. Before e-mail became prevalent, memorandums were used for intraoffice messages. Memos are still used in situations where a message is meant to accompany a specific file and in cases that require more privacy than an e-mail. Both a memo and an e-mail identify the sender and recipient and contain a subject line. The text is formatted in one or more paragraphs.

Reports

Business reports convey information in a format that is more formal and usually longer than a letter. Reports cover a variety of topics, such as safety compliance, sales figures, financial data, feasibility studies, and marketing plans. They may include statistics, charts, graphs, images, case studies, and survey results. Some reports are published for the benefit of investors. If a report is periodic, such as a monthly sales report, a template is used for convenience and to enable comparison with previous reports.

Transactional Documents

A company uses documents to transact business with its clients. To save time, these documents may be formatted as a form, such as an order form, transmittal page, invoice or receipt. The types of transactional documents used vary somewhat by the nature of a business. An insurance agent, for example, generates insurance applications and policies, while a lender uses loan applications and mortgage documents. In some fields, businesses enter into agreements and contracts with others; these documents might be drafted by the company's lawyer.

Financial Documents

A business uses financial documents to stay within its budget, prepare budget proposals and file tax returns. These documents include receipt records, payroll reports, paid bills, bank statements, income statements, balance sheets, and tax reporting forms. These documents may be prepared by the company's accountant. A business owner uses these documents to determine the financial success of the company and to identify areas that are unproductive. A department head might use financial documents to prepare a budget proposal.

There are different kinds of business letters, used for different purposes. They are divided into two types: the business to business type and the business to client type. These business letters have the same outline as a professional letter.

Business letters usually include the following parts:

- *Date*
- *Sender's address*
- *Inside address or the recipient's address*
- *Salutation*
- *Body*
- *Closing*
- *Attachments*
- *Initials of the typist*

Business-to-business (B2B) types are intended for company to company communication. Examples are:

Appreciation Letter – a letter of gratitude and appreciation for the help extended, or a good business deal.

Thank you letter – is a letter of gratitude.

Congratulations – is a letter that praises the recipient for a job well- done.

Letter of Recognition – a written statement of recognized efforts similar to an appreciation letter.

Letter of Reference – is a character reference letter. It is a letter building up the character of a person to be accepted in a job.

Recommendation – is an endorsement letter to hire a certain person.

Sympathy letter – is a letter of condolences to a person or family.

Invitation letter – is a letter persuading a person or a company to join an event or an occasion.

Letter of credit – is a way of endorsing a certain business to be considered a credit loan.

Letter of interest – a reply to an invitation that confirms presence on the event/occasion.

Business memorandum – notices that are distributed to the staff. They are reminders of company activities or imminent changes in the company.

Business introduction – is done to introduce a new business to the readers.

Business letter – a letter that talks about the plans for the business.

Donation letter – a letter asking for donations.

Termination letter – more popularly known as a resignation letter. It signifies someone's desire to leave a job permanently.

Business-to-Client (B2C) letters are:

Welcome Letter – welcomes the client and thanking him for choosing the company.

Letter of Appreciation – thanks the client for having business with the company.

Apology Letter – asking the client for reconsideration, and apologizes for failing to deliver.

Collection Letter – notice outstanding payments due.

Invoice Letter Template – this is asking the clients to state the invoice number of their transactions.

Letter of Invitation – inviting a client to join a certain gathering.

Marketing Letter – is stating the newest products that the company will provide soon or is presently providing.

Rejection Letter – is stating the rejection of the client's request.

Business letters are more formal in writing. Follow the formats strictly. Be concise, clear and direct to the point.

Task 1

Check whether you can define the right type of business letters. Match each of the following extracts from business letters (1–11) with the type of letter (a–k) from which it is taken.

(VARIANT I)

a) letter of invitation	e) letter of apology	h) letter of inquiry
b) letter of rejection	f) letter of warning	i) order
c) letter of complaint	g) letter requesting	j) letter of application
d) response to an inquiry	payment	k) reservation letter

1. Mr. Kazoulis would like a double room with shower and full board from 12 to 14 September inclusive.

2. I am extremely sorry about the incident last week during the visit of your representative to our offices. Unfortunately, ...

3. This is not the first time that this has happened and I must inform you that if it happens again, we shall be compelled to issue a formal reprimand to avoid happening this situation in the future.

4. I regret to inform you that your application for the post of Deputy Catering Manager has been unsuccessful. Thank you for...

5. Please find enclosed my CV and a recent photograph. I am looking forward to your reply.

6. I should be grateful if you would send me more information about your LK range of products including details of prices and discounts.

7. Thank you for your letter of 9 June. Please find enclosed a price list and full details of...

8. Please, would you send to the above address 37 units of product reference number 37/LK/45006 (brown) and dispatch the invoice to our West Central office in the usual way.

9. Kazoulis Communications would be pleased to welcome Udo Schmidt to the opening of its new...

10. With reference to outstanding invoice number 9602132/64, we should be grateful if you would settle the payment issue...

11. I wish to draw your attention to the very poor treatment our representative received when she called on you last week.

(VARIANT II)

a) letter of invitation	e) letter of apology	i) order
b) recommendation letter	f) confirmation letter	j) letter of application
c) letter of complaint	g) order confirmation letter	k) reservation letter
d) response to an inquiry	h) resignation letter	

1. We would like to request a confirmation of the reservation as per details above.

2. Thank you for your inquiry of 12 September asking for the latest edition of our catalog.

3. I am writing to you in response to your advertisement for a Legal Assistant specializing in Port Regulatory Law, which appeared in the Seattle Times on Sunday, June 15.

4. It is an honor to be given the privilege to invite you to the (Home Decor Exhibit).

5. Please accept this letter as notification that I am leaving my position as Call Center Agent with Celcon Telecommunication Inc. on September 15.

6. I sincerely recommend Mr. Thomson for the scholarship as I feel he is the right candidate for that program.

7. We shall appreciate your shipping these goods so that they will reach us not later than August 25, billing them f.o.b. San Fernando, Pampanga, at 2/30, n/60 – your usual term.

8. I would like to confirm the placement of my order for 3 sets of the Nala Talking Dino Dolls which are priced at \$50 each, my bill having a total sum of \$150.

9. I would like to have this product immediately replaced with a working unit of the same brand or model within 3 days. If you cannot provide me with a replacement, I would like to return the unit I have and for you to refund my payment.

10. Further to our telephone conversation, I am writing to confirm our meeting on June 6, at 10:30 a.m. at the SM Corporate Office located at the 10th Floor of SM One E-comCenter, Harbor Drive, Mall of Asia Complex, Honolulu, HI. Elena Tronco, our Senior Manager, will be joining us.

11. We would like to thank you for informing us about the error on your credit card. We would like to express our sincerest apology for the accidental duplication of the service charge on your account.

(VARIANT III)

a) letter of invitation	e) letter of apology	h) letter of inquiry
b) letter of rejection	f) letter of warning	i) appointment letter
c) recommendation letter	g) letter requesting	j) letter of application
d) confirmation letter	payment	k) reservation letter

1. I would like to strongly refer him for the job, and I am sure he will be the best candidate for the position.

2. I, Mr. Derek E. Dalrymple-Customer Relation Manager, on behalf of my company Hindustan Unilever Pvt.Ltd sincerely apologize to you.

3. I am writing to apply for the appointment of part-time data operator in your office to supplement my income.

4. Based on our earlier telephonic conversation regarding the application for the post of Surveillance Manager, Surveillance Dept. dated. 09/10/20012 we would like to inform you that you have not been shortlisted for the said post.

5. This is to inquire about the availability of accommodation in your hotel in August this year.

6. We regret to say that if the payment is not received by the due date your membership will stand canceled.

7. I would be most appreciative if you could find the time to answer my questions. I expect that I shall be sending you an order soon.

8. We would like to invite you to attend the (inauguration of our business) located at (Lispher Bldg.) on (September 12, 2012) at (8:00AM).

9. With reference to your interview conducted date. 09/11/2009 we are pleased to announce that you have qualified and have been appointed as Risk Management Manager in RMS (Risk Management Department).

10. I am very grateful to you for considering me as a part of this international conference and would like to give my confirmation to attend the conference on Congenital Heart Diseases in Children.

11. I am, therefore, bringing in your notice that if the renovation is not complete in the stipulated period, I will have to face a lot of hassles in postponing the inauguration date and also suffer losses as I will also have to cancel the bookings.

(VARIANT IV)

a) letter of invitation	e) letter of apology	i) order
b) confirmation letter	f) letter of warning	j) letter of application
c) letter of complaint	g) appointment letter	k) acceptance letter
d) response to an inquiry	h) request letter	

1. On this regard, we are cordially inviting you to attend the said affair to meet your old friends, classmates, acquaintances, and teachers, reminiscing memorable experiences and sharing stories of success and most especially to renew our commitment to the noble ideals of our beloved Alma Mater.

2. I enclose a money order for \$175.00 in payment of this order.

3. This is in reference to the letter dated 09/04/2013 where you have complained about the fault in the air conditioner. I am extremely sorry for all the inconvenience you had and I can understand how it feels when you buy a new product and it turns out to be faulty.

4. Please feel free to contact me at 411-990-2009 or e-mail me at jennysmith@wbc.com if you have any other concerns which you would like us to take action on.

5. I look forward to speaking with you soon about how I can contribute to the positive and exciting environment at Finner's.

6. On behalf of the Brent Company, I am writing to acknowledge your letter of resignation. Your resignation from the position of Assistant Manager of the Planning Department effective from July 1, 2010, is accepted.

7. We are glad you agreed to be nominated as a member of the united church team. We are anxiously looking forward to working with you in the ministry.

8. If there is no communication after the date given then it will lead to your termination.

9. I look forward to hearing from you regarding the resolution of this problem. Please contact me anytime at 872-7777.

10. We are pleased to inform you that our organization has found you eligible for the profile described.

11. In addition to the fee, you are also requested to fill out this information sheet before we can fill your order.

(VARIANT V)

a) letter of invitation	e) letter of apology	i) order
b) resignation letter	f) promotion letter	j) letter of application
c) letter of complaint	g) confirmation letter	k) recommendation letter
d) response letter	h) letter of inquiry	

1. We would like to appeal to your kind assistance in providing one (1) set of computer equipment, software, and supplies to one of our public high school situated in a depressed area in Sapa, Samal, Bataan.
2. This is to confirm your promotion to the position as Store Manager effective on June 1, 2010.
3. Please accept our apology for any inconvenience our company has caused you.
4. I am writing to explore the possibility of employment as Document Controller in your reputable firm.
5. It is pleasure to announce that you have been going to be promoted on the seat of general manager of state bank of India Hyderabad.
6. This is with regard to the letter received by us dated 12-3-2012.
7. Thus, we would like to register the complaint and seek a refund of the money. I hope that you will look into the matter.
8. I would like to inform you that I am resigning from my position as Tax Information Staff for Columbia Agency, effective July 13, 2008.
9. The Association of Realtors would like to invite you to take part in its induction ceremony to be held at the Pavillion Hotel on April 5, 2000, at 7:00 P.M. Cocktails will follow after the induction.
10. Please send these articles within five days.
11. He has been my student from past three years and I honestly feel that Mr. Davis is the right candidate for the student of the year award. He is an energetic and bright student.

BLOCK II

SCIENTIFIC AND BUSINESS CORRESPONDENCE

Task 2

(VARIANTS I-V)

Read and translate the texts below, then answer the questions.

SCIENTIFIC AND BUSINESS CORRESPONDENCE RULES

Letter-writing as a form of social speech is an essential part of communication.

It carries the principal functional language elements for realizing the communication art:

- syntax (e.g., expressing a polite request using 'will' and 'would' in the
- interrogative forms of a sentence),
- attitudes (requests, *acknowledgment*, *gratitude*, *regret*, *favor*, etc.),
- modality (probability, possibility, desire, etc.)
- guide words that enable the writer to connect his ideas, concepts, thoughts etc. (e.g. 'as to', 'in comparison with', 'in respect of', etc.).

Letters, as is known, may be private, official (semi-official), professional. Each letter-writer has a characteristic way of writing, his style of writing, his manner of expressing his ideas, thoughts, facts, etc.; but it must be emphasized that the *routine* of official, business, professional letters require as certain accepted idioms, phrases, *patterns* which are found in general use today.

Therefore, certain letter-writing skills must be acquired by practice, and details of writing must be carefully and thoroughly learned.

Letter-writing, of course, is not the same as *casual* conversation, it bears only the same powers of thoughts, *reflections*, and *observations* as in conventional talk, but the form may be quite different. What makes the letter attractive and pleasing is not always the message of the letter, it is often the manner and style in which the message is written. For example, "I wish to express to you my sincere appreciation for your note of congratulation" or "I am sincerely happy that you were elected President of the Biological Society." As you see such formulations show the *attitude* of the writer, his respect and sincerity.

The language of business, professional and semi-official letters is formal, *courteous*, tactful, *concise*, expressive, and *to the point*.

In the case of "scientific correspondence" the *majority* of letters bear mostly a semi-official character and are concerned with different situations associated with scientific activities concentrated around the organization of scientific meetings (congresses, *symposia*, *workshops*, etc.), the *arrangement* of visits, invitation, publication, the *exchange* of scientific literature, information, etc. Letters of this kind have a tone of friendliness, politeness, naturalism. Modern English letters should not be exaggerated, overburdened, outmoded with time-

worn expressions. The keynote is *simplicity*. Modern letters tend towards using the language of conversational style.

The body of a typical business, official or professional letter covers generally three major aspects:

1. *The introduction* which states the business that the letter concerns (if necessary, reference is made to the previous correspondence, for example, "I have the pleasure of inviting you to attend our conference...").

2. *The discussion* which takes up the matter (for example, "Please, inform us at your earliest convenience the topic of your lecture").

3. *The conclusion* of the letter which gives the letter a friendly, sincere ending (for example, "Awaiting an early reply from you, I remain, sincerely yours...").

BUSINESS WRITING IS DIFFERENT

Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and *accuracy*. This distinction does not make business writing *superior* or *inferior* to other styles. Rather, it reflects the unique purpose and *considerations* involved when writing in a business context.

When you write a business document, you must *assume* that your audience has limited time in which to read it and is likely to *skim*. Your readers have an interest in what you say less than as it affects their working world. They want to know the "*bottom line*": the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in e-mail messages to the more formal, *legalistic* style found in contracts. A style between these two extremes is appropriate for the majority of *memos*, e-mails, and letters.

Writing that is too formal can alienate readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

In most cases, the business letter will be the first impression that you make on someone. Though business writing has become less formal over time, you should still take great care that your letter's *content* is clear and that you have proofread it carefully.

Answer the questions to the text:

1. What principal functional language elements should be taken into consideration for letter-writing?

2. What is required for official, business, and professional letters?

3. What is the difference between letter-writing and a conventional talk?

4. What attitude of the writer do formulations "I wish to express to you my sincere appreciation for your note of congratulation" and "I am sincerely happy that you were elected President of the Biological Society" express?

5. What are the basic features of scientific letters?
6. What should you take into account when writing a business letter?
7. What is a style of business writing as usual?

WRITING BUSINESS LETTERS

Useful phrases

Salutation	<ul style="list-style-type: none"> • Dear Mr. Brown, • Dear Ms. White, • Dear Sir, • Dear Sirs, • Dear Madam, • Dear Sir or Madam,
Starting	<ul style="list-style-type: none"> • We are writing to inform you that ... • We are writing to confirm (request) ... • We are writing to inquire about ... • I am contacting you for the following reason. • I recently read/heard about ... and would like to know ... • Having seen your advertisement in ..., I would like to ... • I would be interested in (obtaining/receiving) ... • I received your address from ... and would like to ... • I am writing to tell you about ...
Referring to previous contact	<ul style="list-style-type: none"> • Thank you for your letter of March 15 ... • Thank you for contacting us. • In reply to your request ... • Thank you for your letter regarding ... • With reference to our telephone conversation yesterday ... • Further to our meeting last week ... • It was a pleasure meeting you in London last month. • I enjoyed having lunch with you last week in Copenhagen. • I would just like to confirm the main points we discussed on Tuesday ...
Making a request	<ul style="list-style-type: none"> • We would appreciate it if you would ... • I would be grateful if you could... • Could you please send me ... • Could you possibly tell us/let us have ... • In addition, I would like to receive ... • It would be helpful if you could send us ... • I am interested in (obtaining/receiving...) • I would appreciate your immediate attention to this matter. • Please let me know what action you propose to take.
Offering help	<ul style="list-style-type: none"> • We would be happy to ... • Would you like us to ... • We are quite willing to ... • Our company would be pleased to ...

Giving good news	<ul style="list-style-type: none"> • We are pleased to announce that ... • I am delighted to inform you that ... • You will be pleased to learn that ...
Giving bad news	<ul style="list-style-type: none"> • We regret to inform you that ... • I'm afraid it would not be possible to ... • Unfortunately we cannot/we are unable to ... • After careful consideration, we have decided (not) to ...
Complaining	<ul style="list-style-type: none"> • I am writing to express my dissatisfaction with ... • I am writing to complain about ... • Please note that the goods we ordered on (date) have not yet arrived. • We regret to inform you that our order №--- is now considerably overdue. • I would like to query the transport charges which seem unusually high.
Apologizing	<ul style="list-style-type: none"> • We are sorry for the delay in replying ... • I regret any inconvenience caused • I would like to apologize for (the delay/the inconvenience) ... • Once again, I apologize for any inconvenience.
Orders	<ul style="list-style-type: none"> • Thank you for your quotation of ... • We are pleased to place an order with your company for ... • We would like to cancel our order №... • Please confirm receipt of our order. • I am pleased to acknowledge receipt of your order №... • Your order will be processed as quickly as possible. • It will take about (three) weeks to process your order. • We can guarantee delivery before ... • Unfortunately, these articles are no longer available/out of stock.
Prices	<ul style="list-style-type: none"> • Please send us your price list. • You will find enclosed our recent catalog and price list. • Please note that our prices are subject to change without notice. • We have pleasure in enclosing a detailed quotation. • We can make you a firm offer of ... • Our terms of payment are as follows:
Referring to payment	<ul style="list-style-type: none"> • Our records show that we have not yet received payment of ... • According to our records ... • Please send payment as soon as possible. • You will receive a credit note for the sum of ...
Enclosing documents	<ul style="list-style-type: none"> • I am enclosing ... • Please find enclosed ... • You will find enclosed ...

Closing remarks	<ul style="list-style-type: none"> • If we can be of any further assistance, please let us know • If I can help in any way, please do not hesitate to contact me • If you require more information ... • For further details ... • Thank you for taking this into consideration • Thank you for your help. • We hope you are happy with this arrangement. • We hope you can settle this matter to our satisfaction.
Referring to the future business	<ul style="list-style-type: none"> • We look forward to a successful working relationship in the future. • We would be (very) pleased to do business with your company. • I would be happy to have an opportunity to work with your firm.
Referring to future contact	<ul style="list-style-type: none"> • I look forward to seeing you next week. • Looking forward to hearing from you/ • Looking forward to receiving your comments. • I look forward to meeting you on the 15th of ... • I would appreciate a reply at your earliest convenience.
Ending	<ul style="list-style-type: none"> • Sincerely, (for all customers/clients) • Yours sincerely, (for all customers/clients) • Sincerely yours, (for all customers/clients) • Regards, (for those you already know and have a working relationship with)

Task 2A

The letters given below show the basic features of a simple business letter. Match the points given above with the information from the letter:

1. Heading (writer's address, date of the letter).
2. Inside address (name and address of the person or company receiving it).
3. Greeting/salutation (Dear Sir/Madam).
4. The body of the letter (reference, information, purpose, conclusion).
5. Closing or complimentary close (saying goodbye).
6. Signature.
7. Enclosure / attachment (if any documents are enclosed).

(VARIANT I)

333 Ridgeway Avenue
Winter Park, USA
October 1, 2019

The Manager,
Four Seasons Hotel
241 Main Road
Liverpool, England

Dear Sir/Madam,

The name of your hotel I have found at the website of the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for two weeks, from 15th January: One double room with a private bathroom and one single room.

Thank you in advance for your reply.
Yours faithfully,
April Jones

(VARIANT II)

August 5, 2019

Tom Atkinson
COMANY Inc.
14 Edith Street,
Hackney West

Dear Tom Atkinson,

Allow me the pleasure of inviting you to the grand opening of our new Tempe office. These new premises will be the offices from which we will serve you in the future.

Refreshments will be served at 2:00 PM, following a short speech from our new CEO, John Williams. The event will be held at 12453 Second Street, on the north-west corner of Second and Third.

Please tell me whether you are able to come by calling me at 555-6601. I hope to see you there.

Best regards,
Tony Montana

(VARIANT III)

June 28, 2019
Ms. Rebecca Winston
2595 Dewdrop Circle
Unit No. 29
Birmingham, AL 35233

Dear Ms. Winston:

The purpose of this is to convey to you my sincere apologies for any inconvenience you may have experienced last month with respect to the installation of your Internet high-speed service.

I just returned from vacation this week and found your file in my inbox. As soon as I reviewed your case it was clear that somehow your September 20th request for a change in service had somehow slipped through the cracks. The only possible explanation I can give is that we have recently had a number of key staff changes which might have resulted in your letter being overlooked.

Consequently, I have directed our Installation Group to contact you by the end of this week to set up a time convenient to you when they could go to your house and install your new router and make the necessary adjustments to your software.

Because of this serious oversight, and as a testament to our appreciation of you as our customer, we are going to provide you with your first three months of high-speed service free of charge. Therefore, your account will not be billed until October of this year.

Ms. Quinlan, let me assure you that what happened in your case is not typical of CableNet's level of customer service. We continue to be committed to providing you and all of our customers with the highest standards of service in the industry.

If you have any questions please don't hesitate to call me at 205-754-9785.

Yours in service,
Paul Cordero
Manager, Customer Solutions

(VARIANT IV)

Ms. Margarget Manager
Chief Executive Officer
Acme Company
456 Main Street
Huntington, NY 12345

Dear Ms. Manager,

I am writing to notify you that I am resigning from my position as Customer Service Manager with Acme Company. My last day of employment will be February 1st.

I appreciate the opportunities I have been given during my time with your company, as well as your professional guidance and support.

I wish you and the company the best of success in the future.

If I can assist with the transition, please do let me know.

Very sincerely,

Jill Applicant

(VARIANT V)

September 3, 2019

Tom Atkinson
COMPANY Inc.
14 Edith Street,
Hackney West,

Dear Mr. Atkinson,

As you know, I am very happy to work and contribute to COMPANY Limited's profits under your authority.

Before you decide who will fill the new Sales Manager position, please allow me to mention a few matters which I am certain will interest you.

I have worked as your sales person for over four years. You have a good idea as to my abilities and potential. I am confident that you have been pleased with my results. In turn, having had four years of experience in selling our computer software, I have gained a clear idea as to what our customers' needs are and how we can meet them. I know how we can increase sales dramatically and I can gear our sales team to do precisely that. As your Sales Manager, I truly believe that we can achieve in excess of \$10,000,000 in sales by the year 2018.

I understand that you are a very busy person. I will thus be delighted to meet with you at any time you please to discuss how I can be of greater benefit to you and COMPANY Limited.

Cordially,
Amy Johnson

Task 2B

(VARIANT I)

Write a letter to book a room in a hotel or a motel. The choice of a hotel, terms of arrival and departure, names and addresses and any other details are your own.

(VARIANT II)

Write an apology letter to a customer to deal with a case of very poor telephone company customer service. These letters must be sincere, or there is no point. It's unfortunate that more companies don't send such letters of apology to poorly served customers.

(VARIANT III)

Write a resignation letter refining your position and informing the last day of employment. Be thankful.

(VARIANT IV)

Write an invitation letter to the conference. Mention the theme of the conference, speeches schedule, coffee-break time, address and contact information.

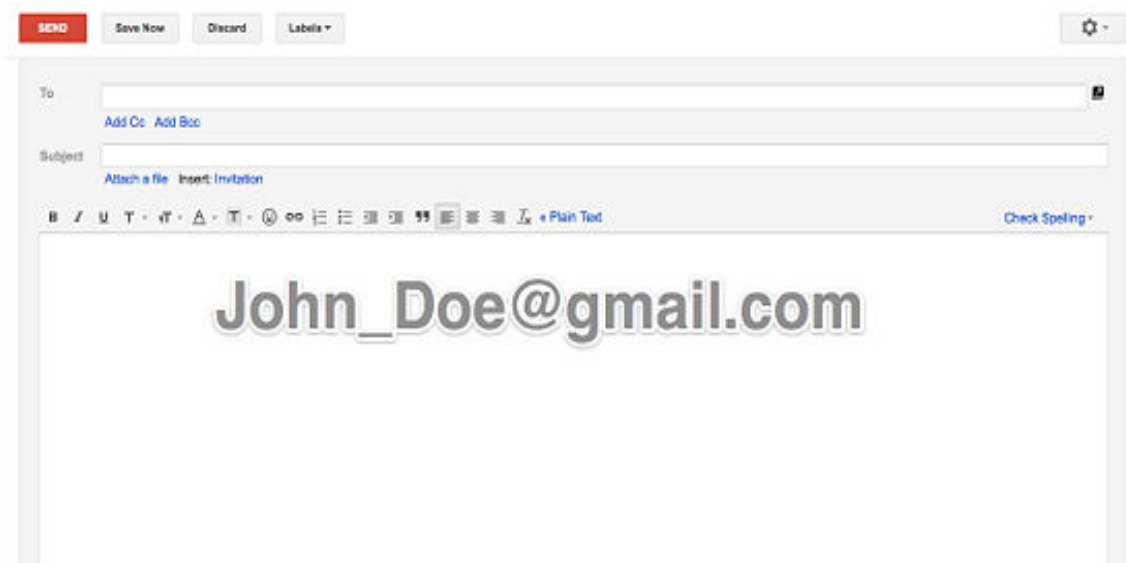
(VARIANT V)

Write a letter requesting to transfer you to the new position of Technical Maintenance Department Manager.

BLOCK III WRITING FORMAL E-MAILS

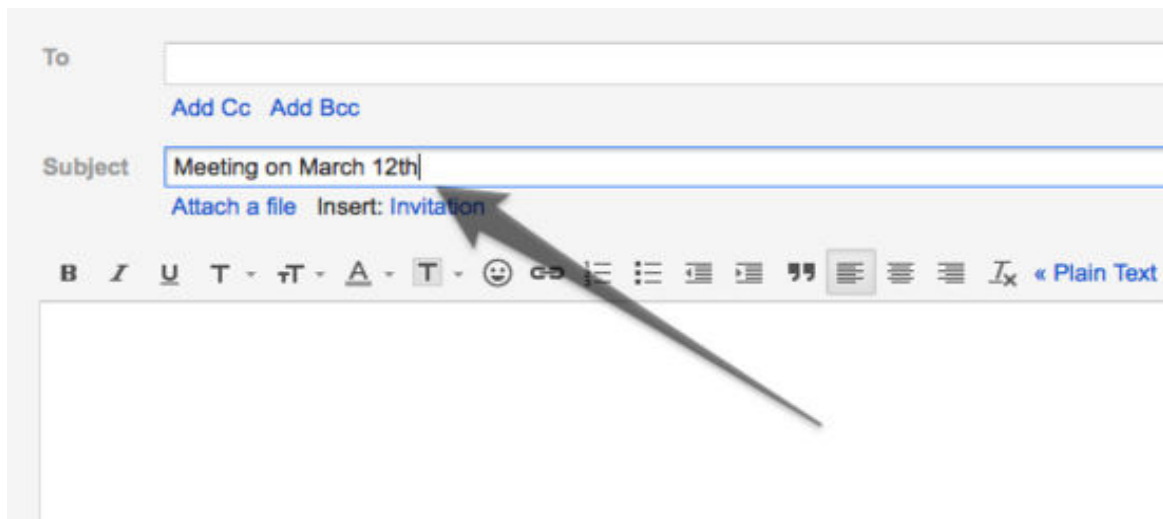
If you're used to using e-mail to catch up with friends, writing a formal e-mail might feel pretty foreign to you. It's not quite the same as writing a business letter, but it's definitely a huge step in that direction. Business e-mails are generally less formal than business letters. Business e-mails written to colleagues are generally direct and ask for specific actions to be taken. It's important to keep your business e-mails short, as the easier it is to reply to an e-mail the more likely it is that a business contact will reply quickly. Here are both formal and informal e-mail examples, as well as important points to remember when writing business e-mails in English. To write a formal e-mail, follow these guidelines.

Use a neutral e-mail address. Your e-mail address should be a variation of your real name, not a username or nickname. Use periods, hyphens, or underscores to secure an e-mail address that's just your name, without extra numbers or letters, if you can.

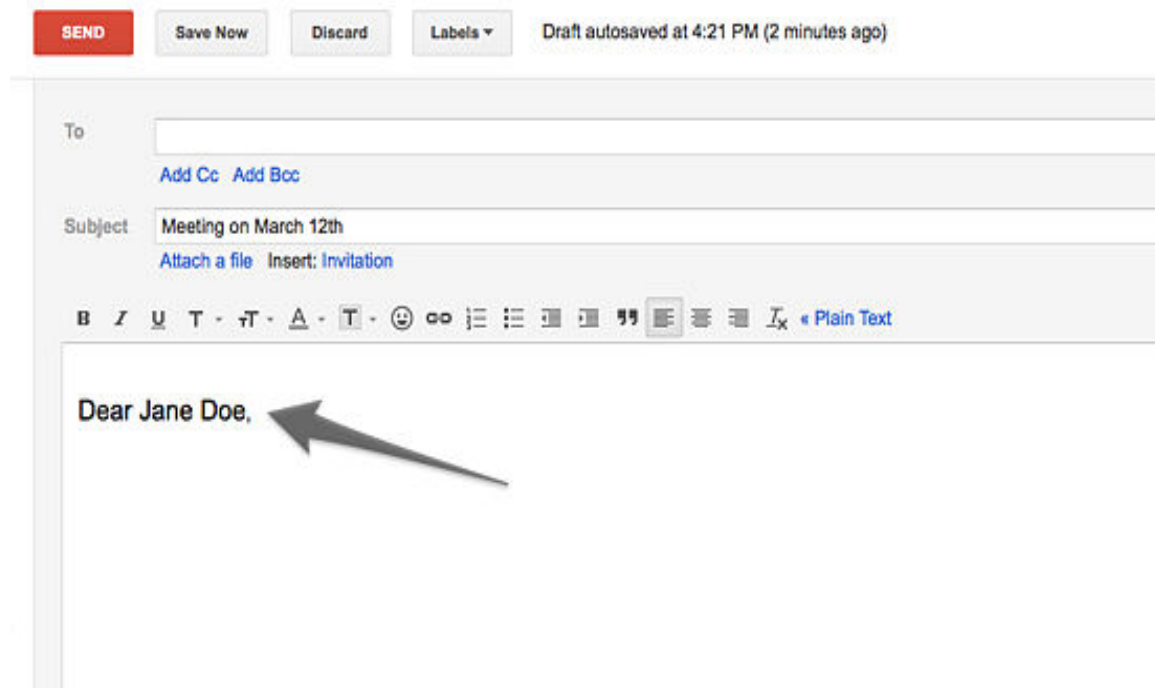


Never use an unprofessional e-mail address. No one will take you seriously if your reply-to is *monsieur.harry.manback@slip'nslides.net*.

Use a short and accurate subject header. Avoid saying too much in the subject header, but make sure it reflects the content of your e-mail to a person unfamiliar with you. If possible, include a keyword that will make the e-mail content easier to remember and/or search for in a crowded inbox. For example, "Meeting on March 12th" is specific enough that the e-mail topic won't be mistaken for anything else but not so specific as to be distracting (ex. "Schedule, Guest List, Lunch Requests, and Meeting Overview for March 12th").



Use a proper salutation. Addressing the recipient by name is preferred. Use the person's title (Mr. Mrs. Ms. or Dr.) with their last name, followed by a comma or a colon. Optionally, you can precede the salutation with "Dear..." (but "Hello..." is acceptable as well). Using the last name is more formal and should be used unless you are on first-name terms with the recipient. If you don't know the name of the person you're writing to (but you really should try and find one) use "Dear Sir/Madam" or "Dear Sir or Madam" followed by a colon (comma).



Introduce yourself in the first paragraph (if necessary). Also, include why you're writing, and how you found that person's e-mail address or the opportunity you're writing about. Example:

My name is Earl Rivers. I'm contacting you to apply for the administrative assistant position listed on CareerXYZ.com.

My name is Arlene Rivers. I am writing about the traffic citation I received on December 31, 2009. I obtained your e-mail address for the Westchester County Clerk website.

Write the actual message. Be sure to get your point across without rambling; if it's fluffed up, the reader may glance over the important details. Try to break up the message into paragraphs by topic to make your message more logical and digestible.

The e-mail should be no more than 5 paragraphs long and each paragraph should be no more than 5 sentences long.

Insert a line break between each paragraph; indenting isn't necessary and will likely be lost during the e-mail transfer anyway.

Be sure to avoid informal writing.

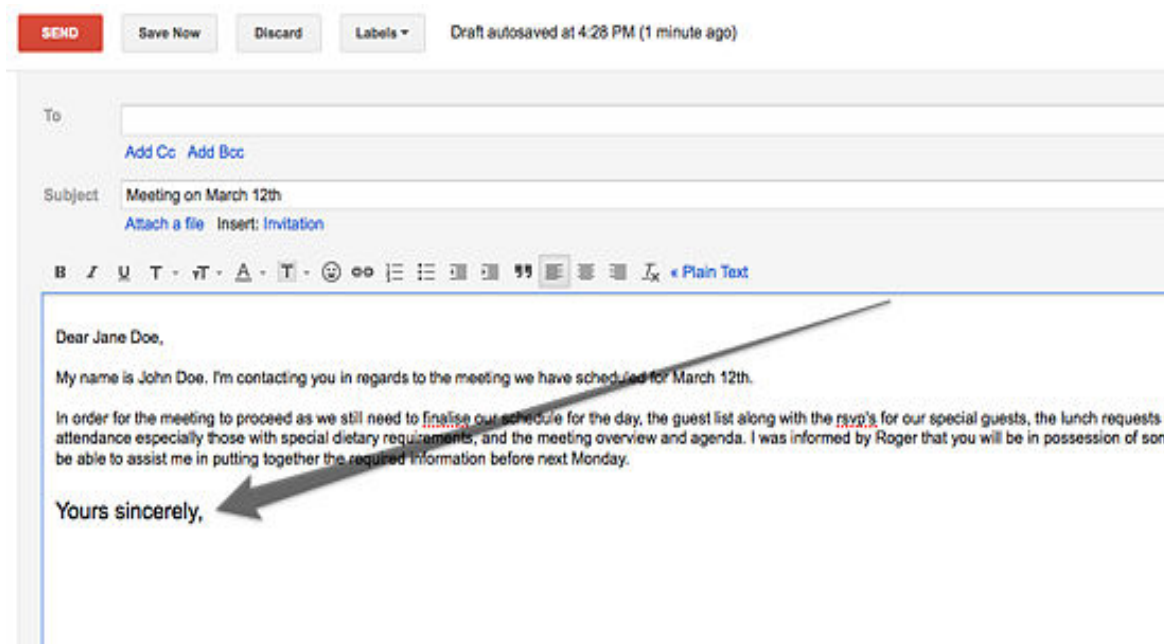
Use the correct form of leave-taking. This will depend on your level of intimacy with the recipient. Examples include:

Yours sincerely,

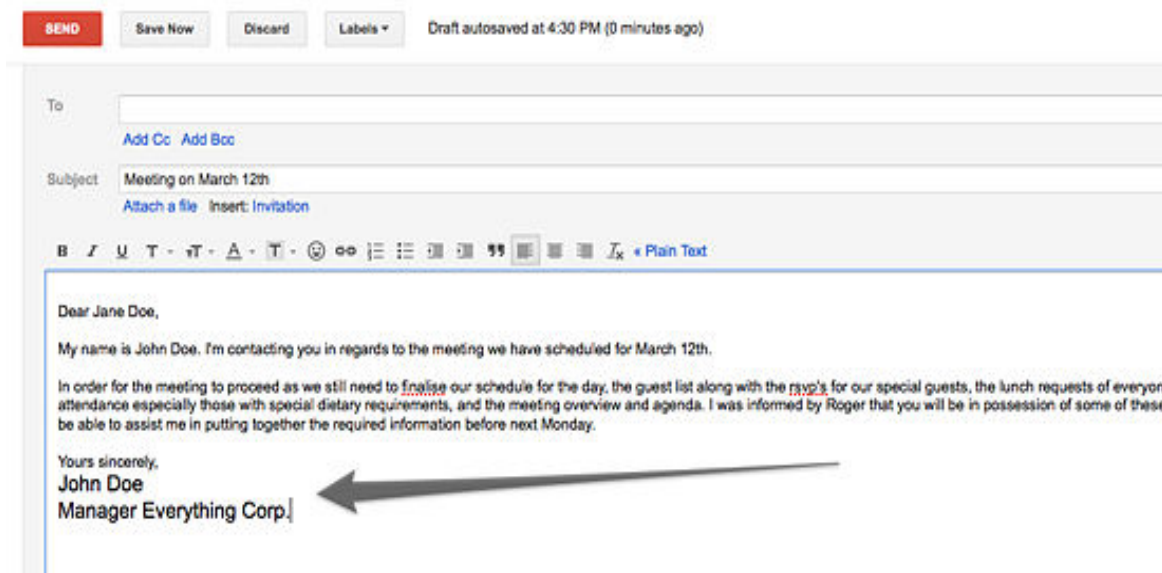
Yours cordially,

Respectfully,

Best,



Sign with your full name. If you have a job title, include that in the line after your name, and write the company name or website in the line after that. If you do not have a job title but you have your own blog or website related to the content of the e-mail, include a link to that below your name. If the e-mail is about a job, only include a career-related website or blog, not hobbies or interests.



Proofread your message for content. Make sure you haven't omitted any important details (or repeated yourself). Reading your e-mail aloud or asking someone to proofread it is a great way to get a different perspective on what you've written.

Proofread your message for spelling and grammar. If your e-mail provider doesn't already provide spelling and grammar options for you, copy and paste your e-mail into a word processor, revise it if necessary, and copy and paste it back into your e-mail.

Main **differences** between e-mail and hard copy correspondence:

- Format: your **signature block** (address, etc.) goes below your name in the e-mail, while it goes at the top of the page on hard copy.
- E-mail requires a **subject line** logical to the recipient. E-mail subject lines can make or break whether your e-mail is opened and read. A hard copy can have a subject line too, but it's on the letter (after recipient's address block and before "Dear...", and it's seen after the letter is opened.

Signature: Of course you won't have a handwritten signature on e-mail, but don't forget this on hard copy.

Task 3

Write a suitable e-mail to deal with the described situation. Invent an address for the people or companies concerned.

(VARIANT I)

Your business partner has arranged the meeting with a prospective customer and has invited you to participate in the meeting, but you are presently unable to come. Write to inform him of the situation and give your excuses.

Write 30-40 words.

(VARIANT II)

An official of a national Health Authority is angry because deliveries of drugs from your company arrived a month late. The drugs were needed urgently.

Write 30-40 words.

(VARIANT III)

A company customer refuses to accept a shipment of personalized pens sent by your company because the company's name has been misspelled on each pen.

Write 30-40 words.

(VARIANT IV)

An accounts manager writes to you about the errors in a sales invoice you sent to them concerning the sale of 20 tables and chairs. They were billed for \$40,800. The correct amount is \$4,800.

Write 30-40 words.

(VARIANT V)

You have to change the meeting with a customer. Tell her you have to change the arrangements for the meeting and give reasons for this change.

Write 30-40 words.

BLOCK IV

CV / RESUME

CV vs. Resume: The Difference and When to Use Which

Ever wondered why a Brit applies with a CV and an American with a resume? And why does an Aussie apply with both? There are a few differences between the two types of application documents and this article will straighten out your queries as well as tell you where in the world you are likely to use which document. Let me kick off the bonanza by introducing the contender in the blue corner...

CV

A CV (Curriculum Vitae, which means a course of life in Latin) is an in-depth document that can be laid out over two or more pages and it contains a high level of detail about your achievements, a great deal more than just a career biography. The CV covers your education as well as any other accomplishments like publications, awards, honors etc.

The document tends to be organized chronologically and should make it easy to get an overview of an individual's full working career. A CV is static and doesn't change for different positions, the difference would be in the cover letter.

Resume

A resume, or résumé, is a concise document typically not longer than one page as the intended reader will not dwell on your document for very long. The goal of a resume is to make an individual stand out from the competition.

The job seeker should adapt the resume to every position they apply for. It is in the applicant's interest to change the resume from one job application to another and to tailor it to the needs of the specific post. A resume doesn't have to be ordered chronologically, doesn't have to cover your whole career like and is a highly customizable document.

Differences

As stated, three major differences between CVs and resumes are the length, the purpose, and the layout. A resume is a brief summary of your skills and experience over one or two pages, a CV is more detailed and can stretch well beyond two pages. The resume will be tailored to each position whereas the CV will stay put and any changes will be in the cover letter.

A CV has a clear chronological order listing the whole career of the individual whereas a resume's information can be shuffled around to best suit the applicant. I would say the main difference between a resume and a CV is that a CV is intended to be a full record of your career history and a resume is a brief, targeted list of skills and achievements.

Let's revise:

CV – long, covers your entire career, static

Resume – short, no particular format rule, highly customizable

Usage around the world

A resume is the preferred application document in the US and Canada. Americans and Canadians would only use a CV when applying for a job abroad or if searching for an academic or research-oriented position.

In the UK, Ireland and New Zealand, a CV is used in all contexts and resumes aren't used at all. The CV prevails in mainland Europe and there is even a European Union CV format available for download.

In Germany, the CV is more commonly known as a Lebenslauf (true to the Latin origins) and is only one of many application documents the poor German job seekers must produce to get an interview.

In Australia, India and South Africa, the terms resume and CV are used interchangeably. The term resume is used more for jobs in the private sector and CV is more commonplace when applying for public service positions.

Task 4A

Read the given below CV examples. Match section headings a-f to sections 1-6 in the CV:

- a) Education
- b) Additional personal skills
- c) Personal information
- d) Objective
- e) References
- f) Work experience

(VARIANT I)

1. _____
Experienced and ambitious business professional seeking a challenging new project management role.

2. _____
First name: Tyler
Surname: Jones
Address: 4 Impasse Guéménée
Ile de France, Paris
Phone number: +33 1 53 09 20 21
Mobile: +33 735 68 00 42

3. _____
September 1999 – June 2000
Executive MBA, Graduate School of Business, Prague Principle studies included: Financial Accounting, Business Ethics and Public Policy, Risk Management, Economic Analysis for Managerial Decisions, Global Human Resource Management, IT and Business, Cost Management Strategies, Negotiating

September 1996 – June 2000

BA Economics and Law, University of Leicester, UK Modules studied: Economics of Law, Constitutional and Administrative Law, Company Law, Macroeconomics, International Finance and Trade, Economics of Human Resources.

4. _____

October 2006 – present

Project Director, GAS Holdings, Rue d'Alembert, Paris
Responsible for designing and implementing projects for company development within central-Europe.

July 2001 – October 2006

Assistant Management Consultant, CM Training LTD, London
Responsible for selection of new marketing suppliers.

August 2000 – July 2001

Entry Level Consultant, CM Training LTD, London
Responsible for the development of all competency based performance tools and responsible for the recruitment of internal candidates.

5. _____

Languages spoken: French (C1 level, both speaking and writing), Czech (B2 for speaking, A2 for writing).

Advanced proficiency with the Microsoft Office Suite (Word, Excel, Outlook Express, PowerPoint, and Access).

European Driving license – clean.

6. _____

Available upon request.

(VARIANT II)

1. _____

PATRICIA HEPWORTH

12 Any Road, Anytown AN1 1CV

Telephone: 01632 960 739 (Home); 07700 900 709 (Mobile)

E-mail: patriciahepworth@example.com

2. _____

A dedicated and results-driven senior manager with a highly successful background in the achievement of profitable business growth through the creation and execution of successful sales and marketing strategies. Experienced in working with leading brands in the competitive retail and automotive industries with the primary focus on exceeding expectations for customer service delivery while ensuring optimum brand impact. Possesses excellent interpersonal, communication and negotiation skills and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurized and challenging working environments.

3. _____

2005–2009 TYRES UK LTD

Freelance Consultant/Interim Network Development Manager

- Project managing the redevelopment of the retail sales strategy across the UK market with the ultimate aim of facilitating business performance improvements
- Successfully developing multi-channel solutions including instigating a new HiQ Fast Fit Franchise proposition
- Playing a pivotal role in the design and development of a class-leading B2C eBusiness website
- Working in close conjunction with external professionals to create and implement a retail network representation plan
- Actively involved in developing a new retail store concept and in redrafting all contractual agreements and process/procedure manuals
- Coordinating the pitch and scoping a process for the selection of a staff training and development academy

1999–2005 BDW GROUP

2005–2005 Managing Director, BDW Contact Ltd

- Fully accountable for the establishment and management of a new business arm specializing in the provision of telemarketing services requiring the development of an independent customer base
- Collaborating with professionals and third parties to set up the infrastructure for the company and coordinating the recruitment, selection, and training of 15 members of staff
- Planning and organizing a highly successful launch programme and driving the business forward to break-even three months ahead of projections
- Introducing a range of B2B and B2C services and facilitating the provision of 24-hour service by the business partnership in conjunction with an external agency

2000–2004 Operations Director

- Providing management and support to up to 68 members of staff and motivating them towards the achievement of optimum service delivery standards to facilitate customer satisfaction and maximum revenue generation
- Maintaining full profit and loss accountability up to £5 million while achieving a year-on-year growth in revenue of more than 10%
- Initiating half yearly service reviews with major blue chip, retail clients and formalizing account planning to ensure best practice resulting directly in recognition for excellence in customer surveys
- Developing and implementing new billing and forecasting systems which significantly improved overall efficiency
- Enabling a 5% increase in actual gross margin in 1 year through the implementation of a staff incentive scheme

1999–2000 Account Director

- Working in close conjunction with key client representatives to develop marketing strategies and point-of-sale materials on behalf of retail partners

- Negotiating and securing £120,000 in bespoke systems development revenue and playing a key role in increasing monthly revenue from £12,000 to £100,000

1996–1999

WORDS PICTURES SOUNDS

Managing Director

- Setting up and developing a full-service design agency from the initial business planning, financial forecasting, and business strategy development through to building and retaining the customer base
 - Successfully securing and effectively managing contracts with leading brands including Audi, One 2 One and Cadbury for the provision of a range of creative services including media creative, brochure design, corporate identity and hard point of sale
 - Achieving approved supplier status with Audi and One 2 One and delivering sustained income growth with the turnover increasing from £75,000 in 1996 to £750,000 in 1999

1983–1996

VAG (UK) LTD

Audi A8 Project Manager

- Commencing employment as a Trainee Field Sales Manager on behalf of the sole importers of Volkswagen and Audi vehicles and parts into the UK
 - Gaining a series of promotions through various product, marketing, operations, and advertising management positions, both head office and field based
 - Ultimately undertaking the head office role of Audi A8 Project Manager tasked with the development and promotion of the brand and the vehicle within the luxury market with a total spend of £1.5 million

4. _____

A Levels Mathematics, Economics, History, and General Studies

O Levels Including English and Mathematics

- | | |
|--------------------------------------|----------------------------|
| • Management Development Programme | • Effective Man Management |
| • Marketing Management | • Appraisal Training |
| • Presentation Skills | • Team Building |
| • Finance for Non-financial Managers | • Creativity Training |

5. _____

Key technical skills Word, Excel, Access, PowerPoint, Internet and E-mail

Driving Licence Full/Clean

Health Excellent; non-smoker

Interests Squash, Golf, Reading (current affairs),
Theatre and Cuisine

6. _____

Available upon request.

(VARIANT III)

1. _____

Martin Wardle

address: 1 Any Road, Anytown AN1 1CV

telephone: 01632 960 326

mobile: 07700 900 285

e-mail: martinwardle@example.com

2. _____

An enthusiastic and professional Web Designer, who enjoys being part of, as well as leading, a successful and productive team. Quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems. Able to work well on own initiative and can demonstrate the high levels of motivation required to meet the tightest of deadlines. Even under significant pressure, possesses a strong ability to perform effectively.

Now looking to build on an extensive range of technical skills within a suitably challenging role. Keen to achieve further professional development.

3. _____

2006–date **Webmaster, Graphics UK, London**

- Working within a major print design company, tasked with developing their fledgling Web Department
- Assessing initial set-up requirements and implementing hardware and software solutions accordingly
- Training the team in the use of QuarkXPress, Beyond Press Pro, PhotoShop, Dreamweaver, Media Cleaner Pro, QTVR and Adobe Premier
- Coordinating closely with Account Executives, actively soliciting new clients and nurturing existing client accounts, ensuring their needs and requirements were not only accommodated but surpassed
- Winning over many clients from larger companies, due to the extremely high standards of creative design work
- Training clients in subsequent website maintenance, particularly the use of Dreamweaver and its inbuilt FTP facility
- Initiating a company-wide changeover to a much faster ISP with enhanced technical support
- Clients include major blue-chip companies such as the British Land Company and Millennium Diamonds as well as many high-profile government departments and agencies

4. _____

2003–2006 National Diploma in Graphic Design & Multimedia
(First Class Honours)

Dublin Institute of Technology, Ireland

Key Modules: Web Design, Visual Communication, Multimedia,
Print Design, Typography & Photography

Won the **Multimedia Student of the Year Award** and **Best Use of a Mac Award**.

5. _____

- Team Leadership (Management Training Centre, 2009)
- Presentation Skills (Management Training Centre, 2008)

Key technical skills Adobe PhotoShop, Macromedia Dreamweaver, QuarkXPress, Adobe Illustrator, Macromedia Flash, Strata Studio Pro (3D), Adobe Premiere, Macromedia Director, FTP Programs, Adobe After Effects, Poser, Bryce 3D, Adobe Acrobat, QTVR, Microsoft Excel, Microsoft PowerPoint, Equilibrium, Media Cleaner Pro

Driving Licence Full/Clean

Health Excellent; non-smoker

Languages Fluent French & German

Interests and activities Photography, Theatre & Amateur Dramatics, Football and Golf

6. _____

Available on request

(VARIANT IV)

1. _____

Christopher Cooper

address: 1 Any Road, Anytown AN1 1CV

telephone: 01632 960 939

mobile: 07700 900 232

e-mail: christophercooper@example.com

2. _____

A dynamic senior manager with extensive procurement operations and project management experience within the retail sector. A competent strategist capable of developing innovative plans and activities designed to facilitate competitive growth and competitive superiority. Possesses excellent interpersonal, communication and negotiation skills, the ability to influence decisions and to develop positive relationships both internally and externally. Enjoys being part of, as well as managing, motivating, training and developing, a successful and productive team and thrives in highly pressurised and challenging working environments.

3. _____

2004–date J SAINSBURY PLC

2008–date Senior Project Manager – International Buying Office

- Creating and implementing an innovative strategy to facilitate the seamless integration of Turkey and Asia into IBO procurement

- Additionally responsible for the development of a key strategy for the Global Direct Sourcing function

2008 Senior Buying Manager – Added Value Foods

- Fully accountable for the Beers, Ales and Cider category with £711 million sales delivered across the UK and ROI on brands and own brand products

- Providing management and support to a dedicated buying and marketing team and motivating them towards the achievement of objectives

- Successfully streamlining processes whilst creating a buying scale by leveraging the international business

- Proactively managing increasing challenges including rising costs of commodities, duty, and energy to enable J Sainsbury to outperform the market and retain market share

Key Achievements

- Successfully overachieving budgeted sales by 12% (£25 million) whilst negotiating an additional £12 million in business plan support

2004–2008 Head of Category – Produce Group Sourcing

- Personally responsible for the creation and implementation of a Produce Central Buying Process to leverage economy of scale for J Sainsbury Group and facilitate subsequent cost savings

- Managing day to day operations within Group Sourced Fresh Produce Category (vegetables, salads, and horticulture) with responsibility for strategic growth and development

- Responsible for €208 million sales across the Group with a team of Buyers and Buying Managers based in UK, Ireland, Slovakia, Czech Republic, Hungary, and Poland

- Delivering increased product quality and reduced costs in accordance with customer expectations as a direct result of developing capability within the team and the supply base

Key Achievements

- Receiving an award from Sainsbury's Main Board for delivering group savings of £20 million in the first year whilst simultaneously overachieving the savings budget by £800,000

- Consolidating and establishing fresh hubs in Czech Republic, Slovakia, Poland, and Hungary to leverage economy of scale

- Leading on the implementation of a new buying structure, involving substantial operational change, new processes and systems to enable a move towards a Group Procurement Strategy and the implementation of best practices

- Playing a pivotal role as a senior member of a leadership team tasked with creating and expanding a multi-national produce buying team in the UK with achievements including delivering 60% of produce and horticulture procurement in CE and 5.5% of produce procurement in the UK

- Introducing an innovative new range of cut flowers in CE with an annual budget of €20 million delivering 25% margin

- Establishing direct procurement from growers on Indian and Thai cut flowers to facilitate the delivery of the direct sourcing strategy

- **2003–2004** UNITED WORLD COMMUNICATIONS, NAIROBI, KENYA

Owner / Executive Director

- Establishing and managing a communications centre in Nairobi to provide unique communications options for the general and expatriate business community to enable NGOs and Missions to securely transact the financial aspects of their organisations

- **1997–2003** TESCO UK LTD

Head of Fresh Produce Procurement UK & ROI

- Commencing employment in retail management and store expansion capacity before progressing through to Head of Produce responsible for seasonal non-food buying for UK and ROI

- Managing departmental operations covering 400 stores and 7 regional distribution centres with full accountability for 13% of company sales, £90 million annual turnover and profit margins in excess of 40%

Key Achievements

- Successfully doubling sales participation from 6.5% to 13% whilst driving a strong annual like for like of 15% and overall growth of 35% over 3 years

- Establishing a successful 7 days fresh cut flower business delivering 500% growth in the first year

- **1995–1996** REGAL MOVING & STORAGE INC, NEW YORK, USA

Director

- **1992–1994** REPAKS TRANSPORTE GESMBHH, VIENNA, AUSTRIA

Managing Director / Owner

- **1990–1992** UN DISENGAGEMENT OBSERVER FORCES, DAMASCUS, SYRIA

Military Police

4. _____

Leadership Development Programme (2009)

- Business Leaders of Today
- Create the Vision & the Need for Change
- Sell & Communicate with Impact
- Gain Commitment & Engage Team
- Business Plan

5. _____

Professional skills

Negotiation Skills

Range Management

Ethical Buying

Competition Act

Advanced Negotiation Skills

Coaching & Feedback

Languages Fluent German
IT proficiency Word, Excel, PowerPoint and GMIS
Driving licence Full/Clean
Interests include Swimming, Cycling, Triathlons and Art (Painting)

6. _____
Available upon request

(VARIANT V)

1. _____

RICKY WOOLF

1 Any Road, Anytown AN1 1CV

Telephone: 01632 960 898 (Home); 07700 900 138 (Mobile)

E-mail: rickywoolf@example.com

2. _____

A committed and proactive professional who specialises in the use of embedded design and programming techniques to develop creative and innovative robotic systems tailored towards specific project requirements. Quick to assimilate new ideas, concepts and cutting-edge technologies whilst demonstrating a logical and analytical approach to solving complex problems and issues. Able to work well on own initiative while demonstrating the organisation and prioritisation required to achieve tight deadlines and deliverables. A motivational and inspirational leader who enjoys being part of a successful and productive team, and thrives in highly pressurised and challenging working environments.

Currently looking for a new and challenging position, one which will make the best use of existing skills and experience while enabling further personal and professional development.

3. _____

MSc Embedded Systems and Robotics – Distinction (2003)

 Thesis: *Compact Motion Tracking System
 for Human Rehabilitation*

BSc Computer Science with Robotics & Intelligent Machines – 2.1 (2002)

 Thesis: *2D Mapping Mobile Robots in Unstructured Environments*

College Courses Mathematics, Mechatronic Systems,
 Applied Dynamics and Electrical Control Theory

4. _____

2005–date ***Mobile Robotics Ltd, London***

SENIOR RESEARCH ASSISTANT

- Playing a lead role in the research team tasked with developing a range of underwater robotic research vehicles, a £2.2 million project funded by the London Zoo

- Actively involved in the commercial aspects of the project to facilitate the achievement of demanding deadlines and deliverables, enabling the project to proceed to the next phase
- Providing a prompt and appropriate response to unforeseen mechanical and electrical design problems including making innovative decisions to prevent future repercussions
- Successfully developing a range of underwater robotic vehicles including both remote controlled and autonomous vehicles
- Additionally developing and testing materials, control and navigation systems to facilitate the achievement of operational functionality

2003–2005 University of Exeter, Devon

RESEARCH ASSISTANT

- Specifically responsible for the design and development of a low-cost, accurate, unobtrusive sensor to enable in-home, unaided rehabilitation on behalf of stroke victims
- Tasked with ensuring minimal hardware installation requirements within the patient’s home environment requiring the team to overcome the obstacles associated with the use of camera tracking and body markers to enable the accurate mapping of limb movements
- Developing a wireless system using the Bluetooth protocol to minimise the problems usually associated with the weight of systems, the restriction of movement and visible wiring
- Overcoming the charging issues common with using very small batteries by designing a system that can be inductance charged at the end of each session

POSTGRADUATE TEACHING ASSISTANT

- Assisting with the delivery of laboratory sessions to undergraduates in the following subjects: Embedded Programming; C/C++ Programming; Electronic Hardware Design (PCB Design); Robotic Control Systems

1990–1998 UVW Engineering Ltd, Cuckfield

TECHNICAL ENGINEER

- Responsible for the repair and maintenance of agricultural vehicles including overhauling engines and transmission units and diagnosing and repairing faults

5. _____

Key technical skills	Assembler, Embedded C, C++, Visual MFC, Linux, Java, OpenGL, Handle-C and VHDL
Driving Licence	Full/Clean
Interests and activities	Fitness Training, Cooking and Astronomy Currently learning German

6. _____
Available on request

**Task 4B
(VARIANTS I-V)**

Write down your own CV paying attention to the main rules of CV writing.

BLOCK V

COVERING (COVER) LETTERS

A **cover letter**, **covering letter**, **motivation letter** or a **letter of motivation** is a letter of introduction attached to or accompanying another document such as a résumé or curriculum vitae.

Job seekers frequently send a cover letter along with their CV or employment application as a way of introducing themselves to potential employers and explaining their suitability for the desired position. Employers may look for individualized and thoughtfully written cover letters as one method of screening out applicants who are not sufficiently interested in their position or who lack necessary basic skills. Cover letters are typically divided into three categories:

1. The application letter or invited cover letter which responds to a known job opening
2. The prospecting letter or uninvited cover letter which inquires about possible positions
3. The networking letter which requests information and assistance in the sender's job search

Format

Cover letters are generally one page at most in length, divided into a header, introduction, body, and closing.

Header. Cover letters use standard business letter style, with the sender's address and other information, the recipient's contact information, and the date sent after either the sender's or the recipient's address. Following that is an optional reference section (e.g. "RE: Internship Opportunity at Global Corporation") and an optional transmission note (e.g. "Via E-mail to jobs@example.net"). The final part of the header is a salutation (e.g., "Dear Hiring Managers").

Introduction. The introduction briefly states the specific position desired and should be designed to catch the employer's immediate interest.

Body. The body highlights or amplifies on material in the resume or job application, and explains why the job seeker is interested in the job and would be of value to the employer. Also, matters discussed typically include skills, qualifications, and past experience. If there are any special things to note such as availability date, they may be included as well.

Closing. A closing summarizes the letter and indicates the next step the applicant expects to take. It may indicate that the applicant intends to contact the employer, although many favor the more indirect approach of simply saying that the applicant will look forward to hearing from or speaking with the employer. After the closing is a valediction (e.g. "Sincerely"), and then a signature line. Optionally, the abbreviation "ENCL" may be used to indicate that there are enclosures.

ALL COVER LETTERS SHOULD:

Explain why you are sending a resume.

Don't send a resume without a cover letter.

Don't make the reader guess what you are asking for; be specific: Do you want a summer internship opportunity or a permanent position at graduation; are you inquiring about future employment possibilities?

Tell specifically how you learned about the position or the organization — a flyer posted in your department, a web site, a family friend who works at the organization. It is appropriate to mention the name of someone who suggested that you write.

Convince the reader to look at your resume.

The cover letter will be seen first. Therefore, it must be very well written and targeted to that employer.

Call attention to elements of your background — education, leadership, experience — that are relevant to a position you are seeking. Be as specific as possible, using examples.

Reflect your attitude personality, motivation, enthusiasm, and communication skills.

Provide or refer to any information specifically requested in a job advertisement that might not be covered in your resume, such as availability date, or reference to an attached writing sample.

Indicate what you will do to follow-up.

In a letter of application — applying for an advertised opening — applicants often say something like "I look forward to hearing from you." However, if you have further contact info (e.g. phone number) and if the employer hasn't said "no phone calls," it's better to take the initiative to follow-up, saying something like, "I will contact you in the next two weeks to see if you require any additional information regarding my qualifications."

In a letter of inquiry — asking about the possibility of an opening — don't assume the employer will contact you. You should say something like, "I will contact you in two weeks to learn more about upcoming employment opportunities with (name of organization)." Then mark your calendar to make the call.

Task 5A

(VARIANT I)

In this example, notice how the applicant immediately explains what the letter is about. She then goes on to expand on her present duties and emphasizes these and any other information that she feels is relevant to the advertised position, ignoring the duties in her previous employment which have no relevance to this particular post. Most importantly, she explains why she is

applying for this particular vacancy and the qualities she can offer the company. Note that if she offered her current employers as referees, she could mention that she would prefer the company she is applying to not to approach her employers until after an interview.

Your Ref: KH 305/9

Mrs. J. Hastings
Personnel Officer
International Computing Services PLC
City Road London EC3 4HJ

18 June 2018

Dear Mrs. Hastings,

I would like to apply for the position advertised in *The Guardian* on 16 June for a Personal Assistant to the Sales Director.

As you will see from my CV, much of the work I do in my present position is that of a PA. I deal not only with the routine work of a secretary, but also represent the Assistant Director at small meetings and functions, and am delegated to take a number of policy decisions in his absence.

Your advertisement asked for knowledge of languages. I have kept up my French, and learnt Italian for the past two years at evening classes, and have regularly visited Belgium and Italy with the Assistant Director, acting as an interpreter and translator for him.

I am also familiar with the latest developments in Information Technology, having just completed a one-month course at The City College, in addition to previous day release courses I attended when I was with Johnson Bros.

I am particularly interested in the situation you are offering, as I would like to become more involved with an IT organization. I am quite familiar with many of the software products that ICS manufacture for office technology.

As well as my secretarial skills and experience of running a busy office, I am used to working with technicians and other specialized personnel in the field of computers. I have a genuine interest in computer development and the people involved in the profession.

Please let me know if there is any further information you require. I look forward to hearing from you.

Yours sincerely,

Carol Brice (Ms)
Encl. c.v.

Answer the questions to the text:

1. What position is Ms. Brice applying for?

2. What does the abbreviation P.A. mean?
3. How did she learn about IT?
4. What reason does she give for wanting to join ICS?
5. Which words in the letter correspond to the following: *ask for, everyday duties, continued with, materials used with a computer, e.g. discs, managing, real?*

(VARIANT II)

Unsolicited letter

Notice in this letter how the applicant first mentions how he knows of the company, then gives brief details of his age, education, and experience, then refers to his Director who approves of staff spending time abroad. Finally, he tells the bank why he wants to join them for a temporary stay in the UK, and asks for an application form. Of course, he could also include a CV with the letter but knows the practice of this firm is to send application forms.

21 June 2018

Ftirstenweg 110
D-3000 Hannover 71
Mitchell Hill PLC
Merchant Bank

The Manager
1-15 Montague Street
London EC 15DN

Dear Mr. Curtis,

I am writing to you on the recommendation of David McLean, Assistant Manager in your securities department.

A year ago, Mr. McLean was on a banking course here with me in Hannover, and he suggested that I should contact your company and mention his name. He told me that you often employ people from other countries on a one-year basis if they have had banking experience.

I am a 28-year-old employee of the International Bank in Hannover, working in the Overseas Securities Department, and have been with this organization for the past two years, since graduating from the University of Munich in 19- with a degree in Economics.

As well as speaking fluent English, I also have a very good working knowledge of French.

In my present position as Assistant to the Director of the International Securities Department, I deal with a wide range of investments from companies throughout Europe, buying shares and bonds for them on a worldwide basis.

My bank encourages all its staff to spend a year abroad for the experience of working with different systems, and my Director would be willing to give you a reference.

I would like to spend a year or so in the UK to gain experience in securities investment with a British bank, and in exchange, I think my experience and languages would prove useful to your organization.

If you think it would be possible to offer me a position, please send me an application form where I will be able to give you more specific details about myself.

I look forward to hearing from you.

Yours sincerely,
Marcus Bauer

Answer the questions to the text:

1. How did Mr. Bauer hear about the bank he is applying to?
2. What does he do in the bank where he now works?
3. What are his qualifications?
4. Why does his bank encourage people to go on overseas courses?
5. What does he want the UK bank to send him?
6. Which words in the letter correspond to the following: *suggestion, getting a qualification, various methods of doing things, particular?*

(VARIANT III)

Response to a newspaper job advertisement

Notice in this letter how the applicant first mentions how she knows of the company, then gives brief details of her achievements and experience. Finally, she tells why she wants to join them. Of course, she also includes a CV with the letter.

August 12, 2017

Metropolitan Children's Hospital
P. O. Box 411067
Philadelphia, Penn. 19002

Attn: Robin Boyd, Human Resources
Re: Director for Patient Financial Services

Dear Mrs. Boyd:

I was very interested to see your advertisement for a Director of Patient Financial Services in the *Philadelphia Inquirer* (8-11-16). I have been seeking

just such an opportunity as this, and I think my background and your requirements may be a good match. My resume is enclosed for your review.

Of particular note for you and the members of your team as you consider this management placement are my strong accomplishments in reducing outstandings and reorganizing accounting and collections functions to achieve improved operating efficiency internally and improved cashflow for the institution as a whole.

Consider the following:

- Reduced patient complaints with simultaneous increase in A/R collected.

- Improved cashflow by \$1.6 million per month.

Additionally, my contributions have been mainly achieved by improving information flow within the patient financial services function, improving patient financial services utilization of already available MIS services, and improving cooperation between patient services and admissions, UR, contracting, and medical records functions.

After fifteen years in patient accounting, I have a thorough understanding of every aspect of this function in a modern hospital/medical center setting. My current employer is very happy with my performance, but I view myself as somewhat of a troubleshooter, and most of the reorganizations initiated here have already come to fruition, so I am eager to consider new challenges.

If you are seeking a manager who stays abreast of her field, who understands technology, who earns 100% staff support, and who is as career-committed as it takes to achieve total success, then please consider what I have to offer. I would be happy to have a preliminary discussion with you or members of your committee to see if we can establish a mutual interest. I will call you within the week to answer any initial questions you may have, and to hear about your hiring process.

Thank you for your attention to these materials. I certainly look forward to exploring this further.

Yours truly,

Brenda J. Wilson

Enclosure

Answer the questions to the text:

1. How did Ms. Wilson learn about the vacancy?
2. What does she do now?
3. What are her qualifications?
4. What achievements of her own does she mention?
5. What are the reasons for applying?
6. Which words in the letter correspond to the following: *prior, rise, achievements, besides?*

(VARIANT IV)

A cover letter for an advertised job

Notice in this letter how the applicant mentions how she knows of the company, then gives brief details of her achievements and experience. Finally, she tells why she wants to join them. Of course, she also includes a CV with the letter.

November 19, 2018

Ms. Jamie Hopkins
Store Manager
Finner's Coffee & Tea
607 Youngman Road
Ottawa, Ontario
N1G 7K4

Dear Ms. Hopkins:

As a regular customer at Finner's, I am always impressed with the quality of customer service I receive. When visiting the Youngman Road location recently, I learned that a part-time cashier position is currently available. Although I am a student, I have a flexible schedule and am available to work 18 to 25 hours a week. I believe that my previous customer service experience, my excellent work ethic, and my love for coffee will make me a great member of the Finner's team.

As you will see from the enclosed résumé, I have four years of customer service experience, with three of those years relating specifically to the food-and-beverage industry. During these years, I developed a passion for coffee and a rich knowledge of coffee and espresso products. With years of experience preparing coffee and espresso beverages, I am extremely competent and self-sufficient when producing high-quality coffee products. With this comprehensive base of product knowledge combined with my superior customer service skills, I know that I would be a beneficial addition to the Finner's staff.

I have consistently maintained a professional and kind demeanour when dealing with customers. In my previous position, I received many customer compliments about my prompt and friendly service. I also received a staff award, presented to me by my regional manager, for my composed problem-solving in periods of high customer volume and stress.

Thank you for taking the time to review my résumé. I look forward to speaking with you soon about how I can contribute to the positive and exciting environment at Finner's. I will contact you next Wednesday,

November 28, after 3:00 p.m. If you need to reach me in the meantime, feel free to call me any time of day on my cell phone at 613-555-4545.

Yours sincerely,

Michelle Scott

Enclosure (résumé)

Answer the questions to the text:

1. How did Michelle Scott learn about the vacancy?
2. What does she do now?
3. What are her qualifications?
4. What achievements of her own does she mention?
5. What are the reasons for applying?
6. Which words in the letter correspond to the following: *prior, qualified, communicating, vacancy?*

(VARIANT V)

A cover letter for an unadvertised job

Notice in this letter how the applicant mentions how he knows of the company then gives brief details of his achievements and experience. Finally, he tells why he wants to join them. Of course, he also includes a CV with the letter.

Pascal Jodoin

134 North Street

Mississauga, ON M9A 3L1

905-555-1234

pascale.jodoin@e-mail.ca

May 14, 2018

Ms. Candace Hamm
Sales Manager

Irwin Food Processing
Suite 34, 123 Mason Avenue N.E.
Toronto, Ontario
M9L 4V2

Dear Ms. Hamm:

I am a recent graduate of Alpha Beta High School in Mississauga, and I plan to attend university in Toronto this fall. While I was conducting some career research on companies that offer in-house training, I noticed that Irwin Food Processing offers basic courses in marketing and promotions, a field which interests me greatly.

I would appreciate meeting with you to discuss your firm's potential employment opportunities. In particular, I believe you may be interested in hearing about my co-op work experience, which involved special product promotions. I have enclosed my résumé with further details.

I will call your administrative assistant on May 22, 2012, to see if a convenient appointment time can be arranged. I can also be reached at 905-555-1234 if you would like to contact me before then.

Yours truly,

Pascal Jodoin

Enclosure (résumé)

Answer the questions to the text:

1. How did Pascal Jodoin learn about the vacancy?
2. What does he do now?
3. What are his plans?
4. What achievements of his own does he mention?
5. What are the reasons for applying?
6. Which words in the letter correspond to the following: *think, particularly, doing, included?*

Task 5B

(VARIANT I)

Complete Ms. Taylor's letter of application using the following verbs in the appropriate form:

<i>see</i>	<i>participate</i>	<i>pass</i>	<i>work</i>	<i>teach</i>
<i>visit</i>	<i>hear</i>	<i>write</i>	<i>interest</i>	<i>enclose</i>

87 Orchard Rise,
Bishops Castle,
Oxfordshire.
Mr. Michael Cartwright

September 15, 2019
World Aid, Palmers House, Ludford

Dear Mr. Cartwright,

I ¹ to apply for the job of volunteer worker which I ² advertised in The Guardian last week. I would ³ in teaching maths to primary children in your camp in Chittagong in Bangladesh. I ⁴ a copy of my CV.

I am 18 years old and I have just finished secondary school in Newcastle. I would like to ⁵ for you because I am very interested in teaching. I would also like to learn about a different culture as I feel that intercultural understanding is extremely important.

I am a hard-working and committed person. I ⁶ for the last three years in a voluntary programme, Community Links, ⁷ elderly people in my local area. I also feel that I can get on well with people from other cultural backgrounds since I have also ⁸ immigrant children English at our church school.

I think I would be a good primary teacher of maths due to my teaching experience. Also, I have recently ⁹ my Maths 'A' level (grade B), so I have a good understanding of the subject. In addition, I hold a certificate in first aid, which might be useful.

I look forward to ¹⁰ from you.

Yours sincerely,
Ms Maureen Taylor

(VARIANT II)

Complete Ms. Cordova's letter of application using the following verbs in the appropriate form:

<i>write</i>	<i>mention</i>	<i>interact</i>	<i>work</i>	<i>contact</i>
<i>enable</i>	<i>discuss</i>	<i>write</i>	<i>interest</i>	<i>enclose</i>

May 28, 2019
MS. PASSANA PONG
The Administrative Officer
The Royal Thai Embassy in Manila

Dear Ms. Pong:

Greetings!

I am a Communications graduate of the University of the Philippines-Diliman with several years of ¹ experience gained from some of the Philippines' reputable private firms, a non-governmental organization, and government.

I ² to apply for the position of Executive Assistant advertised on jobstreet.com.ph on 10 May 2010. This position particularly ³ me because it would ⁴ me to make full use of my administrative and organizational skills. I have well-developed ⁵ and oral communication skills that can be very useful in carrying out the duties for

the above-⁶ position.

On top of these competencies, I adhere to a work ethic and can effectively ⁷ with people across all levels of the organizational structure. I believe I can be an asset to your organization.

My resume is ⁸ with this cover letter. It shows my overall expertise and experience in the field. I would welcome the opportunity to ⁹ my suitability for the position and comply with your other requirements. I can be ¹⁰ during working hours at (632) 857-0100 local 1101.

Thank you for your consideration.

Sincerely,
JUDY D. CORDOVA

(VARIANT III)

Complete Mr. Andaya's letter of application using the following verbs in the appropriate form:

<i>undertake</i>	<i>explore</i>	<i>look</i>	<i>be</i>	<i>need</i>
<i>graduate</i>	<i>use</i>	<i>work</i>	<i>qualify</i>	<i>enclose</i>

February 28, 2019

Engr. Rigor Buenvinna
Samsung Products Inc.
1345 St. Bernard Drive
Pasig City

Dear Engr. Buenvinna:

In March 2003, I will be ¹ from the University of the Philippines with a Bachelor's Degree in Electrical Engineering. I am writing to ² the possibility of employment as a Control Systems Engineer at your Pasig facility.

Early in my coursework at UP, I seriously began considering future employment with Samsung Products Inc. We ³ a number of your products in our laboratory work and their design, precision, and reliability are impressive. More recently, however, I noted in a professional computing journal that you ⁴ a new project to apply microcomputers in automatic control systems. Many of my electives were in the fields of control systems and computers, and I ⁵ for two summers in microcomputers applications. I believe that I am well ⁶ to begin working on your new project; I know that it is directly related to my interests.

The ⁷ resume details my educational background and

experience. I ⁸ in the Pasig area on the first week of January and I could be available for an interview, if convenient. In the meantime, if you ⁹ any further information, you may contact me at 047.791.2991. I ¹⁰ forward to hearing from you soon.

Sincerely yours,
Jayson Andaya

(VARIANT IV)

Complete Mr. Vergara's letter of application using the following verbs in the appropriate form:

<i>enroll</i>	<i>know</i>	<i>be</i>	<i>work</i>	<i>gain</i>
<i>earn</i>	<i>publish</i>	<i>apply</i>	<i>use</i>	<i>come</i>

September 13, 2018

AEGIS INTEGRATED
STRUCTURE CORP.
Cmpd. #6 Veterans Road,
VFP Industrial Area,
Veterans Center, Taguig City

Dear Sir/Madam:

I wish to ¹ for the position, as a project engineer base on the qualification you ² on web site www.trabaho.com.

I finished my Bachelor of Science in Civil Engineering at University of the Philippines. Currently, I am ³ in Master of Engineering major in Civil Engineering, wherein I have ⁴ 33 units at Technological University of the Philippines.

At present, I ⁵ as a Full Time College Faculty in the Far Eastern University. I am proficient in ⁶ MS Office such as Word, Excel and PowerPoint and Computer Aided Design (AutoCAD).

I wish I ⁷ able to impart my skills and to ⁸ additional knowledge for professional growth in your company. I'm very willing to ⁹ in your good office upon receipt of your response to ¹⁰ more details about the condition and policies.

Respectfully yours,

Jose Vergara

(VARIANT V)

Complete Fiona Scott's letter of application using the following verbs in the appropriate form:

<i>contact</i>	<i>employ</i>	<i>involve</i>	<i>enjoy</i>	<i>advertise</i>
<i>discuss</i>	<i>welcome</i>	<i>apply</i>	<i>notice</i>	<i>match</i>

Fiona Scott
52 Hanover Street
Edinburgh EH2 5LM
Scotland, UK

Nathalie Baudoin
Patagonia GMBH
Reltmorstrasse 50
8000 Munich SS
Germany

8th January 2019

Dear Ms. Baudoin,

I am writing to ¹..... for the position of Public Affairs Associate which was ²..... last week in the International Herald Tribune.

Although I am presently ³..... by a non-profit making organisation, it has always been my intention to work in a commercial environment. I would particularly ⁴..... the chance to work for your company and as you will ⁵..... on my enclosed curriculum vitae, the job you are offering ⁶..... both my personal and professional interests.

My work experience has familiarised me with many of the challenges ⁷..... in public relations today. I am sure that this, together with my understanding of the needs and expectations of sport and nature enthusiasts, would be extremely relevant to the position.

Moreover, as my mother is German, I am fluent in this language and would definitely ⁸..... working in a German-speaking environment.

I would be pleased to ⁹..... my curriculum vitae with you in more detail at an interview. In the meantime, please do not hesitate to ¹⁰..... me if you require further information. I look forward to hearing from you.

Yours sincerely,

Fiona Scott

BLOCK VI AN ENQUIRY LETTER

HOW TO WRITE LETTERS OF ENQUIRY FOR AVAILABLE JOBS

Letters of enquiry are used to ask about vacant jobs at a company while simultaneously explaining why you would be a good asset to the company. Enquiry letters differ from cover letters in that they are not written to apply for one specific job, but instead to see if there is a position available for you.

Instructions

1 Format the letter properly. Include the date, your address and the address of the company. Try to address the letter to someone at the company instead of writing "To whom it may concern." It makes the letter more personable.

2 Introduce yourself briefly by stating where you went or are going to college and what you are majoring in. After this, explain that the purpose of the letter is to enquire about open positions. Indicate what is your area of interest -- for example, the art department.

3 Write a short paragraph about what you would add to the company. Write about skills and what motivated you to choose some particular company. Talk about the aspects of the company that you find appealing. Don't be vague in your descriptions and list any skills you may have, making sure you take the time to properly distinguish the skills that would benefit the company specifically.

4 End the letter with a brief thank you and sign your name. Try and keep the letter at a reasonable length -- less than a page -- so that it won't tire the reader. Make sure you include contact information such as your e-mail and telephone number.

This sample letter of enquiry is a good base from which to start, the italic lettering is where you have to insert your own information.

<Date>

<Address>

<Phone Number>

<Employer's Name and Title>

<Employer's Address>

Dear ***<Name of hiring manager>***,

I have been informed of a job opportunity as ***<specific position or area you are applying for>*** by ***<name of referrer>***. I am very interested in such a position because ***<qualifications or related work & interests>***.

I am currently employed at ***<name of organization>*** as ***<title of position>***.

OR

I have just graduated from *<name of academic organization>*.
<Achievements related to the position>.

I look forward to discussing this job opportunity further and how I can contribute to the success of *<name of organization>*.

Sincerely,
<sign > <type your name>

Task 6

Complete the letter using the words suggested:

(VARIANT I)

<i>to employ</i>	<i>a vacancy</i>	<i>to contribute</i>	<i>an academic qualification</i>
<i>to inquire</i>	<i>an ability</i>	<i>to look forward</i>	<i>staff performance</i>
<i>an opening</i>	<i>a budget</i>	<i>leading</i>	<i>a Project Manager</i>
<i>a position</i>	<i>the cost</i>	<i>a skill</i>	<i>a fit</i>

Major UK Company
 123 Made Up Road
 DE1 1AA, Derby

Date: 6th January 2018

Dear Sir / Madam,

I am writing to you to ¹..... about a ²..... in your companies London office for an IT ³..... I have been told of this ⁴..... by a Mr. Richard Brown who is currently ⁵..... by your company.

If the ⁶..... exists then I am very interested in it as I feel it is a perfect ⁷..... for my ⁸..... and ⁹..... I am currently working for a ¹⁰..... multinational company, where I have been successful in controlling ¹¹..... and ¹²....., improving ¹³..... and completing projects to time.

I ¹⁴..... to discussing my relevant work experience and ¹⁵..... with you and also explaining how I ¹⁶..... to your companies continued growth and success.

Please feel free to contact me if you require clarification or any further information. I thank you for your time and I look forward to hearing form you.

Yours sincerely,

Mark Thompson
 128 Somewhere Road
 Birmingham

(VARIANT II)

<i>commencement services a graduation certificate identifying information</i>	<i>to steal unfortunately a claim</i>	<i>a report to cover a fee</i>	<i>to request to enclose</i>
---	---	--	----------------------------------

Major UK Company
123 Made Up Road
Derby
DE1 1AA

Date: 25th June 2018

Dear Sir / Madam:

I am writing to ¹..... a copy of my ² awarded in the spring ³ ⁴, I lost the original when my briefcase ⁵ from my car. I ⁶ a copy of the police ⁷ to support my ⁸ , along with a certified check for \$27.50 ⁹ the replacement ¹⁰ My name and other ¹¹ are included in the report. Please send the certificate to the address below. Thank you for your assistance.

Yours sincerely,
Mary Smith,
128 Somewhere Road
Birmingham
B1 1AA

(VARIANT III)

<i>to look for to review with</i>	<i>to feel free to graduate to hear</i>	<i>to be interested in to join</i>	<i>for regarding taking the time</i>
---	---	--	--

July 2, 2018

Mr. Rodrigo Rivera
Personnel Director
Technote Corporation
3152 Bridge Avenue
Boston, MA 02154

Dear Mr. Rivera:

Thank you for ¹ to review my resume. I ² recently from University College and I ³ currently a job in the Boston area.

I ⁴ an entry level position ⁵ Technote Company. I ⁶ that Technote is a wonderful company to work ⁷ and I hope that I can ⁸ the team.

If you have questions ⁹ my resume or any thing else about myself please ¹⁰ to call me or e-mail me at fortaleza@gmail.com.

Again, thank you for ¹¹ my resume. I look forward to hearing from you in the future.

Very truly yours,

Francisco Fortaleza

(VARIANT IV)

<i>an advert for may be</i>	<i>to write whether to start</i>	<i>to like teaching staff a schedule</i>	<i>to mention to offer</i>
-------------------------------------	--	--	--------------------------------

2 April 2018

ProSkills Training Centre
Jubilee Buildin
Silver Road
Wan Chai

Dear Sir or Madam,

I ¹ to enquire ² your company could offer a course on Quality Control ³ our managers.

I saw your ⁴ in the HK Daily on Friday, 29 March 2013, and the Quality Control Training Course (Ref.: QC 101) ⁵ in the advert ⁶ suitable for us. I ⁷ to know if it is possible for you ⁸ a 3-month training course ⁹ before or, at the latest, on Friday, 19 April 2013, for a group of 20. Could you send us some information about ¹⁰ and the possible ¹¹ for this course?

I am looking forward to receiving your reply.

Yours faithfully,

Chapmen Au
Managing Director

(VARIANT V)

<i>to suggest to receive to mention</i>	<i>insight in response experience</i>	<i>to finalize a reference either</i>	<i>a qualification an applicant</i>
---	---	---	---

July 20, 2019

Mr. Rodney Giles
Manager, Software Department
Inter-Office Solutions Inc.
1289 Luxor Station Rd.
Cedar Springs, IL, 34985
Dear Mr. Rodney Gils,

¹ to an advertised job opportunity, we ² many resumes for the open position of C++ Programmer at our company. Of course, some ³ stand apart from the rest. James Brown is one such individual. The ⁴ and ⁵ detailed on his resume ⁶ that he would expertly perform the requirements of the ⁷ position. However, in addition to considering the applicant's documented experiences and credentials, in the process of ⁸ our decision, I am contacting all of ⁹ listed on his resume.

Since you are one of the applicant's primary professional references, I am writing today to request your personal ¹⁰ into Brown's abilities and qualifications. At a time convenient to you, I would appreciate the opportunity to speak with you about the applicant, ¹¹ over the phone or in person. My personal contact information is listed above. I thank you in advance for your cooperation, and I look forward to hearing from you.

Best regards,

Tom Chan,
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BLOCK VII
WRITING ESSAYS, GRANT PROPOSALS, PROJECT STATEMENTS

General Document Organization

THE PARAGRAPH	THE ESSAY	
Topic Sentence	Introductory Paragraph	General Statements THEESIS STATEMENT
Body (supporting sentences)	Body Paragraphs	TOPIC SENTENCE Supporting Sentences
		TOPIC SENTENCE Supporting Sentences
		TOPIC SENTENCE Supporting Sentences
Concluding Sentence	Concluding Paragraph	CONCLUDING SENTENCE(S) Final Thoughts

The Introductory Paragraph

The introduction is the first paragraph of the written document. It begins the essay and has two parts: general statements and the thesis statement.

General statements give the reader background information about the topic of the document.

They should be interesting enough to keep the reader's attention.

The thesis statement introduces the main idea of the document.

- It states the main topic of the document.
- It may list the subtopics of the main topic.
- It may also mention the method of organization. – It is the last sentence of the introduction.

The Topic Sentence

The topic sentence is the most general statement of the paragraph. It is the key sentence because it names the subject and the controlling idea: the writer's main idea, opinion, or feeling about that topic.

The topic sentence can come at the beginning or at the end of a paragraph. As a beginning writer, you should write your topic sentence as the first sentence of your paragraph for two reasons. First, it will tell the reader what you are going to say. Second, you can look back at the topic sentence often as you write the supporting sentences. It will help you stick to the subject as you write.

The topic sentence of your paragraph must also have a *controlling idea*. The controlling idea is the main point, opinion or feeling that you have about the subject, and it controls or limits what you will write about it in your paragraph.

Task 7A

Choose the best topic sentence.

(VARIANT I)

My cousin Anita's experience is a good example. In September, she started working in a fastfood restaurant because she wanted extra money for her clothes. When she got her first paycheck for \$125, she was very happy. But the restaurant was hot, noisy and busy, and Anita worked very hard. Soon she was too tired to do homework at night, so she skipped classes. In December, she failed her math and English exams. In January, she dropped out of school.

- a) Getting a part time job is always a useful experience for a student.
- b) The students who wish to earn extra money usually get part time jobs.
- c) Finishing school is often difficult for students who work.
- d) The students who work are usually successful at school.

(VARIANT II)

Last weekend, for example, dozens of people had picnics on Harris Beach. They brought a lot of food and many cans of soda and had a good time eating and drinking and playing in the water. The picknickers put some of their trash in the containers in the park, but they also left a lot of it on the ground. In the evening, a seagull got tangled in a plastic bag and suffocated to death. At night, a racoon put its paw in an open soda can and cut its leg badly. It died in the morning.

- a) Harris Beach is an ideal place for people to have picnics.
- b) Picknickers don't always put their trash away.
- c) Harris Beach is the natural habitat of different species of animals.
- d) Trash left on picnic areas injures and kills wildlife.

(VARIANT III)

Platinum, which is both rare and beautiful, is proving to be one of the strongest air-cleaners. Silver, which was considered too valuable and too soft for anything but jewelry, is now used in the field of medicine as antiseptics. Gold, the most precious metal of all, is used for high energy experiments. These valuable metals are becoming more valuable than ever before.

- a) Some valuable metals are only used in making jewelry.
- b) Science is finding new uses for precious metals.
- c) Medicine is a field which makes use of precious metals.
- d) Platinum, silver, and gold are rare, beautiful and precious metals.

(VARIANT IV)

Cats are animals which are easy to look after and cheap to feed. They don't make a lot of noise and they don't need a lot of exercise. They are very clean animals and they are happy living inside. A cat can be a good friend for a child or an old person who lives alone.

Therefore,

-
- a) cat lovers spend millions of dollars on their cats each year.
 - b) the number of cats in the world is increasing.
 - c) many people keep cats at home.
 - d) cats are not very different from dogs.

(VARIANT V)

Many of these dangers are obvious. Stairs, for example, can be dangerous, and so can the sharp corners of a table. Another well-known danger is fire and parents are usually careful about matches and candles. However, other dangers may be less obvious to a parent. Many children die from poisoning in their homes. In fact, all kinds of things in the house could be poison to a child. Medicine, for example, may not be harmful for an adult but may make a child seriously ill. The same is true of alcohol and cigarettes. Finally, soaps and chemicals used for cleaning are often extremely poisonous. All these things should be kept far out of the reach of young children.

- a) Matches, medicine, and cigarettes are some of the dangers for small children in most homes.
- b) Our homes usually contain dangerous poisons for small children.
- c) If we are careful, we can reduce the dangers for small children in our homes.
- d) Most homes are full of dangers for small children.

Task 7B

Write a topic sentence for the following paragraph.

(VARIANT I)

It is very modern and clean inside. Students and faculty wives like to sit and have a soda here after shopping because it is quiet and the clerks are very friendly and polite. White's is a good place to buy soap, toothbrushes, toothpaste, shaving cream and other toilet articles because there is always a large choice and the prices are always reasonable.

(VARIANT II)

Some students have difficulty in finding suitable accommodation as there aren't enough dorms for all the students on the campus. Secondly, they usually have a financial problem. In other words, most of the time the money they receive from their families is not adequate for their expenses. Another difficulty that the newcomers are faced with is loneliness because it isn't easy to make friends as soon as they start university.

(VARIANT III)

Methanol is a form of wood alcohol. It can be used in many cars in almost the same way that petrol is used. Natural gas is another alternative fuel for cars. However, cars that burn this fuel must be equipped with special tanks of natural gas. A third alternative, and perhaps the best, is electricity. Cars fueled by electricity have no engine at all, although they have to carry large batteries.

(VARIANT IV)

Investigations into temperature, lighting, time and motion study, noise and humidity do not have the slightest effect on the morale of a factory worker, although they may have an effect on physical health and comfort.

(VARIANT V)

Inflation is a big problem in Colombia because many people who work don't make enough money to live or to educate their children. The lack of job opportunities is another main cause of increasing crime. Unemployed people have no way to get food or even a place to live because the government does not provide any social services for the poor. In conclusion, the government must stabilize the currency and build factories to employ more people so that the crime rate will drop.

Task 7C

(VARIANTS I-V)

Indicate the statement that doesn't support the topic sentence.

There are several reasons why many American women are waiting until they are 30 years old or older to have their first baby. Some women have good jobs and want to continue their careers. Many American couples have two children. Other women don't want the responsibility of having children until they are older.

Task 7D
(VARIANTS I-V)

Write a supporting sentence.

Smoking is a bad habit. _____.

Cancer, for example, is one of these illnesses. If you spend the money you spend on cigarettes a month, you can buy something you really need.

Task 7E

Put the sentences in order beginning with the most general statement and adding each sentence in the correct order until the introduction becomes more specific. Write the numbers of the sentences.

(VARIANT I)

(1) Therefore, workaholics' lifestyles can affect their families, social lives, and health. (2) In addition, workaholics may not spend enough time on leisure activities. (3) Nowadays, many men and women work in law, accounting, real estate, and business. (4) These people are serious about becoming successful; they work long hours during the week and even on weekends, so they are called "workaholics." _____

(VARIANT II)

(1) Therefore, anyone who wants to drive must carry a driver's license. (2) It is divided into four steps: studying the traffic laws, taking the written test, learning to drive, and taking the driving test. (3) Getting a driver's license is a complicated process. (4) Driving a car is a necessity in today's busy society, and it is also a special privilege. _____

(VARIANT III)

(1) More than 1,400,000 acres of forest in Germany have been damaged by acid rain and so have forests in Denmark, France, Norway, and Switzerland. (2) The problem exists in many European countries. (3) Acid rain is produced when coal and oil are burnt and carbon dioxide is set free into the air. (4) The Swiss government is worried about the large number of trees which are dying on mountain slopes because these trees help to prevent snowslips and avalanches. (5) This mixes with water vapour and falls to the earth as acid rain. _____

(VARIANT IV)

(1) Many of the rivers which run into the Mediterranean, such as the Rhone in France and the Po in Italy, pass through heavy industrial areas and pick up chemical wastes to dump in the sea. (2) As a result, the northern coastline from Barcelona in the west to Naples in the east puts 200 tons of sewage into the sea every year for every mile of coastline. (3) Tens of millions of tons of oil, industrial waste, chemicals, and sewage are pumped into it every year. (4) The Mediterranean Sea has one of the dirtiest coastlines in the world. (5) Other rivers, like the Ebro in Spain and the Nile in Egypt, carry sewage, pesticides and chemical fertilisers from large land areas. _____

(VARIANT V)

(1) Freud, for example, believed that in our dreams we could find our hidden wishes, wishes we could not admit to anyone, not even to ourselves. (2) “Dreams are of no importance” is what we tell ourselves when we are reluctant to examine the sometimes frightening messages contained in our dreams. (3) Even if we wanted to, the writings of two of the most famous men in the history of psychology, Sigmund Freud and Carl Gustav Jung, remind us again and again that dreams help us understand who and what we really are. (4) However, we probably all know, even if we don't admit it, that we can't dismiss our dreams, not even the seemingly silly ones. (5) Jung studied not only the dreams of his patients but also his own dreams to better understand his hidden desires and motives. _____

The Concluding Paragraph

The conclusion is the last paragraph of the document. It does three things.

- It signals the end of the essay.
- It summarizes the main points.
- It leaves the reader with the writer's final thoughts on the subject.

Concluding Sentences

To signal the end of a document, use a conclusion transition signal such as *in conclusion*, *in summary*, or *to summarize*. Then, either summarize the main points of the document or rewrite the thesis statement in different words.

Example

Thesis statement:

In fact, television may be a bad influence on children for three main reasons.

Conclusion:

In conclusion, if children watch too much television or watch the wrong programs, their personalities can be harmed. Furthermore, their progress in school can be affected.

Task 7F

Read the following thesis statements. Circle the letter of the most appropriate concluding sentence. Notice that each concluding sentence begins with a transition signal.

(VARIANT I)

My greatest problem in learning English is oral communication.

- a. In conclusion, learning to read and write English is difficult.
- b. In conclusion, because I do not speak English enough, my listening and speaking skills have not improved.
- c. In conclusion, everyone should practice speaking English more.

(VARIANT II)

Smoking is unhealthful because it can cause heart and lung disease; moreover, it is expensive.

- a. In brief, buying cigarettes is a bad idea.
- b. In conclusion, smoking affects your health, and it is also a waste of money.
- c. Therefore, smoking is a bad habit.

(VARIANT III)

In my opinion, college grades are necessary because they motivate students to do their homework and to attend classes regularly.

- a. In conclusion, college grades are important.
- b. In conclusion, students should be graded for their own good.
- c. In conclusion, college grades are important because they cause students to be more serious and to try harder.

(VARIANT IV)

My major goals are getting a part-time job and mastering the use of the English language.

- a. In conclusion, if I do not reach my goals, I will be unhappy.
- b. In brief, finding a job and using English well are important to me.
- c. In summary, my major goals are getting a part-time job and mastering the use of the English language.

(VARIANT V)

London has excellent bus and subway systems.

- a. In conclusion, the public transportation system in London provides reliable service at all times.
- b. In conclusion, taking a bus in London is convenient.
- c. In conclusion, taking public transportation is a good way to get around in London.

WRITING A WINNING STATEMENT OF PURPOSE (PROJECT STATEMENT)

Determine your purpose in writing the statement

Usually, the purpose is to persuade the admissions committee that you are an applicant they should choose. You may want to show that you have the ability and motivation to succeed in your field, or you may want to show the committee that, on the basis of your experience, you are the kind of candidate who will do well in the field. Whatever the purpose, it must be explicit to give coherence to the whole statement.

1. Pay attention to the purpose throughout the statement so that extraneous material is left out.

2. Pay attention to the audience (committee) throughout the statement. Remember, your audience is made up of faculty members who are experts in their field. They want to know *that* you can think as much as *what* you think.

Determine the content of your statement

Be sure to answer any direct questions fully. Analyze the questions or guidance statements for the document completely and answer all parts.

For example: "What are the strengths and weaknesses in setting and achieving goals and working through people?" In this question, there are actually six parts to be answered 1) strengths in setting goals, 2) strengths in achieving goals, 3) strengths in working through people, 4) weaknesses in setting goals, 5) weaknesses in achieving goals and 6) weaknesses in working through people. Pay attention to small words. Notice: This example question says *through* people not with people, if it says *with* people, answer that way.

Usually, graduate and professional schools are interested in the following:

1. *Your purpose in graduate study.* This means you must have thought this through before you try to answer the question.

2. *The area of study in which you wish to specialize.* This requires that you know the field well enough to make such a decision.

3. *Your future use of your graduate study.* This will include your career goals and plans for your future.

4. *Your special preparation and fitness for study in the field.* This is the opportunity to relate your academic background to your extracurricular experience to show how they unite to make you a special candidate.

5. *Any problems or inconsistencies in your records or scores* such as a bad semester. Be sure to explain in a positive manner and justify the explanation. Since this is a rebuttal argument, it should be followed by a positive statement of your abilities.

6. *Any special conditions that are not revealed elsewhere* in the application such as a large (35 hours a week) work load outside of school. This too should be followed with a positive statement about yourself and your future.

7. You may be asked, "Why do you wish to attend this school?" This requires that you have done your research about the school and know what its special appeal is to you.

8. Above all this, the statement is to contain information about you as a person. They know nothing about you that you don't tell them. *You* are the subject of the statement.

Determine your approach and the style of the statement

There is no such thing as "the perfect way to write a statement." There is only the one that is best for you and fits your circumstances.

There are some things the statement **SHOULD NOT BE**:

a. Avoid the "what I did with my life" approach. This was fine for grade school essays on "what I did last summer." It is not good for a personal statement.

b. Equally elementary is the approach "I've always wanted to be a _____." This is only appropriate if it also reflects your current career goals.

c. Also, avoid a statement that indicates your interest in psychology is because of your own personal psychotherapy or a family member's psychological disturbance. While this may have motivated many of us to go on to graduate study in psychology, this is not what your audience is necessarily looking for in your statement.

These are some things the statement **SHOULD BE**:

1. It should be objective yet self-revelatory. Write directly and in a straightforward manner that tells about your experience and what it means to you. Do not use "academese" or jargon.

2. It should form conclusions that explain the value and meaning of your experiences such as: (1) what you learned about yourself; (2) about your field; (3) about your future goals; and (4) about your career concerns.

3. It should be specific. Document your conclusions with specific instances or draw your conclusions as the result of individual experience. See the list of general Words to Avoid Using without Explanation listed below.

4. It should be an example of careful persuasive writing.

CONSIDERATIONS ABOUT FORM:

1. Keep to the page limit number!!! Reviewers have to read hundreds of these applications, don't overburden them with extra pages.

2. Do not leave in typographical errors. You don't want to be taken less seriously due to a typo, right? (laugh)

WORDS TO AVOID USING WITHOUT EXPLANATION

significant	invaluable	appealing to me
interesting	exciting, excited	appealing aspect
challenging	enjoyable, enjoy	I like it
satisfying, satisfaction	I can contribute	it's important
rewarding	valuable	fascinating
gratifying	helpful	appreciate
meaningful	useful	helping people
meant a lot to me	feel good	I like to helping
remarkable	incredible	

SAMPLE STATEMENTS OF PURPOSE:

1. The writer of the statement below was admitted into UC Berkeley's History Department.

Please describe your aptitude and motivation for graduate study in your area of specialization, including your preparation for this field of study, your academic plans or research interests in your chosen area of study, and your future career goals. Please be specific about why UC Berkeley would be a good intellectual fit for you.

"Luscious fare is the jewel of inordinate desires," cautions the author of *The Gentlewoman's Companion* (1673), one of many early modern conduct books I surveyed this past year for an honors thesis entitled "'Chaste, Silent, and Hungry': The Problem of Female Appetite in Early Modern England, 1550-1700." As indicated by the title, this project explores a provocative but as of yet scarcely studied facet of early modern gender constructions: female food desire. I use the word "desire" here rather deliberately, as early modern definitions of appetite extended well beyond the physiological drive to eat to encompass all those physical (and shameful) longings associated with the body. And, in a culture where women were by definition immoderate and sensual, female food appetite, I argue, constituted an unruly desire that demanded both social and moral discipline. In brief, my research concerns the patriarchal control of women's bodies in sixteenth and seventeenth-century England vis-a-vis a cultural idea about food desire and satiation as suggestive and immodest.

In lieu of a formal introduction of my research interests and aspirations I offer a summary of my senior thesis, which earned me the 2003 Chancellor's Award for Excellence in Undergraduate Research at the University of California, Davis. This first venture into serious historical scholarship has affirmed my passion for early modern culture and history; and it has given me the confidence to assert and contest my opinions regarding the status of women in early modern Europe and the current state of early modern historiography. Continuing along these avenues of research in graduate school, I would like to use my thesis as the basis for a future dissertation. Though I remain wary about committing myself prematurely to a specific topic of research, I am also eager to elaborate, modify, and complicate my original assertions about the nature of the "problem" of female appetite in early modern England. Indeed, many of the conclusions reached in the thesis, such as my claim that the cultural eroticization of feminine appetite in early modern England betrayed a deep-seated masculine mistrust of female sexuality and sexual power, serve as starting points for future research and study.

On a more basic level, writing a thesis gave me the chance to become better acquainted with the essentials of historical research. Suspecting that normative discourses in early modern England participated aggressively in the monitoring of women's appetites, I navigated the sea of early English printed sources in pursuit of the slightest mention of food and diet. Those sources I encountered

during my research, which ranged from the popular conduct book, *The Education of a Christian Woman* by Juan Luis Vives, to the anonymous sex manual, *Aristotle's Masterpiece*, challenged my basic understanding of history and the original premise of my thesis in ways not anticipated. From deciphering esoteric type-fonts to developing an awareness of the importance of time and funds, I experienced the mundane realities of research that inevitably stunt the historian's aspirations. Even more important was my gradual acceptance of the fact that early modern sources, no matter how we read them, do not always accommodate modern biases and expectations.

Though I cannot predict the course this project might take in graduate school, I expect that it will address the following themes and issues. First is the overarching issue of distinguishing the phenomena I observe from other forms of food restriction and obsession, namely the modern ritual of dieting and its most extreme manifestation, an eating disorder. Though not willing to evade those complicated (and controversial) parallels between modern and early modern usages of food and food symbolism to control the lives of women, I also wish to offer as an historian a nuanced portrayal of how early modern conceptualizations of female appetite were infused with contemporary, historically contingent notions of sexuality and gender.

Furthermore, the question of female agency in a project devoted almost exclusively to male prescriptions for diet and behavior demands further discussion. Admittedly, on more than one occasion, my own extensive use and analysis of conduct books and various obstetric manuals, works composed primarily by educated men, caused me to pause and wonder whether it was best to relate a history about women's actions or the patriarchal apparatus under which those actions were oppressed. While I refuse to see women as simply passive receptacles of masculine command, I neither wish nor aspire to focus solely on their achievements; for, in my mind, the history of women and the history of patriarchy are inextricably related. My goal, then, will not be to detail just another example of how women in history were dominated by men, but, rather, to interrogate the means, in this case food, or, better yet, the cultural meaning of appetite, by which women's desires were suppressed or denied.

Indeed, I am proud of my thesis and, given extra time, could say much more. But I should also stress that at the heart of my specific research concentration lies a more general interest in early modern European history, cultural and women's history to be more exact. To date, my knowledge of the early modern period has been informed and my imagination sustained by an array of courses on early modern history and literature (I was a joint history and English major), including a graduate seminar on Renaissance urban culture taught jointly by Professors Margaret Ferguson and Deborah Harkness. My personal penchant for cultural history stems largely, I believe, from my training in literature and literary criticism, where sensitivity to the importance of language and metaphor is a necessary skill. Also, of crucial importance to a professional career in history are my growing skills in Latin and French, and my fluency in Spanish.

This year I find myself in that difficult and frustrating transitional period between undergraduate and graduate studies. Though I would have preferred to directly continue graduate school after graduation, I opted to take a year off. A year away from school, I reasoned, would afford me the time needed to recuperate from an exhaustive undergraduate education, gain some perspective, and work on fulfilling the language requirement for a doctorate in European history. In fact, I am currently enrolled in a French course at a nearby university and plan to take a subsequent course during the upcoming spring semester. This academic hiatus, moreover, has imposed some much-needed distance between myself and my thesis, which I can now reread from a more critical, less invested stance. And, finally, a break from school has given me sufficient time to search and research for graduate programs that best suit my needs.

UC Berkeley's history program looms large in my mind, largely because of its outstanding faculty and interdisciplinary approach to history. In my own quest for a suitable graduate program, I was thrilled to learn that Professors Thomas Laqueur and Carla Hesse both taught at Berkeley. Professor Laqueur's book, *Making Sex: Body and Gender from the Greeks to Freud*, stands out among the many books I read during my undergraduate education; and I credit his book with introducing me to the nascent but fascinating field of the history of sexuality and the body. Together, Professor Laqueur's cutting edge research and Professor Hesse's knowledge of early modern women's history would make my experience at Berkeley a challenging and enjoyable one.

In addition, Berkeley provides an ideal climate for me to develop my cross-disciplinary interests. In particular, I am interested in pursuing a designated emphasis in women, gender, and sexuality, a unique option that distinguishes Berkeley's history program from that of other institutions. The cross-disciplinary nature of Berkeley's graduate program would foster, I hope, fruitful discussions with other departments, notably the department of English and Women's Studies, thus broadening and enriching my research as well as my general understanding early modern culture and history.

2. Shi, Application for Ph.D. Study in Michigan State University

I intend to apply for the Ph.D. Program in Educational Psychology in the College of Education, Michigan State University for the fall of 2000.

Motivation and Purpose

My motivation of further study and research on Educational psychology has something to do with my son's early reading experience in addition to my language teaching career.

I received my MA in linguistics and applied linguistics in 1992 from Shanghai Jiao Tong University. I became a faculty member in the school of Foreign Languages of the same university immediately after graduation. I have kept a keen interest in second language acquisition, especially in TESOL. In 1995 I became a mother. I had an impulse to do an experiment: trying to make my son bilingual, able to speak both Chinese, our native language and English, a foreign language, in his tender age.

For some reasons, I give up bilingual education. I began to teach him, in a way of play, to recognize Chinese characters when he was about 6 months young, in my spare time. He was able to read (Chinese) when he was 3 years old. Four and a half now, he can read children stories independently and fluently. It seems to me – to all people around, a miracle that a child is really able to become literate in its tender age without difficulty!

People think that my son is more talented and might be a prodigy. But I feel that that my son is not quite different from other children. Every child might be able to do so if being guided properly, if the ways of understanding language and literacy are better understood, if ...

A hoard of questions occur to me: the most realistic one is: why my students – all students in our country, in fact, need so long a time to learn English, a second language, of course, first at primary school, then secondary school and finally at college or even at graduate school? Is it because that language acquisition and language learning are so different? What is the panorama of the psychological process of language learning?

Could we develop more efficient and effective educational practices and to make language teaching and learning an easy and a happy thing?

I have read your program information description and feel the Educational Psychology Program should be suitable to me. The purpose of my applying for a place at your university is precisely to acquire the depth of knowledge and sophistication of methodology to attain a superior level of expertise by way of strict training.

Academic background

Undergraduate study I majored in English Education Foreign Languages Department of Qufu Normal University, located in Qufu, the birth place of Confucius. I received quite good education there. The courses I studied included general education, introductory educational psychology, pedagogy, Foreign literature, and so on.

I was outstanding both at academic courses and extracurricular activities. I was among the best five in a class of 25. I acted as the assistant to the editor-in-chief of the school literary newspaper “Xing Tang “ when I was a junior and the editor-in-chief when I was a senior.

Graduate Study Having worked as a teacher at Liaocheng Teacher’s Institute for two years, I passed the 1989 Postgraduate Examination Test and started to do my master’s degree in Linguistics and Applied Linguistics School of Foreign Languages of Shanghai Jiao Tong University. This department is a reputable one in China with quite a number of famous scholars specializing in linguistics and applied linguistics. Affiliated to the department is the College English Test Administrative office, which administers the National College English Tests on behalf of the State Education Ministry. I benefited a great deal from the teaching of the professors and also had chances to observe and take part in as well the research activities such as testing.

I was among the best 5 in a class of 15. Unfortunately, my need for self-development in educational psychology was not satisfied owing to the lack of necessary equipment and facilities for doing experiment and collecting data. The lack of the latest collections of books on linguistics, psychology or pedagogy in our library due to the lack of hard currency also affected my systematic research more or less.

Research activities After graduation, I researched in several fields. I published two books, three research papers and several million words of translation. I am outlining below my academic contributions:

- The paper *Translation on Discourse Level* (published in 1993) won the first prize on the 4th Conference of Shanghai Translators Association in 1993.
- *Modern American English Colloquialisms* (published in 1995) won the title *Best Publications of Shanghai Jiao Tong University Press for the Year 1995* in July 1996.
- I joined the survey team of the project Survey of College English Education in China (from 1996 to 1997) and acted as one of the reporters.

Work experience

After finishing my graduate study in 1992 with an MA degree, I started my teaching career in the Foreign Languages Department of Shanghai Jiao Tong University. I teach both non-English major and English major students. My main activities and achievements since 1992 are as follows:

- In 1997 I was appointed as the leader of College English Teaching and Research Group (II). On this post, I make term-based teaching plan, organize discussion and assessment, coordinate testing, research on TESL, etc.
- I won the title *Excellent Young Teacher* awarded by Shanghai Jiao Tong University for the years 1995, and 1999 respectively.
- I was promoted to associate professorship academically earlier in 1996 for my outstanding teaching and publications and became the youngest associate professor of the institution that year.

Plan for professional study and my future career

As I have stated earlier, I plan to further my graduate study at your university majoring in educational psychology and minoring in SLA in the hope that after graduation I will become a language educator and reformer with particular reference to TESOL.

My ambition is that after receiving education at your university, I will root myself on the Chinese soil and brave a new way to efficient and effective foreign language teaching and learning.

CHECK YOUR WRITTEN DOCUMENT

Content

- Does the essay have a main idea?
- Is the main idea developed and supported with examples, evidence?
- Are all the details in the essay relevant to the main idea?

Organization

- Is the main idea of the essay clearly started in a thesis statement?
- Does each paragraph contain only one main idea?
- Does each paragraph contain a topic sentence that clearly states the main idea?
- Is the main idea of each paragraph developed in an organized way?
- Are transition devices used to link sentences and paragraphs together?
- Does the conclusion summarize the main points made in the essay?

Language

- Is the material taken from other sources correctly cited and used without plagiarism?
- Is the vocabulary appropriate for the topic?
- Do paragraphs contain a combination of simple and complex sentences?
- Are there any errors in grammar?
- Are there any errors in spelling and punctuation?

The Writing Process

1. Consider the purpose and audience
 - Why are you writing this? (persuade readers to act, explain something, etc.)
 - Who is going to read it? (what do they know, expect, do they agree with you, etc.)
2. Explore the topic
 - Brainstorming
 - Freewriting
 - Clustering (do with “writing” as a topic)
 - Questioning (who, what, when, where, why, how?)
3. Develop a thesis statement (main idea)
 - Include a topic (state the topic) and comment (make a point about the topic)
 - Make it interesting, specific, and limited
4. Plan the document structure
 - Choose a pattern of organization for each paragraph
 - Write out a plan (outline or list) for the essay
5. Write the first draft
 - Write down your first ideas for the document
 - This may lead you to change your idea or organization plan
 - It does not need to be a perfect, completed product at this point
6. Revise, edit and proofread

- Assess main ideas, organization, the structure of paragraphs, a variety of sentences, etc.
- Try and get feedback from others (native speakers, teacher, other students)
- Proofread for spelling, punctuation, grammar

Task 7G

(VARIANTS I–V)

Practice writing on the items A and B.

When completed, review your writing using the Checklist below.

A. Recalling and analyzing experience:

1. Pick a memorable accomplishment in your life. What did you do? How did you accomplish it?
2. What sort of important activities have you engaged in? With whom? what role did you play?
3. What work experiences have you had? What was your job? responsibility? How did you carry it out?
 - Now, look over. What skills and qualities do you see that you possess? For example, consider working with others. Were you a leader? important "team" player?
 - Looking at what you have found, you can now look for skills and qualities that will help you in graduate school. What factors stand out?
 - *NOTE:* You will undoubtedly have more material than you can use. This is good, but you need to make strategic choices.

B. Your career goals - write two short paragraphs:

1. What career have you chosen? What factors formed this decision?
2. What evidence shows that this is a correct choice? That is, how can you show that this choice is realistic? (Personal experience in the field is a good place to begin.)

CHECKLIST OF YOUR WRITING

The Whole Piece of Writing

1. Is the topic suitable for college writing and sufficiently narrow?
2. Does your thesis statement (project statement, etc.) clearly communicate the topic and focus of the document?
3. Does your thesis clearly reflect the purpose of the document?
4. Does the writing reflect an awareness of its audience?
5. Does the document take into account the special requirements – the assignment's time limit, word limit, and other factors?
6. Does your document have a logical organization pattern?
7. Is the tone of the document suitable for its audience? Is an appropriate tone consistent throughout?
8. Is your document supported well by the main ideas of the paragraphs?
9. Do the paragraphs cover separate but related main ideas?
10. Have you covered all the material promised by your thesis statement?
11. Are the connections among the paragraphs clear?
12. Does your introduction lead into the thesis statement and the rest of the essay?
13. Does your conclusion provide a sense of completion?
14. Have you cut any material that goes off the topic?
15. Is the length of each paragraph in proportion to the whole essay and the length of the other paragraphs? (Remember that an introduction and conclusion are usually shorter than any of the body paragraphs in an essay.)
16. Does your document have a title? Does it reflect its content, directly or indirectly?
17. Is your reasoning sound?
18. Does your document avoid logical fallacies?

Paragraph

1. Does the introduction help your audience make the transition to the body of your document?
2. Does each body paragraph express its main idea in a topic sentence as needed?
3. Are the main ideas – and topic sentences – clearly related to the thesis statement of the essay?
4. Are your body paragraphs developed? Is the development sufficient?
5. Does each body paragraph contain specific and concrete support for its main idea? Do the details provide examples, reasons, facts?
6. Are your facts, figures, and dates accurate?
7. Is each body paragraph arranged logically?
8. Does the conclusion give your reader a sense of completion?
9. Have you cut any material that goes off the topic?
10. Have you used the necessary transition?
11. Do the paragraphs maintain coherence with pronouns, selective repetition, and parallel structure?
12. Do you show relationships between paragraphs?

Sentence

1. Are your sentences concise?
2. Have you eliminated sentence fragments?
3. Have you eliminated comma splices and fused sentence?
4. Have you eliminated confusing shifts?
5. Have you eliminated misplaced modifiers?
6. Have you eliminated dangling modifiers?
7. Have you eliminated mixed sentences?
8. Have you eliminated incomplete sentences?
9. Do your sentences express clear relationships among ideas?
10. Do you use coordination correctly?
11. Do you use subordination correctly?
12. Do your sentences avoid faulty parallelism?
13. Do you use parallelism as needed to help your sentences deliver their meaning?
14. Does your writing style reveal sensitivity to the need for variety and emphasis?
15. Do your sentences vary in length?
16. Does the structure of your sentences help convey the emphasis?

Words

1. Have you used exact words?
2. Does your word choice reflect your intentions in denotation and connotation?

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