StartUp 3
Writing

Unit10 – Lesson5
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IS IT HARD TO FIND A GOOD JOB THESE DAYS?

Have Ss read the task and answer the questions. Then elicit their answers in class.



HAVE YOU EVER WRITTEN OR READ A COVER LETTER?

WHAT DO YOU THINK NEEDS TO BE INCLUDED?

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

Have Ss skim the text again and do the task. Then check the answers in class.

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

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

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?*

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3 PLAN YOUR WRITING

Imagine you are responding to a posting for a job that you're interested in. Look at the model and type your sentences in the public chat.

Mandy Wilson
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Teach the model to the Ss and ask them to personalize it in the public chat.

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DISCUSS YOUR IDEAS.

Create breakout rooms and have the Ss do the task.

Read the directions aloud. Then have Ss complete the task as homework.

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

Check your
- spelling
- punctuation
- capitalization