

第四章 求职书信写作

Job-related Letters Writing

Addressing job application letters

- The style you choose is not important, there are many **different styles** of job applications and professional letters, this comes down to personal preference. However somewhere on the top, whether it is on the right or left hand sides, there should be **your address and the date**. Following this, on the left hand side you should address it. Ensure you include the name of the person, their title, company name, address and any position reference number. This is probably obvious, but ensure that you spell their name correctly, nothing worse than receiving a letter incorrectly addressed or misspelled. It gives a poor first impression.

第一节 求职信 (Job-Appling Letters)

- The job application letter's sole purpose is to get the recipient to read your resume. It should be **clear, concise and straight to the point**. Here you are simply telling the employer that you are worth having a look at.
- The application letter should **be brief, no more than one page in length**. It should be easy to read and flow through. It should include **only the absolute necessary information**. Like most other things, there is a formula that works extremely well for preparing job application letters.
- Following we'll discuss each paragraph and give you some guidelines.

- **A cover letter** is simply a letter that goes with your resume and serves to introduce you to potential employers.
- It remains **an essential document** in the job search. Be sure to make yours as good as it can be.

Your cover letter should do the following:

- 1) Tell the employer what type of position you seek, or which specific job you're applying for.
- 2) Outline your key selling points.
- 3) Address the needs of the employer.
- 4) Invite the employer to contact you.

The cover letter is **a brief introduction**, not your entire history so **don't try to cover everything**. Just make sure that these **4 points** are addressed.

The main body of job application letters

- The main body of the letter should be **2-3 paragraphs** at the most. Here is where you tell them **what you have to offer** and **why they should read your CV**. This is a good time to read the job advertisement again. In one paragraph (2 at the most) you need to **summarize your experience and skills**, at the same time, you need to **respond to the position requirements** as advertised.
- Analyze your career and summarize it in a few sentences, highlight what you specialize in, or how many years in the industry you might have, or even the level that you have reached. This paragraph should direct the reader to your CV and should sell you on some **unique points** that you might have.

The Introductory Paragraph

- **The first paragraph** should simply state **why you are writing to them**. If it is an advertised position, mention the position title and where it was advertised. If you are "**cold calling**" a company then you should specify that you are applying for any current or future employment opportunities.
- An easy way to start this paragraph is with the following statement: "Please find enclosed my resume, which I am forwarding to you as an application for the position of....."

Curriculum Vitae 履历

一般而言，CV仅仅是在申请大学或者研究所里教职、研究职位时才要求的。是对应聘者过去的学术经历和成就按照时间顺序的详细阐述。因此和resume（简历）要求的简洁扼要性相比，CV需要详尽的细节描述。基本需要包括以下八个部分：个人信息（姓名、地址、联系电话、**email**地址）；学术背景（研究方向、本科及研究生专业等）；专业证书 / 学术资格认定 / 从教经验；专业技术技能；荣誉奖励；学术活动；工作经历；学术兴趣等。

- A good way to **start this paragraph** is with a **statement** like this: "You will see from my enclosed resume....", then go ahead and tell them **something about your career** which will immediately get their interest.
- The next part of the body of the letter should be a **brief description of your personal skills**. Again read the advertisement and respond to their needs. If they are asking for someone with good co-ordination skills, then ensure you mention something to that effect. If it is communication or perhaps leadership skills they value, then tell them that you have these. Use adjectives like "demonstrated ability", "well developed", "strong".

Before you mail the application letter, read it over again, making sure that it is perfect. Special attention should be placed to ensure the letter:

- It is not too long.
- There are no grammar or spelling errors.
- That you have answered the job requirements.
- The application letter flows and is easy to read.
- You might have to type and edit the letter many times before you are happy with it, but just remember that the job application letter is just as important as the resume. The letter should invite the recipient to read the resume, in turn the resume should raise enough interest for them to want to interview you. The interview is where you will demonstrate your skills and abilities.

Job Application Letters **Closing Paragraph**

- The closing paragraph should **ask for some action from the recipient**. This is where you **ask for an interview**. It should also state where and how they can reach you, and it should thank the recipient for giving you the opportunity to apply. You can include things like "should you require further information....." .
- Finish the letter by adding a closing remark, either "yours sincerely", "yours faithfully" or whatever you feel comfortable with and obeying general letter writing etiquette. Leave a few spaces for your signature and then place your full name.

Sample 1

- Dear Sir / Madam:
- I read with interest your advertisement for an editor in the September 10 China Daily because the position that you described sounds exactly like the kind of job I am seeking.
- I believe I am competent to meet the requirements. I will be graduating from Graduate School of Central South University this year with a M.S. degree. Not only do my qualifications and experience make me a perfect candidate for it, my cheerful personality is well suited to working as a staff member.
- During my education, I have grasped the principles of my major and skills of practice. And I have a good knowledge of graphics, layout, production and printing.
- The enclosed resumé describes my qualifications for the position advertised. I would be pleased for the opportunity of an interview at your convenience. Thank you for your time and consideration.
- With many thanks,
- Lucy

- The cover letter should always be included when sending your resume for a possible job interview. This letter of application serves the purpose of introducing you and asking for an interview. Here is an outline to writing a successful cover letter.

- Closing paragraph - Use the closing paragraph to ensure action on the part of the reader.

The last paragraph needs to help ensure that action is taken. You can ask for an interview appointment time, stating that you will be happy to come to the employer's office when convenient. Make it easy for the reader to follow-up by providing your telephone number and email address.

Sincerely,

Kenneth Beare

- Enclosure

- 2520 Vista Avenue 1
Olympia, Washington 98501
April 19, 2018

Cover Letter Outline

Mr. Bob Trimm, Personnel Manager 2
Ideas Inc.
587 Lilly Road

Dear Mr. Trimm:

Opening paragraph - Use one of the following to bring yourself to the attention of the reader and make clear what job you are applying for:

- Summarize the opening
- Name the opening
- Request an opening
- Question the availability of an opening

Middle paragraph(s) - Use one of the following in each of your middle paragraphs to provide the reader with plenty of reasons to invite you to an interview:

- Education
- Work experience
- Ability to work with others and/or alone
- Interest in your field
- Interest in the company
- Responsibilities in previous positions

1. *Begin your cover letter by placing your address first, followed by the address of the company you are writing to.*
2. *Use complete title and address; don't abbreviate.*
3. *Always make an effort to write directly to the person in charge of hiring.*
4. *Always sign letters.*

Sample 1

Dear Sir / Madam:

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I believe I am competent to meet the requirements. I will be graduating from Graduate School of Central South University this year with a M.S. degree. Not only do my qualifications and experience make me a perfect candidate for it, my cheerful personality is well suited to working as a staff member.

During my education, I have grasped the principles of my major and skills of practice. And I have a good knowledge of graphics, layout, production and printing.

The enclosed resumé describes my qualifications for the position advertised. I would be pleased for the opportunity of an interview at your convenience. Thank you for your time and consideration.

With many thanks,

Lucy

- Chinese people are often thrifty and prepare one form of job application letters, but this will give those corporations a wrong impression that those applicants are not so professional. When we direct our letters to schools for positions of English teachers, we do not need to include accountants' licenses. When we try to go to a company, we do not need tell them we have teachers' licenses. Otherwise, this will lead them to the impression that the applicants have tried too many fields.
- For names cards, it is the same case. We write differently according to whom we are going to send those cards to.

- Here is a sample cover letter written in response to an advertisement in the newspaper. Before taking a look at the letter, here are some useful key phrases to use in your own cover letters.

Useful Key Phrases

- * I am writing to you in response to your advertisement for...
- * As you can see from my enclosed resume, my experience and qualifications match this position's requirements.
- * I would like to point out... immediately upon his return.
- * During ..., I improved (furthered, extended, etc.) my knowledge of...
- * I look forward to an opportunity to speak with you in person. (OR to speak with you personally)

- Dear Mr. Trimm:

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. As you can see from my enclosed resume, my experience and qualifications match this position's requirements.

I especially would like to point out that I graduated Cum Laude from The University of Tacoma and was hired directly upon graduation due to my expertise in port authority regulations.

During the four years that I worked for Shoreman and Co., I furthered deepened my knowledge of the fast changing regulatory laws in our state. My employer also thought highly enough of my abilities to promote me to head legal researcher after my first year of employment.

I look forward to an opportunity to personally discuss the position with you. I will call you within the next five days to arrange an interview.

Sincerely,
Kenneth Bear

Enclosure

第二节 求学信 Studying-applying Letters

1. 概述 (Brief Introduction)

Armed with the **list of your best traits, accomplishments, and goals**, you're on your way to writing a winning essay. Of course, you have to make sure that your essay is well written, on-topic, sounds sincere, and is free of typographical errors. No matter what you end up saying about yourself, be sure to proofread it very carefully. It's always a great idea to have someone else double check for spelling, grammar, and mechanical errors.

Tips:

1. Make a list of all your accomplishments.
2. Develop a list of your extracurricular activities.
3. Write down the three accomplishments of which you are the most proud.
4. Think of a problem that you have faced and write down how you were able to overcome it.
5. Put in writing your career goals, or your reason for wanting to attend college.
6. Pretend that you had to write a letter of recommendation for yourself. Write down the three most important things you would say.

Sample

- Dear Sir,
- I am writing in the hope that I may obtain an opportunity to further my study in Applied Physics toward master degree in your university.
- I am an undergraduate student of the Department of Microelectronics Engineering, HN University. Next year in the summer, I will graduate and get my B.S. degree. I plan to continue my study and research in this field and apply for admission for the fall of 2019. I chose HK University because there are a congenial team of researchers, an array of databases and research projects in your school. I believe my interests are extremely congruent with the strengths of the school. And my solid academic background will meet your general entrance requirements for graduate study.
- I will appreciate it very much if you could send me the Graduate Application Forms, the Application Form for Scholarships/Assistantships, and other relevant information. My mailing address is shown on the top of this letter. I am looking forward to hearing from you soon.
- Sincerely yours,
- Yang Yan

第三节 简历 (resumé)

1. 概述 (Brief Introduction)

- Getting a job interview can be quite challenging especially when you deal with tough competition for the job. We only get one chance to make the first impression, thus we must do it the right way. Our resumes speak a lot about how we can contribute to the company with our skills and capabilities. Thus, resume writing is very crucial. Here are some simple tips to ponder which can help you create a first impression with your resume:

Tips on How to Write a Resume for a Job Application

1. Keep in mind that you should **utilize a professional resume format** when you are writing a resume for a job application. The two most accepted formats of writing resume are the functional and chronological formats. To facilitate the interview process, you can use chronological format so that your interviewer can follow through your employment timeline.

2. Always keep in mind that you create your resume with **proper punctuations and order**. Avoid grammatical errors in your resume. Proof read your resume and let a colleague or a friend read your resume. In this way you can check the resume thoroughly as they say, **two heads are better than one**.

3. Keep your resume **well organized**. Proper heading such as **work experience**, **education**, **skills and trainings** can help add a sense of organization to your resume.

5. **Include industry related words** to your resume. Use jargons specific for that profession. In this way you can provide an impression to your clients that you are expert in your field and you can contribute much to the company.

4. Always write your resume **commensurate to your skills and work experience**. Highlight the details that would perfectly match the requirement of the employer. This will leave an impression that you created your resume specifically for this job. A generic resume can be a turn off for possible clients.

6. Always keep your resume **presentable**. A high quality paper should be used. Use laser printer so you can have a more readable resume.

简历

- 结构要点简历是个人经历的书面表达形式，应包含个人信息、教育背景和工作经历。有时还可包含事业目标（**objective**或**career objective**）、其他经历（**activities**）、获奖情况（**awards**）和特长（**special skills**）等。
- 语言注意点简历忌过长或用词空泛，提供的信息应有用、如实，编排须整齐有系统。

Suppose you are Tan Wen, an English teacher at Taiyuan Institute of Technology. Write a resumé in about 100 words to apply for a new job in another city.

- Tan Wen
Taiyuan Institute of Technology
Taiyuan, Shanxi Province
Telephone: (0351) 6523787
- Experience
2000~Present
Working as a lecturer of English at Taiyuan Institute of Technology
Teaching undergraduate (non-English majors) intensive reading, extensive reading, listening, writing
Teaching graduate (non-English majors) writing

- Education
1997~2000
Studying at Shanghai Teachers University
Master of Arts in American Studies
1993~1997
Studying at Shanxi University
Bachelor of Arts in English Language and Literature
1990~1993
Studying at Mianyang Senior High School
- 1987~1990
Studying at Mianyang No.5 Junior High School

- Personal Data
Sex: Female
Date of Birth: June 27, 1986
Place of Birth: Mianyang, Sichuan, China
Marital Status: Married, without Child
Health: Excellent

RESUME

Personal Data:

Name: Li Ming

Sex: Male

Address: Room 730, Dormitory Building 12,
Shanghai Medical University
Shanghai, 200300

Date of Birth: August 18, 1980

Place of Birth: Chengdu, Sichuan

Telephone: (021) 65337827, 13778109033

Email: liming@hotmail.com

Hobbies: music, tennis, reading, traveling

Foreign Languages: English

- Objective: To work as a pharmacist in the pharmacy department of your hospital

- Suppose you are going to graduate from the university. Write a resumé in about 100 words to apply for a job. Do not use your own name, using “Li Ming” instead.

Education:

2003~Present Studying at Shanghai Medical University
Master of Pharmacy

1998~2003 Studying at Shanghai Second Medical
University Bachelor of Clinical Medicine

1995~1998 Studying at Chengdu No.1 High School

- Work Experience: None
- Special Skills and Technical Qualifications:
I am professionally trained in pharmacy.
I had two years of practice in all clinical departments of Xinhua Hospital and two years of practice in the Pharmacy Department of Xinhua Hospital, which helped me gain practical skills and experience.
In addition to those, I can speak, write and read English fluently.

Sample 2

- Resume
- Name: William Blake
- Present Address: 758 Water Street
- Los Angeles, California
- U. S. A.
- Tel No: 01—818—4575911 Fax No: 01—818—4575912
- Date of Birth: June 20th, 1968 Place of Birth: New York
- Nationality: American Marital Status: Married, 1 son
- Education: 1986~1990: Law School, University of California
- 1982~1986: Lincoln High School, Los Angeles
- 1974~1982: Walshall Elementary School N. Y.
- Foreign Language: I had been studying French for four years at college. Now I have excellent reading ability. I am good at translation and can talk with others in French fluently.
- Work Experience:
- 1992~present: Lecturer, University of California
- 1990~1992: Teaching Assistant, University of California
- Job Objective: a lawyer
- Reasons: I have been longing to work as a lawyer, because the work is not only interesting but also provides me with more chances to improve my ability. Besides, the salary is very attractive.

第四节 推荐信 (Letters of Recommendation)

1. 概述 (Brief Introduction)

- Recommendation letters are letters written by professors who know you, assessing your capacity to meet the requirements of a program you are applying for. They're supposed to help decision-makers to get a better picture of your potential. The sure thing is, if you apply for a Master's program, or for a PhD, sometimes even for a summer school, you cannot avoid them.
- Most college applications request two or three recommendation letters from people who know you in and out of the classroom.
- Read the application carefully. Often colleges request letters of recommendation from **an academic teacher** (sometimes a specific discipline), your **school counselor**, or both. If a non-specified academic teacher is requested, your **English or math teachers** usually make good candidates. Also, you should use a teacher from junior year, or a current teacher if they have known you long enough to form an opinion. It is best not to go back too far, as colleges want current perspectives on their potential candidates. All the better if you get a recommendation from a teacher who's also been involved with you outside the classroom, but unless a college specifically requests it, don't use a coach or someone who can't speak to your academic achievements and potential.

- A recommendation letter ideally starts by stating the name of the professor who writes the letter and his/her title, together with the name of the student for whom the letter is written. The professor should also state since when has s/he known the students: year, class or other activity. It should in any case be clear that the professor had the opportunity to get to know the student well and assess his/her capabilities.

The assessment of the student's capabilities should be made from a multiple point of view over the next 3-4 paragraphs. From a professional point of view, it should give account of **the student's knowledge, interests and capabilities, activities and results, work capacity, etc.** Personally, it should assess the student's personal characteristics, character, social skills, his or her relations with the students and professors. Same as in other application documents, the direction should be from facts/experience to qualifications, and from those, to value judgments. Especially those skills relevant for the desired program should be outlined throughout the paper.

- The final paragraph should provide an overall assessment of the student's potential to fulfill the requirements of the program, even though partial judgments can and should be provided in the body of the letter.

2. Samples

- Sample 1
- Dear Sir,
- It is my pleasure to recommend Mr. Blanchard for his application to work in your school. Mr. Blanchard has been an English teacher in my school (New Generation Foreign Language School) since September 2004. His major responsibilities include information collecting, analyzing, teaching and translating. He is an enthusiastic and progressive young man with extremely high potentiality. He often participated in extracurricular activities contributing a great deal to school. Mr. Blanchard is not only quick at learning and good at solving difficult teaching problems, but also with a logical mind that enables him to effectively analyze difficulties. All the work handed to him was completed satisfactorily. Actually, he is so reliable that I assign him with heavy responsibilities. With his help, I have been able to spend more time in making student's excellent English speaking ability. I really consider myself very fortunate to have such a capable teacher.
- I am certain his diligence, coupled with a good competence and pleasant personality, will assure him of big achievements for your school. I strongly recommend this promising young man without any reservation and your favorable consideration and assistance to him will be very much appreciated.
- Sincerely yours
- Linda

Dear Sir,

Sample 2

- Miss Lin Y has been an excellent teacher to our university. It is a real pleasure to recommend her for your doctoral program in TESOL.
- I have known her for seven years (since 2002 till now) and consider her to be one of the most dedicated and responsible members of our institution. She has donated countless hours of her time in teaching and research. She teaches College English courses to undergraduates and often tries non-traditional ways in her class to stimulate students' motivation for English learning, to foster effective learning strategies and to promote learner autonomy. Her class is very popular. Colleagues and students are always eager to discuss with her about their questions that arose from their study and research. Her advice has been a great help to them, many of whom have shared with me their favorable comments regarding her. Besides, she has demonstrated her outstanding academic ability by conducting several important projects successfully and publishing a number of articles. She was promoted to Associate Professor last year because of her teaching and academic excellence. In 2006, she was selected as one of the outstanding young teachers of Hunan Higher Education Institutions, which is a great honor for her. Her English verbal and written skills are very strong. She should have no difficulty in pursuing PhD degree and writing thesis in English.
- I offer high recommendations for Lin Y without reservation. Her drive and abilities will truly be an asset to your department. If you have any questions regarding Lin Y or this recommendation, please contact me.
- Yours sincerely,
- Prof. T (Dean)
- School of Foreign Languages

• Samples

Dear Mr. Smith,

- Please allow me to introduce to you the bearer of this letter, Mr. Xiaobin, one of my best students, who is going to study in your city at the beginning of next month.
- Xiaobin graduated from Department of Physics, Fudan University this summer with distinction and is going to study in Stanford University for his master degree. I have got his accommodation arranged already.
- I want to ask you a favor as to act as his sponsor if it will not bring you too much trouble. He is an upright and honest young man and I am sure he won't cause you any trouble. I will shoulder the responsibility in case anything does happen. Thank you for your kindness. Wish you happy and healthy.
- Yours sincerely,
- Li Gang

第五节 介绍信 (Letters of Introduction)

• Sample 2

• Dear Mr. Li,

- The bearer, Ms Tang, is a classmate of mine at middle school, who has recently been assigned to work in your city. She is well educated, having good habits and agreeable manners. Any assistance you may give her concerning her life will be esteemed as a great favor for me.
- Yours truly,
- Wang Jun

- Directions: Suppose that your friend is going to a new university. Write a letter in about 100 words to introduce her to a friend there. Do not sign your own name at the end of your letter, using “Linda” instead.

- Dear Mary,
- My colleague Jenny will go to the Department of Language and Linguistics to work as a visiting scholar for three months at your renowned university. I have always expected the two of you to meet, and this seems to be a perfect opportunity.
- I have given your phone numbers to her and she may call you if she needs your help. I think she will have no trouble with her registration and accommodation. Perhaps you can show her around the campus or even the city when you have time.
- I am sure that you will find an outgoing and intelligent girl in her just as you. You will become good friends in no time.
- Your kindness will always be appreciated and remembered.
- Sincerely yours,
• Linda

第六节 证明信 (Letters of Certification)

- 1. 概述 (Brief Introduction)
- Certification letters provide written verification of licensure and are used to provide documentation to any requesting party.
- A certification letter provides official proof of your University enrollment. You may need to certify your enrollment for student loan deferment, insurance discounts, or for requests related to your scholarships or your visa.

Samples

This is to certificate that Mr. Lin Qiang holds a diploma issued to him in July, 1980 by Shandong University (Diploma No. 064) and that we have carefully checked the seal of the University and the signature by President Zhou Yongsen.

Jinan Notary Public Office
Shandong Province
The People's Republic of China
Notary: Wang Fang
September 2, 2009