

FUNCTIONAL WRITING

FUNCTIONAL WRITING

- Functional writing is writing that is meant to fulfill real life purposes, such as: making a request or giving advice, inviting someone for a visit or to a function, applying for something.
- That is, the writing activities carried out resemble those done in real life for practical purposes
- (Creative writing is more for self-expression and pleasure)

FUNCTIONAL WRITING

- ✖ This kind of writing practice prepares learners for writing which they must do as part of survival in everyday life
- ✖ The writing of titles, headlines, advertisements and posters is also a form of functional writing, because people write headlines as a job, and write advertisements and posters to accomplish specific purposes.

FORMAL LETTERS

- ✘ These are also called official or business letters and they fulfil official functions, such as applying for a job, apologising to the headmaster, asking for permission to be away, applying for a place as a pupil, etc.
- ✘ Note the following characteristics of formal letters.

DESIGN OF FORMAL LETTERS

- The address of the writer is on the right hand-top-corner.
- The date of writing is one line below the writer's address.
- On the left-hand side, beginning on the line below the date is found on at least three lines:
 - a) The position (title) of the person to whom the letter is written (e.g. manager, president, headteacher) followed by their name.
 - b) The place where he/she is working.
 - c) The addressee's address.

DESIGN OF FORMAL LETTERS

✕ The way addressees is greeted (addressed), called the salutation, is written two lines below the address, below the addressee's address, e.g.

+ ■ "Dear Sir,

+ ■ "Dear Madam,"

+ ■ "Dear Mr ,"

+ ■ "Dear Mrs"

DESIGN OF FORMAL LETTERS

- The subject of the letter is written two lines below the salutation, following RE: which is in the left margin.
- The subject is written in capital letters and is underlined. It summarises the purposes of the letter
- The main body of the letter follows. Notice how it is begun, the details of information given and the language of the letter.
- The complimentary close is a polite, formal expression that is written before the writer's signature: e.g. Sincerely.

DESIGN OF FORMAL LETTERS

- The information contained in the main body of the letter depends on the purpose of the letter
- "Yours faithfully," is the only one way of ending official letters when you have addressed the person as "Dear Sir"
- When you have used the person's name e.g. "Dear Mr. Owiny", you end "Yours sincerely"
- Other ways of ending official letters include "Yours truly," "Yours in service," etc.

CURRICULUM VITAE

- **Curriculum Vitae:** an outline of a person's educational and professional history, usually prepared for job applications
- **A CV is the most flexible and convenient way to make applications**
- It conveys your personal details in the way that presents you in the best possible light
- **A CV is a marketing document** in which you are marketing something: yourself! You need to "sell" your skills, abilities, qualifications and experience to employers

USES OF CV'S

- ✗ When an employer asks for applications to be received in this format
- ✗ When an employer simply states "apply to ..." without specifying the format
- ✗ When making **speculative applications** (when writing to an employer who has not advertised a vacancy but who you hope may have one)

WHAT ARE THE MOST IMPORTANT ASPECTS OF A CV ?

45%	Previous related work experience
35%	Qualifications & skills
25%	Easy to read
16%	Accomplishments
14%	Spelling & grammar
9%	Education (these were not just graduate recruiters or this score would be much higher!)
9%	Intangibles: individuality/desire to succeed
3%	Clear objective
2%	Keywords added
1%	Contact information
1%	Personal experiences
1%	Computer skills

STRUCTURE OF A CV

✖ Personal details

- + Normally these would be your **name, address, date of birth, telephone number and email**

✖ Education and qualifications

- + Your degree subject and university, plus A levels and GCSEs or equivalents
- + Mention grades unless poor!

STRUCTURE OF A CV

✖ Work experience

- + Use **action words** such as developed, planned and organised.
- + **Try to relate the skills to the job.** A finance job will involve numeracy, analytical and problem solving skills so focus on these whereas for a marketing role you would place a bit more emphasis on persuading and negotiating skills

STRUCTURE OF A CV

- **Interests and achievements**
 - Keep this section **short and to the point**
 - Show a **range of interests** to avoid coming across as narrow
 - **Hobbies that are a little out of the ordinary** can help you to stand out from the crowd
 - Any **interests relevant to the job** are worth mentioning
 - Anything showing evidence of **employability skills** such as team working, organising, planning, persuading, negotiating

STRUCTURE OF A CV

× Skills

- + The usual ones to mention are **languages** (good conversational French, basic Spanish), **computing** (e.g. "good working knowledge of MS Access and Excel, plus basic web page design skills" and **driving** ("full current clean driving license").
- + If you are a **mature** candidate or have lots of relevant skills to offer, a **skills-based CV** may work for you

STRUCTURE OF A CV

- **References**

- Many employers don't check references at the application stage so unless the vacancy specifically requests referees it's fine to omit this section completely if you are running short of space or to say "References are available on request."
- Normally two referees are sufficient: one academic (perhaps your tutor or a project supervisor) and one from an employer (perhaps your last part-time or summer job)

WHAT MAKES A GOOD CV?

- It is **targeted on the specific job** or career area for which you are applying and brings out the relevant skills you have to offer
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped
- It is **informative but concise**
- It is **accurate in content, spelling and grammar**. If you mention attention to detail as a skill, make sure your spelling and grammar is perfect!

WHAT MISTAKES DO CANDIDATES MAKE ON THEIR CV?

- Spelling and grammar 56% of employers found this
- Not tailored to the job 21%
- Length not right & poor work history 16%
- Poor format and no use of bullets 11%
- No accomplishments 9%
- Contact & email problems 8%
- Objective/profile was too vague 5%
- Lying 2%
- Having a photo 1%

WHAT MAKES EMPLOYERS REJECT CV'S?

- CVs with spelling mistakes or typos 61%
- CVs that copied large amounts of wording from the job posting 41%
- CVs with an inappropriate email address 35%
- CVs that don't include a list of skills 30%
- CVs that are more than two pages long 22%
- CVs printed on decorative paper 20%
- CVs that detail more tasks than results for previous positions 16%
- CVs that include a photo 13%
- CVs that have large blocks of text with little white space 13%

TYPES OF CV'S

- **Chronological** - outlining your career history in **date order**, normally beginning with the most recent items (reverse chronological)
- This is the **"conventional" approach and the easiest to prepare**
- It is detailed, comprehensive and biographical and usually works well for "traditional" students with a good all-round mixture of education and work experience

TYPES OF CV'S

- ✖ **Skills-based:** highly-focused CVs which relate your skills and abilities to a specific job or career area by **highlighting these skills and your major achievements**
- ✖ The factual, chronological details of your education and work history are subordinate

PERSONAL PROFILE

I am an experienced warehouse operative and delivery driver with over 5 years of experience in this type of work. I am able to work within a team or on my own working to deadlines and timescales. I have good Add here attributes relevant to the job being applied for.

SKILLS & TRAINING

- Counterbalance, Forklift truck and Reach truck licence holder & experience
- Full Clean UK driving licence
- 2005 – IT and Internet usage course (12 weeks), Oldham
- 2003 – Basic First Aid course, Salford Quays

EMPLOYMENT HISTORY

In my recent employment history I have undertaken a variety of work roles as detailed below, some of these have been done through agency placements.

Aug 2010 - Jan 2013 ♦ Mark Two Logistics ♦ Order Picker/Warehouse Operative

Main Duties include:

- Picking products into specific sets/boxes
- Labelling products for dispatch
- Preparing products for deliveries
- Loading vehicles
- General warehouse duties

Dec 2008 – Aug 2010 ♦ DHL - Ashton ♦ Delivery Driver

Main Duties include:

- Helping Ikea home delivery service
- Delivering furniture to ~~customers~~ homes
- Customer liaison regarding delivery scheduling

EDUCATION

- St. Dominic ~~Savio~~ Secondary Modern: 1975 – 1979 – GCSE's and O Levels
- Salford Technical College: 1979 – 1981 – A Levels

HOBBIES & INTERESTS

I am a helper at a local beaver pack and arrange activities and crafts with young children. I enjoy watching movies and am a committee member at a local photography club.

REFERENCES

Name 1

Company & Address

Town, Postcode

Tel & email

Name 2

Company & Address

Town, Postcode

Tel & email

E-MAILS TO AVOID ON CV'S

- death_metal_kitty@hotmail.com
- demented_bovine@gnumail.com
- so_kiss_me@hotmail.com
- platypus_mcdandruff@gnumail.com
- busty-beth@gnumail.com
- virgin_on_the_ridiculous@hotmail.com
- original_madcow_jane@gnumail.com
- circle-of-despair@gnumail.com
- sexylikewoaaaaah@hotmail.com

CV FONT'S

- **TIMES NEW ROMAN** is the standard windows "serif" font. A safe bet - law firms seem to like it but it isn't easy to read on the screen
- If you do prefer to use a serif font, try **CAMBRIA** which has been designed for screen readability
- **FONT SIZE** is normally 12 points for the normal font with larger sizes for subheadings and headings
- **Most CVs are now read on screen** rather than on paper

MEMO'S

- A **memorandum** or **memo** helps members of an organization communicate and share information that is relevant to people within the organization
- They allow members or departments within an organization to communicate and relay information
- Memos frequently address a small or large group of people, but some of the memos you write may be intended for one person.

MEMO'S

- Memos should have the following sections and content:
 - A 'To' section containing the name of the receiver. ...
 - A 'From' section containing the name of the sender. For informal memos, the sender's other name; e.g. ...
 - A 'Date' section. ...
 - A Subject Heading.
 - The message. ...
 - Signature.

MEMO'S

- ✖ The text of the memo should be relatively short; one page is a good rule of thumb
- ✖ While you don't want to omit any information that the reader needs, it's also important to keep explanations short and simple

WHAT A MEMO MUST ADDRESS?

- What is the purpose of the memo? What will it tell its recipient(s)?
- Why do the recipients need this information?
- What are the most important facts that the recipients need to have?
- Is there a change that will be occurring? If so, what is the change and when will it occur?
- Is there an action that the recipients need to take? If so, exactly what do they need to do? How do they take this action?

REFERENCES

- ✖ www.kent.ac.uk/careers/cv/cvexamples.
- ✖ *Professional Writing*. Purdue University College of Liberal Arts. Retrieved November 7, 2014.
- ✖ Garay, Mary Sue, Bernhardt, Stephen. *Expand Literacies: English teaching and the new workplace*. Albany: State University of New York Press, 1990. Print. Terk, Natasha (2010). *Professional Writing Skills*. Write it well.