


Week 13 Writing for Non-Specialists, Professional Emails



Week 13 Day 1, June 2
Week 13 Day 2, June 7



Overview

- Academic CVs
- Writing for non-specialists
- Assessments: Academic CVs and

Academic CV

- What an academic CV? What is a resume? Why are they used?
- What kinds of information should you include in an academic CV?
- What kind of language should you use on an academic CV?
- How does this language differ from other types of English writing?

Academic CV

The curriculum vitae, also known as a CV or vita, is a **comprehensive statement of your educational background, teaching, and research experience**. It is the **standard representation of credentials within academia**. The full CV is only used when applying for **academic positions...**

Academic CVs

- Sections separating accomplishments in different areas
 - Education, publications, grants, presentations, service
- NOT usually written in grammatical sentences
- Longer is usually better
- CVs should be specific to each position that is being sent to!
 - You want to emphasize different things depending on the position
 - Example: Emphasize chemistry background or engineering background?

Industry CV/Resume

A resume is a formal document that a job applicant creates to **itemize their qualifications for a position**. A resume is usually accompanied by a customized **cover letter*** in which the applicant expresses an interest in a specific job or company and draws attention to the most relevant specifics on the resume.

Examples

CV Samples

- Week 12
- Kitchen
- Mason
- Arnold

Resume Samples

Activity

Work together to find and analyze the CVs of researchers in your track/research area (maybe people from KENTECH?)

Find the authors from articles you have read or famous people that you know

What sections do they include?

Do they follow the structure we just discussed?

Or do they do something different?

COVER LETTERS ACCOMPANYING YOUR CV

- Formal letters that often accompany a CV or resume
- These are important to express interest in the position
- Also used to express areas of your background not easily communicated in a resume or CV format
- Usually a full 1-2 pages
 - 1 page for industry jobs
 - 2 pages for academic jobs
- **We cannot discuss these in detail, but these are very important too!**
- Should be written in very formal and professional tone
- Signed, dated, and follow formal structure

Cover Letters example

Cover Letter Activity

- Search for cover letters for jobs or research positions in your field that you might be interested in applying for

ACADEMIC
CV/RESUME
ASSIGNMENT
10%

CHOOSE ONE!

- ACADEMIC CV OR INDUSTRY RESUME
- If you want to seek academic positions, prepare an academic CV
- If you want to see jobs in industry (non-academic or professor), prepare a resume
- Grading
 - Style
 - Neatness
 - Content
 - Appropriate language

Questions?

Writing for Non-Specialists

-
- What does 'writing for non-specialists' mean?
 - Discuss the main difference for writing for a specialist vs a non-specialist
 - What are the biggest challenges of communicating to non-specialists
 - How might you overcome some of these challenges?

Writing for non-specialists

- Writing technical/specialized content for people unfamiliar with the topic
- May require
 - Simplification of language for general audiences (non-academic audiences)
 - Simplified explanations of technical terms
 - Clear logic structure with assumptions clearly explained
 - In specialized writing, much of the assumptions can be understood
 - Writing in a way that goes against the norms of academic writing
 - Paragraph structure
 - Length
 - Formality

What to consider

- Who is your audience and what is their background of your topic?
- Why are you writing to them?
 - What do you want to demonstrate to them?
- Cultural issues
 - What are the cultural implications of your presentation/knowledge presentation
 - Culture should be understood broadly
- Accessibility
 - How easy is your topic to explain and be understood in general
- Prioritization
 - Need to present information in a shorter more compact form

Video



5 Ws: to help with context

- Who
- What
- When
- Where
- Why

Details of writing

- Inverted pyramid
 - 5 Ws
 - Supporting facts, information, and figures
 - Quotes
- Use easy to understand quotes
 - Not long quotes
 - Not jargon-filled quotes
 - Incomplete quotes
- Avoid repetition
- Paraphrase quotes with attributes* (giving credit)

Questions?

Writing workshop activity

- Consider the topic of your research interests and motivation for applying to KENTECH
- Write a short 400-500 word article about this for a GENERAL audience
- Write it in accessible language that is easy to understand
- Use the same principles of brainstorming and outline before you begin

EMAIL COMMUNICATION

Discussion

- What is the structure of an English email?
- What is the general level of formality in an English email?
- What is an acceptable length of an English email?
- How should an English email be started and finished?

ACTIVITY: DISCUSS TOGETHER

- What is going on in the following email?
- What is the purpose?
- What is the language that the writer is using to communicate their message?

TYPICAL STRUCTURE OF ENGLISH EMAILS

SUBJECT: Submitting paperwork for your payment

Dear Mr. Han,

I hope this email finds you well. This is Paul from the KENTECH office.

I am writing to ask you to kindly resubmit Form 5 of the Payment Application Form. There was a mistake on Questions 4 and 7. We would ask you to write “Not Applicable” in both of these spaces. Please make these necessary revisions before Friday and send them to me through email or hand them to me directly at the office.

We are sorry for the trouble.

Sincerely,

Paul

TYPICAL STRUCTURE OF ENGLISH EMAILS

SUBJECT: Submitting paperwork for your payment [clear and effective subject line; “Paperwork” would be a vague and poor subject for an email like this]

Dear Mr. Han, [always begin with Dear, Hello, or nothing] [This about who you are addressing and how; Mr. Ms. Miss. Mrs. Dr. Professor. Prof. Etc.]

I hope this email finds you well. This is Paul from the KENTECH office. [greeting introduction]

I am writing to ask you to kindly resubmit Form 5 of the Payment Application Form. There was a mistake on Questions 4 and 7. We would kindly ask you to write “Not Applicable” in both of these spaces. Please make these necessary revisions before Friday and send them to me through email or hand them to me directly at the office. [very clear explanation of what you are doing in this message]

We are sorry for the trouble. [clear ending to conclude the email]

Sincerely, [Sincerely, Kindly, Warmly, Kind Regards, Best,]

Paul [signature]

EMAIL EXAMPLE 2: REQUEST

SUBJECT: Extension of Homework Deadline

Dear Paul 교수님,

I hope you are doing well today. This is A, from ESP Foundations 2.

I am writing to ask for a one day extension on the homework due tomorrow. I was sick with B, and I went to the hospital for treatment. I am attaching the hospital receipt here. I was wondering if it would be okay to submit the homework one day later than the deadline because of this situation.

Thank you very much.

Sincerely,

A

EMAIL EXAMPLE 2: REQUEST

SUBJECT: Extension of Homework Deadline

Dear Paul 교수님,

I hope you are doing well today. This is A, from ESP Foundations 2.

I am writing to ask for a one day extension on the homework due tomorrow [requesting clearly what is needed]. I was sick with B, and I went to the hospital for treatment [clear explanation]. I am attaching the hospital receipt here [proof!]. I was wondering if it would be okay to submit the homework one day later than the deadline because of this situation [very specific request].

Thank you very much.

Sincerely,

A

EMAIL EXAMPLE 3: INFORMATION

SUBJECT: Closure of the fitness center

Dear KENTECH Staff and Faculty,

I hope this finds you well. This is Paul from the Main Office. I am writing to inform you that starting Monday, the on campus fitness center will be closed for cleaning. Every year KENTECH cleans the gym facilities using advanced cleaning devices, and this process takes one week to complete. Therefore, the gym facilities will be closed from Monday through Friday.

Faculty and staff who wish to exercise next week can use Gold's Gym located around the corner from the KENTECH gym facilities. Please inform our office that you would like to use Gold's Gym, and we can provide you free passes. Please be sure to bring your ID card to the gym with the free pass that we provide.

Please do not hesitate to email me with any questions.

Thank you very much.

Kind regards,

Paul

EMAIL EXAMPLE 3: INFORMATION

SUBJECT: Closure of the fitness center [clear topic]

Dear KENTECH Staff and Faculty [proper introduction],

I hope this finds you well. This is Paul from the Main Office [greeting and who is writing]. I am writing to inform you that starting Monday, the on campus fitness center will be closed for cleaning. Every year KENTECH cleans the gym facilities using advanced cleaning devices, and this process takes one week to complete. Therefore, the gym facilities will be closed from Monday through Friday [why I am writing].

Faculty and staff who wish to exercise next week can use Gold's Gym located around the corner from the KENTECH gym facilities. Please inform our office that you would like to use Gold's Gym, and we can provide you free passes. Please be sure to bring your ID card to the gym with the free pass that we provide.

Please do not hesitate to email me with any questions [what to do if additional questions]

Thank you very much.

Kind regards,

Paul [conclusion]

Emails what NOT to do

Subject: class

teacher,

i was sick today, can you please tell me about the stuff for the class next time. i am sorry to miss today.

What is wrong with this?

Subject: class

teacher,

i was sick today, can you please tell me about the stuff for the class next time. i am sorry to miss today.

REPLIES TO EMAILS

SUBJECT: RE: Closure of the fitness center

Dear Paul,

Thank you for the update and the information. I am writing to let you know that I would like to obtain a free pass to use the gym. Please let me know what I need to do to in order to obtain one of these.

Thank you for help.

Sincerely,

Peter

INFORMAL EMAIL TO A FRIEND

Subject: Hey Paul

Hey Paul,

I wanted you to check something for me. Can you take a look at this file and let me know if it is all good to send to the boss?

Thanks man.

Allan

INFORMAL EMAIL TO A FRIEND

Subject: Hey Paul

Hey Paul,

I wanted you to check something for me. Can you take a look at this file and let me know if it is all good to send to the boss?

Thanks man.

Allan

INFORMAL EMAIL TO A FRIEND

Subject: Hey Paul ['Hey' is very informal]

Hey Paul,

I wanted you to check something for me [very direct and no greeting]. Can [direct, not using 'please'] you take a look at this file and let me know if it is all good [extremely colloquial] to send to my boss?

Thanks man [extremely colloquial signing].

Allan

BEING DIRECT IN YOUR ASSIGNMENTS

- First part: who you are, why you are writing, where you are from etc.
- Second part: what you are requesting and why this person you are emailing should care about what you are writing
- Third part: why you think that the venture capitalist company or lab is a good match for your own research
- Fourth: conclusion with formalities and pleasantries

Question?

In class activity

Write a short 250 word email to the President of KENTECH about something you wish would be changed at KENTECH.

Be sure to do all of the things that we just discussed.

I will check these.

EMAIL ASSIGNMENT

EMAIL ASSIGNMENT [REVIEW]

Students will write a professional email of around **500** words to a potential postdoctoral supervisor or to an angel investor that describes their research and expresses their interest in studying with the advisor or working with the investor. The purpose of this assessment is to ensure that students can write English emails using appropriate language and clearly articulate their ideas in a concise digital form.

Email assessment

- Choose someone to write to
- Write an email in the correct format to them
 - Good title
 - Good introduction
 - Good self-introduction of you and your research
 - Clear explanation
 - Appropriate level of formality
 - Good conclusion
 - Written in appropriate formatting and style according to what we review in class

DUE

June 16 = Email due

Questions?

Assignments

June 9 = CV/Resume

June 16 = Email due

June 21 = Final paper