

LESSON5

WRITE A COVER LETTER



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@MandyW

I've seen a lot of great résumés. But I'm surprised that people don't spend more time on their cover letters!

1 BEFORE YOU WRITE

- A Have you ever written or read a cover letter? What do you think needs to be included?
- B Joanne sent this cover letter with her résumé. What position is she applying for?

Joanne Martin
40 Grove Street
New York, NY 10001

Mandy Wilson
Market Researcher, TSW Media
100 Main Street
New York, NY 10001
September 17, 2019

Dear Ms. Wilson:

I am writing in response to the open marketing position with TSW Media. I believe I am a strong candidate for the position.

I have worked at Parrot Creative for five years. During that time, I have gained the experience needed to face the challenges of this position. For example, I led the marketing team that was responsible for creating a new line of products. I also developed new market research surveys for many different clients. Finally, I improved the company's overall sales by leading creative marketing campaigns.

I love working as part of a team and enjoy building strong relationships with my colleagues. I am comfortable with both giving and receiving feedback. I can think outside of the box when my team is brainstorming ideas, but when it is time to build a plan, I stay focused to meet the deadline.

I have attached my résumé, which has more information about my skills, work experience, and education. I look forward to hearing from you. Thank you for considering my application.

Sincerely,
Joanne Martin

- C Read the letter again. Notice how it is organized. What kinds of details does Joanne include?

Purpose	Details
Start the letter <i>contact information, date, and greeting</i>	<i>includes names, addresses, the date, and a greeting</i>
Paragraph 1 <i>why she is writing</i>	
Paragraph 2 <i>past experience that relates to the job</i>	
Paragraph 3 <i>skills that relate to the job</i>	
End the letter <i>thank you and closing</i>	

2 FOCUS ON WRITING

- A** Read the Writing Skill.
- B** Read the letter again. Answer the questions.

1. Who is the audience?

2. What does the audience need and want to know?

3. What language, style, and tone does Joanne use?

WRITING SKILL Consider your audience

An audience is the person(s) who is going to read your piece of writing. Whether you are submitting a cover letter or simply sending an email, you should always write with your audience in mind. When you know your audience, you can choose the correct style, language, and tone. Before you start writing, ask yourself these questions: *Who is my audience? What information do I want to communicate? How do I want to communicate this information? What is the appropriate language, style, and tone?*

3 PLAN YOUR WRITING

- A** Imagine you are responding to a posting for a job that you're interested in. Complete the chart.

Purpose	Details
Start the letter <i>contact information, date, and greeting</i>	
Paragraph 1 <i>why you are writing</i>	
Paragraph 2 <i>past experience that relates to the job</i>	
Paragraph 3 <i>skills that relate to the job</i>	
End the letter <i>thank you and closing</i>	

- B PAIRS** Discuss your ideas. *In the first paragraph, I will include...*

4 WRITE

Write a cover letter using the information from 3A. Remember your audience. Use the letter in 1B as a model.

5 REVISE YOUR WRITING

- A PAIRS** Exchange letters and read your partner's.
1. Did your partner explain why he or she is writing?
 2. Did your partner include important past experience and skills that relate to the job?
 3. Did your partner remember the audience?

- B PAIRS** Can your partner improve his or her letter? Make suggestions.

Check your

- spelling
- punctuation
- capitalization

6 PROOFREAD

Read your letter again. Can you improve your writing?

☐ I CAN WRITE A COVER LETTER.

PUT IT TOGETHER

1 MEDIA PROJECT



A ▶ 10-23 Listen or watch. What does Alex talk about?



B ▶ 10-23 Listen or watch again. Answer the questions.

1. What is Alex's dream job? _____
2. What skills or experience does he already have? _____
3. What skills or experience does he still need? _____



C Make your own video.

Step 1 Think of your dream job or a job you're interested in. What skills and experience do you already have? What skills and experience do you still need?

Step 2 Make a 30-second video. Talk about the skills you already have, and the skills that you still need.

Step 3 Share your video. Answer questions and get feedback.

2 LEARNING STRATEGY

TELL A STORY TO PRACTICE VERB TENSES

Telling a story about an event, or moment, can help you practice verb tenses. Choose a moment to talk about in the past, present, or future. Then choose the correct verb tense to talk about that moment.

I've been a cook in Italian and Chinese restaurants. I've also worked as a restaurant manager.

Practice the present perfect tense by writing about a past event without saying a specific time. Practice by reading your stories aloud.

3 REFLECT AND PLAN

A Look back through the unit. Check (✓) the things you learned. Highlight the things you need to learn.

Speaking objectives

- ☐ Start a job interview
- ☐ Talk about your work experience
- ☐ Give more details about your work experience

Vocabulary

- ☐ Job interviews
- ☐ Work experience
- ☐ Soft skills

Pronunciation

- ☐ Stressed syllables in nouns
- ☐ Weak and contracted pronunciations of *have* and *has*

Grammar

- ☐ Tag questions
- ☐ Present perfect with *for* and *since*; *how long* and *ever*
- ☐ Information questions with the present perfect

Reading

- ☐ Make associations

Writing

- ☐ Consider your audience

B What will you do to learn the things you highlighted? For example, use your app, review your Student Book, or do other practice. Make a plan.

