

Sunny Patel

Professor Mears

### Evaluative Essay

With the job market harder than ever before in this country, it is critically important to write an effective resume and cover letter. Since the purpose of these documents is to convince the reader that you are fit for the job, the first step is to analyze who your audience is. Important details to consider in your evaluation are your reader's education, professional experience, job responsibility, personal characteristics, personal preferences, and perhaps occasionally even cultural characteristics. Writing while keeping this information in mind will help appeal to the reader's final decision making.

Another important question to ask is how will my readers read my resume and cover letter, since there are probably dozens of applicants for the very same position the human resources manager probably does not have the time to thoroughly read through the entire resume and cover letter. Knowing that our reader will most likely skim the document, we can organize the document accordingly. My resume is organized so that all the important experiences are listed further at the top, furthermore I have bolded keywords that make it easier for readers to find the details they are looking for very quickly (Markel 406).

It is important to note that while analyzing your audience is important, that is only a part of a bigger whole. Managers are more likely to offer a position to the candidate with similar goals as the company than the candidate with better skills, better recommendations but different objectives. Effective persuasion has many techniques, one of which is recognizing your reader's broader goals (Markel 184). In this case the reader being the manager will be looking for someone who can help the company reach their mission goals. Once I have conducted my secondary research through reading news articles and reading the company's mission, I have a clear idea of what characteristics the managers will be looking for in a candidate. With this new arsenal of researched information, I can begin writing a coherent resume and cover letter geared towards my readers' expectations.

Since I know that my reader most likely won't read every single word thoroughly I will want to make effective use of lists. While academic writing typically consists of traditional paragraphs, documents for jobs applications can often include well structured lists. Lists can be especially effective in organizing itemized information. Using lists instead of paragraphs helps the reader absorb large amounts of information rather quickly (Markel 209). This organized form of literature helps the reader comprehend the material as well as remember the bulleted points. Creating structured lists can also help the writer stay on topic and only provide information related to the bulleted point, this helps to keep my resume short and concise. Listing the skills helps managers who are skimming through quickly, find what they are looking for and make their decisions early. This can work as an advantage to the applicant who is truly fit for the job. This leads me to my third point, remaining honest in your persuasive writing.

Although it may be easy to think about all your accomplishments and get carried away, we must stay true to ourselves and our readers when creating persuasive documents like a resume or cover letter. A writer may be able to get away with faking honesty in some writing; however in regard to the documents at hand, exaggerated achievements will eventually come to light in the interviewing process (Markel 196). Therefore trying to mislead your potential managers will only harm you in the actual job application process. Managers will hire you to further their company's aims and will want to ensure that you will not conduct any actions that would counteract those aims (Markel 21).

Majority of the techniques I have elaborated on here are following the general purpose techniques people use for completing job applications. The goal here was to develop a deeper understanding why many writers use these techniques and to understand the overall thought process of creating persuasive documents targeting a defined group or audience. Completing your research and gathering the right information will help you write your documents which cater to your reader's personality, culture, and experiences. This helps your reader accept your ideas and viewpoints more easily. As we saw taking into account what your audience is conspiring for, will help you appeal to their generosity. If you are someone who is going to help them reach their goals, then they are more likely to accept your resume and offer you the available position instead of someone with outstanding skills and different intentions.

By making a general observation, we noted that human resources are usually reading dozens of applications per day. These individuals will most likely not have to time nor the energy to thoroughly read through an applicant's entire resume. To make it easier on them we have

structured the resume for them to quickly examine what they're searching for using lists. This also helps the writer stay concise and on topic. Finally, the role honesty plays in persuasive writing. Misleading the managers you want to work for will only harm your credibility once the truth is revealed. Low credibility is extremely dangerous because reader's will lose faith in all your arguments. All the techniques discussed here can help develop a very convincing resume and cover letter if done properly. While some techniques are obvious, others are more subtle, but both require strong understanding and correct execution to be effective.

- Works Cited -

Markel, M. (2012). *Technical communication*. (10th ed. ed.). Boston: Bedford/St. Martins.