

GGC5039 / ESS419

## Academic Communication

### Section 5-1: Writing proposals and applications (Scholarships)

Instructor: Dikun Yang

Term: Fall 2020-2021



# Outline

- Section 1: **Introduction** (2 hr)
- Section 2: **International communications** (2 hr)
- Section 3: **Writing and publishing** (8 hr)
- Section 4: **Presentations at conferences** (6 hr)
- Section 5: **Writing proposals and applications** (6 hr)
- Section 6: **Interviews** (4 hr)
- Section 7: **New media** (2 hr)
- Section 8: **Integrated practice** (2 hr)

# Persuasive Writing

- Scholarship/fellowship applications
- Job or graduate school applications
- Grant applications



## Persuasive Writing *Organizing*



**State your opinion.**  
**You should visit the circus.**



**Give your first reason.**  
**You'll see lions.**



**Give your second reason.**  
**You'll see elephants.**



**Give your third reason.**  
**You'll see bears.**



**Call the reader to action.**  
**Get your ticket to the circus today.**

# Scholarship Applications

- Choose the right scholarship for you
  - Level of competition: school, provincial, national, international
  - Type: monetary or honorary; specific or general
  - Amount of work: forms, essays, presentations, defenses
  - Time: One-time, terms, renewable
- Essential elements
  - Cover letter
  - Curriculum Vitae or resume
  - Personal/research statement
  - Reference letter

# Cover Letter

Addressing with exact name and title of the recipient or selection committee

Main body part 1: Who you are and why applying

Main body part 2: Specific reasons; highlights only, not too long

Main body part 3: Additional info and attachments

Closing with respect and contact info

To,  
Whomsoever it may concern  
Economics Department  
Liverpool University,  
Date: 16th April 20XX

Subject: scholarship letter for the full scholarship in the Economics Post graduate course  
Respected Sir/Ma'am,

I, Matt Damon am writing this letter to you in order to apply for the Post graduate level Economics scholarship which is popularly known as Charles Andrews Scholarship. Sir, I have already been admitted to the course for the 2014 session but would like to avail this scholarship to reduce my total fees.

I have pursued my graduation in Economics from Birmingham University and have also gained a work experience of 1 year from a London Based multinational company called Jacob Inc. During my graduation, I was awarded with my Economics awards and certificates. I have a deep passion for this field and am particularly interested in world economics. I believe that the scholarship can help me carve my career in this field and go onto pursue my Doctorate degree in the same field.

I am enclosing my CV, application form and course acceptance letter with this letter to enable you to have a better look at my credentials.

Hoping to hear from you soon,  
Thanking you,  
Yours sincerely,  
Matt Damon

# Curriculum Vitae (CV)

- CV or resume: academia or industry?
- Elements in an academic CV
  - Name and contact info
  - Education
  - Employment history
  - Publications (journal, conference, ...)
  - Honors and awards
  - Important presentations
  - Research, teaching, service experiences
  - References

## DIKUN YANG

Curriculum Vitae

October 12, 2019

Room 406B, Innovation Park Build 9  
No. 1088 Xueyuan Blvd., Nanshan District  
Shenzhen, Guangdong, China 518055

yangdk@sustech.edu.cn  
+86-755-88018695  
www.sustech-gem.cn

## EDUCATION

2014 Ph.D. in Geophysics, University of British Columbia, Vancouver  
2008 M.A.Sc. in Geophysics, China University of Geosciences, Wuhan  
2005 B.Sc. in Geophysics, China University of Geosciences, Wuhan

## EMPLOYMENT

2018 – now Assistant Professor  
Department of Earth and Space Sciences, Southern University of Science  
and Technology

2018 Postdoctoral Research Fellow and Research Scientist  
Lamont-Doherty Earth Observatory, Columbia University

2014 – 2017 Postdoctoral Research Fellow  
Geophysical Inversion Facility, University of British Columbia

2017 Postdoctoral Teaching Fellow and Sessional Lecturer  
Department of Earth, Ocean and Atmospheric Sciences, University of  
British Columbia

# Curriculum Vitae (CV)

- Detailed records of your professional activities
- Reverse order in time (newer items first)
- Publications: published, accepted, in press, in preparation
- Awards and grants: show ranking or \$ amount
- **Maintain a master version than customize when needed**
- Do not
  - Include photo, gender, date of birth, status of marriage, ID, hobby
  - Leave big gaps
  - Use excessive decoration, funky fonts/colors
  - Cheat or fabricate



Vincent FETZER  
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F - 54400 Longwy  
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## Ph.D. in materials science

### Projects manager

35 years old

Single  
Without children

Driving licence

**Design - R&D - Process - Industrialisation - Support engineer**  
**French - German - English**

#### Education

- 2007** Ph.D. in physical chemistry  
**Université de Bourgogne**, laboratoire Interdisciplinaire Carnot de Bourgogne - **Dijon, France**
- 2004** **Master's degrees in materials engineering**: Franco-German double diploma  
· Ingénieur diplômé de l'EEIGM, **Institut National Polytechnique de Lorraine** - **Nancy, France**  
· Diplomingenieur der Werkstofftechnik, **Universität des Saarlandes** - **Saarbrücken, Germany**

#### Abilities

- Management**
- Production unit and quality control laboratory management
  - B2B sales department management and development
  - Customer pre- & after-sales support (ISO 9001:2008 quality policy)
  - Coordination of projects between industry and public research laboratories
  - Supervision and coordination of technicians or business engineers teams, mentoring of trainees
- Sales**
- Business development and SME support by providing assistance in field of R&D and innovation
  - Prospection, qualification, contractual clauses and margins negotiation
  - Billing, outstanding debts monitoring, recoveries and litigations management
  - Field assistance during audit and control (fiscal, social contributions, legal and scientific expertise)
- Technics**
- Computer-aided design (specific elements and master plans)
  - Material production processes, test and characterization (mechanical, physicochemical analysis)
  - Industrial expertise (electricity, electronics, mechanics, thermic, aeraulics, acoustics)
  - Multi-axis industrial robotic (kinematic programming, tools interfacing)
- R&D**
- Scientific literature monitoring, technical and technological watch, competitive intelligence
  - Needs analysis and technical specifications definition
  - Protocols and methods providing, experimental design
  - Results analysis and implementation of solutions
- Methods**
- Benchmarking, design, fitting, commissioning and maintenance of devices
  - Management of a production workshop and its test laboratory (workflow, test and characterisation)
  - Monitoring, updating and reporting of legal compliance and safety requirements
  - Waste processing (nomenclatures, collection points and materials removing)

#### Work experiences

- February 2013 **SUNON Europe** - precision motors, fans, blowers, cooling modules **Fresnes, France**  
- November 2013 **Field Application Engineer**  
**B2B project management and technical support (continental Europe, Turkey, Russia):**  
· suitable solutions proposal (technical specifications to the R&D dept. of SUNON HQ in Taiwan)  
· pre- & after-sales service and customer support (troubleshooting, corrective actions proposition)  
**>Customers: IT & telecom, commerce machines, home, medical & industrial app., automotive**  
**Sales force and marketing dept. internal support:**  
· technical training sessions and assistance to distribution system operators  
· competitive intelligence (market research studies, benchmarking of competitors products ranges)
- February 2013 **CRITT METALL2T** - R&D support and technology transfers **Longwy, France**  
- November 2013 **Process project manager**  
**Applied research in field of thermal spraying & refilling technologies** (coldspray, Plasma Transferred Arc):  
· technical and economical feasibility studies  
· production devices setting, optimization of spraying parameters  
· prototypes manufacturing, testing and validation (**SCHNEIDER ELECTRIC 65 k€, SAINT-GOBAIN 17 k€**)  
**>R&D followed by a transfer of CASTOLIN 300 A PTA on REIS 9-axis robot into a local SME (222 k€)**  
**Heat treatments:** quenching, annealing, tempering or nitriding in fluidised bed furnaces  
**Sample characterization:** metallographic preparations and analysis, mechanical tests  
**In charge of the workshop and its characterisation laboratory:**  
· equipment maintenance (machine-tools, supply and security devices, computer network, fire panel)  
· fluids, raw materials and consumables supplying and load carrying (crane, forklift, high-loader)  
· monitoring, updating and reporting of legal compliance and safety requirements
- November 2012 **UNDOSTRIAL & Lucas de Staël** - luxury eyewear manufacturing **Paris, France**  
- February 2013 **Production line worker, trainee for jewellery art CAP**  
Metal handwork (precise workmanship and crafting: deburring, graving, bending and folding the frames)  
Order picking (mounting of lenses, maintenance kit, point of sale display), packing and shipping



## Dennis G. Champ

2112 Southlawn Pl. Urban Plains, NY  
(555) 867-5309 • dgchamp@NYU.edu

### PERSONAL STATEMENT

A dedicated, detailed and capable research fellow with five years of experience in graduate-level sociology research. Extensively published in social science journals, with related expertise in Mirroring Theory. A confident presenter at conferences and teacher in classrooms, able to explain complex information to audiences of all levels.

### EDUCATION

#### PhD in Sociology

May 2018

New York University, New York, NY

*Dissertation title: "Eat, Play, Shove: How Mirror Theory Accounts for Basic Daily Habits in Adolescents in the United States"*

*Advisor: James Jeffry, Sociology Chair, NYU*

#### MA in English

2011

Yonsei University, Seoul, Republic of Korea

#### BA in Sociology, *magna cum laude*

2009

University of Iowa, Iowa City, IA

### TEACHING & ADVISING

#### Composition Instructor

2012-present

*English Department, New York University*

- Facilitator and lecturer for five bi-weekly sections of Composition 102.
- Plan workshops and led round-table discussions on discussion of societal issues.
- Use current pedagogical techniques to engage with undergraduate students.
- Implemented team-teaching strategies to encourage sharing of ideas in the classroom.

#### Social Theory Lecturer

2013-2014

*Advanced Studies Laboratory, New York University*

- Instructed Humanities undergraduates interested in nascent social theory
- Integrated speaker-listener approaches to teaching social theory using film and instructional technology.
- Assigned leadership roles to individuals for leading group-driven modules.

#### Writing Fellow

2010-2011

*Writing Center, Yonsei University*

- Tutored students in multidiscipline areas to improve organization and arguments in writing.
- Underwent bi-weekly calibration and discussion with professors and other writing fellows.

**Kerem Güngör**  
**US Permanent Resident**  
keremgungor76@gmail.com

11 Harvest Lane  
Lewiston ME 04240  
Tel: (207) 333-9838

**EDUCATION**

**Ph.D. Biological Systems Engineering** August 2006  
**University of Wisconsin-Madison**

- Advisor: Dr. K. G. Karthikeyan
- Dissertation Title: *Phosphorus dynamics in anaerobically digested dairy manure*

**M.S. Environmental Engineering** July 2001  
**Middle East Technical University** (Ankara, Turkey)

- Advisor: Dr. Kahraman Ünlü
- Thesis Title: *Treatment of domestic wastewater using soil aquifer treatment system*

**B.S. Environmental Engineering** June 1998  
**Middle East Technical University**

- GPA: 3.5/4.0 (Rank 2 in a class of 55)

Graduated with High Honor

**RESEARCH AND EMPLOYMENT EXPERIENCE**

**Environmental Engineer & Researcher** (Maine, USA) April 2014–Current  
**Self Employed**

- Performs environmental research and writes manuscripts for peer reviewed journals. Develops his 'geographic information systems' (GIS) and watershed modeling skills. Participates in an on-going USDA funded research project under Dr. Karthikeyan's (UW BSE) supervision. Collaborates with Turkish peers on new research projects.

**Assistant Professor, Abant İzzet Baysal University** (Bolu, Turkey) April 2009–March 2014  
**Environmental Engineering Department**

- Acquired analytical equipment for new environmental laboratories and involved in the start-up of a multi-million dollar 'R&D excellence center'. Published **9** peer-reviewed articles.
  - **Research:** Led one intramurally and one extramurally funded research projects. Advised an undergraduate student/mentee in his extramurally funded research project. Hired and trained several undergraduate students, two postdocs, one graduate student, and technicians. Set up and operated field-scale monitoring equipment (e.g., wet-dry atmospheric deposition sampler, water-gauging stations). Established methods and analyzed environmental samples using advanced analytical instruments (e.g., ICP-MS).
  - **Teaching:** Taught two core courses of the undergraduate curriculum, namely "Environmental Chemistry" and "Unit Operations and Processes", along with "Advanced Professional Foreign (English) Language" and "Basic Information Technologies". Challenged the students with collaborative exercises and open-ended problems to improve their learning experience. Encouraged the students to use the office hours frequently and improve self-learning skills.

## IRENE BININI

*Address:* Piazzale Mattarella 11  
43123 Parma  
Italy  
*Phone:* 3405169611  
*Email:* irene.binini@sns.it  
*Website:* irenebinini.wordpress.com

### CURRENT POSITION

PhD in Philosophy Scuola Normale Superiore, Pisa.  
2013-now  
*Dissertation topic:* Theories of modality and theories of consequences in Early Medieval Logic.  
*Supervisor:* professor Massimo Mugnai.

### EDUCATION

M.A in Philosophy University of Parma. *Cum laude.*  
2013  
*Dissertation topic:* Aristotelian theory of modality.  
*Supervisors:* professor Roberto Pinzani and professor Stefano Caroti.  
B.A. in Philosophy University of Parma. *Cum laude.*  
2010  
*Dissertation topic:* The problem of other minds in Ryle and Austin.  
*Supervisors:* professor Wolfgang Huemer and professor Andrea Bianchi.

### EDUCATION AT OTHER INSTITUTIONS

08/2014 Logic Summer School. Gargnano (Italy)  
01-06/2011 Exchange Programme at the Department of Philosophy at Boston College (Boston, MA)  
08-01/2004 Exchange AFS Programme in Jyväskylä (Finland)  
09/2004-09/2013 Piano music student at the Conservatory of Music of Parma (Italy)

### GRANTS, STUDENT SCHOLARSHIPS AND AWARDS

01-06/2011 Visiting scholarship for an exchange study programme at Boston College (5000\$ from Boston College).  
09/2010 Exchange student at a three week course of Advanced English Language at Oxford Brookes University (1500€ from University of Parma).

# Personal Statement – Why Applying

- Clarify what (scholarship) you are applying
- How do you qualify?
  - Who you are
  - Fulfillment of prerequisite
- How do you stand out?
  - Unique characters, skills, experiences
  - **Relevant to the scholarship**
  - Add a twist if possible
- Impact of the scholarship
  - Your career path
  - Carry on the spirit – broader impact

**BOSS: Why Should I Hire You?**  
**Me: Because I Don't Have a job.**



# Personal Statement – Pitfalls

- Specific facts are more convincing than emotional opinions
  - “I completed three research projects on the topics of induced seismicity in two year, and one of them won the first prize in the national undergraduate best paper award” vs. “I feel excited about research and have achieved many accomplishments”
  - “I got straight A’s in my coursework with a GPA 3.87/4.0 and I am on the dean’s list” vs. “I am a top student who has demonstrated the highest academic performance”

# Personal Statement – Pitfalls

- Obvious gaps or potential issues
  - On leave for 1.5 years, a full-time job in another field, two degrees at the same level, academic “downgrading”
- Irrelevant or too personal
  - Ok to mention you are an Olympian, but don’t say you play football with your classmates every weekend
- Too much complaints or excuses
- Political, religious or inappropriate comments



# References

- Who can write a recommendation letter?
  - Supervisor, instructor, mentor
  - Use the persons known by the readers of letter
  - Build your referee base: co-author, exchange, coursework
- Asking for a letter
  - Lead time: 2~6 weeks depending on the number of letters
  - Provide necessary hints, background materials, submission instruction
  - Gauge the willingness (use your EQ)
  - Sometimes only name and contact info required at the time of application; remember to notify your referees

# References

- A good reference letter
  - Who is the candidate
  - What is the relation
  - Evaluation of the candidate: quality of research, qualification, attitude, personality, etc. ...
  - Summary and closing: remember to sign on letter head paper
  - Customized to highlight the strengths of the candidate (tags)
- Reminder before the deadline
- Follow up with the competition results – Prepare for the next

# Assignment 3

- Prepare an application package for a scholarship or a PhD/postdoc position. Make sure to include:
  - Cover letter (no more than one page)
  - Curriculum Vitae (no page limit)
  - Personal statement for scholarship or position (no more than one page)
- Turn in printed copies
- Due date: December 11, 2020