

Scope and Sequence ►►

	Theme	Title	Lead-In
	Job Application	Résumé Writing p. 8–21	<ul style="list-style-type: none">Choose what an employer would like to know about a job candidate
		Cover Letters p. 22–35	<ul style="list-style-type: none">Understand the function of a cover letter
	Job Interviews	Self-Introductions p. 36–49	<ul style="list-style-type: none">Think about what things are important for people to understand who you are
		Interviews p. 50–63	<ul style="list-style-type: none">Think about what qualities give you a positive/negative impression of a candidate
	Emails	Email Basics p. 64–79	<ul style="list-style-type: none">Understand an email interface
		Inquiries and Replies p. 80–95	<ul style="list-style-type: none">Check different sorts of information requests
	Oral Presentations	Presentations— Language Patterns and Structure p. 96–109	<ul style="list-style-type: none">Recognize common terms for presentations
		Presentations— Nonverbal Elements p. 110–127	<ul style="list-style-type: none">Identify types of nonverbal communication
			

Model	Analyze the Model	Culture Note
<ul style="list-style-type: none">A résumé from a university student seeking a sales position	<ul style="list-style-type: none">Content and organization of a résuméAction verbs used in a résuméRésumé formatting	Résumés from around the world
<ul style="list-style-type: none">A cover letter from a graduate applying for the position of Marketing Assistant	<ul style="list-style-type: none">Content and organization of a cover letterUseful expressions and language notes for cover letters	Self-promotion styles
<ul style="list-style-type: none">Self-introductions by two job candidates	<ul style="list-style-type: none">Content of a self-introductionLanguage notes about giving a self-introductionDos and don'ts about giving a self-introduction	Introducing yourself in different cultures
<ul style="list-style-type: none">A job interview for an accounting position	<ul style="list-style-type: none">Stages of a job interviewCommon questions asked in a job interviewGrammar patterns used in a job interview	Cross-cultural job interviews
<ul style="list-style-type: none">A follow-up email after a job interview	<ul style="list-style-type: none">Basic format and structure of an emailTone and language of formal and informal emailsRules of email etiquette	Gender-neutral emails
<ul style="list-style-type: none">An inquiry email about an agreement and its replyAn appointment request email and its reply	<ul style="list-style-type: none">Writing guidelines and useful expressions for inquiry emails and their repliesWriting guidelines and useful expressions for appointment request/confirmation emails	High-context and low-context cultures
<ul style="list-style-type: none">A presentation about product updates to customers	<ul style="list-style-type: none">Presentation structurePresentation outlinesUseful phrases and sentence patterns used in presentations	From a point or to a point
<ul style="list-style-type: none">Different types of nonverbal cuesSlides for a presentation about global warming	<ul style="list-style-type: none">Types of nonverbal cues used in presentationsOrganization of presentation slides	Body language in different cultures

Résumé Writing

Aims ►►

- Understand the format and structure of a résumé
- Understand different parts of a résumé
- Recognize different action verbs used in a résumé
- Create an appropriate résumé for job applications
- Understand cultural differences in résumés

RESUME

Full Address • City, State, ZIP • Phone Number • E-mail

Objective: To obtain a position as a retail salesperson for an innovative retail company

EDUCATION

University of California, Los Angeles (UCLA)

- Bachelor's Degree in Business Administration
- Graduated with Honors, GPA: 3.8
- Relevant coursework: Marketing, Management, Economics

City, State
May 2011

WORK EXPERIENCE

University of California, Los Angeles (UCLA)

- Student Assistant, Student Union
- Managed student union operations, including scheduling, budgeting, and customer service
- Assisted in the organization of various student events and activities
- Developed strong communication and organizational skills

City, State
Aug. 2009 - present

University of California, Los Angeles (UCLA)

- Student Assistant, Student Union
- Managed student union operations, including scheduling, budgeting, and customer service
- Assisted in the organization of various student events and activities
- Developed strong communication and organizational skills

City, State
Aug. 2008 - present

► Lead-In Task

>> What do you think an employer would like to know about you to decide whether to offer you a job? Look at the list below and check (✓) which things are relevant for most employers to judge if you are suitable for a job, and which are irrelevant.

	<input type="radio"/> Relevant	<input checked="" type="radio"/> Irrelevant
a. Which university you attended	<input type="checkbox"/>	<input type="checkbox"/>
b. Which office software you can use	<input type="checkbox"/>	<input type="checkbox"/>
c. How many students attended your school	<input type="checkbox"/>	<input type="checkbox"/>
d. How old you are	<input type="checkbox"/>	<input type="checkbox"/>
e. What languages you can speak	<input type="checkbox"/>	<input type="checkbox"/>
f. Which social media you use	<input type="checkbox"/>	<input type="checkbox"/>
g. What your favorite TV program is	<input type="checkbox"/>	<input type="checkbox"/>
h. Whether you can write computer code	<input type="checkbox"/>	<input type="checkbox"/>
i. How good your grades at university were	<input type="checkbox"/>	<input type="checkbox"/>
j. What your best score on a computer game is	<input type="checkbox"/>	<input type="checkbox"/>
k. Which countries you have lived in	<input type="checkbox"/>	<input type="checkbox"/>
l. How many brothers and sisters you have	<input type="checkbox"/>	<input type="checkbox"/>
m. Whether you can dance very well	<input type="checkbox"/>	<input type="checkbox"/>
n. What part-time jobs you have had	<input type="checkbox"/>	<input type="checkbox"/>

>> Check your answers with a partner. Give reasons for your answers.

► Introduction

It's Friday evening, and you are looking for a good movie to watch. Surely you don't have time for all the movies available out there. What do you do? You first decide the genre. Then you read some movie synopses (short summaries), watch a few movie trailers, and look for key elements you want in the movie. Before long, you'll decide on the perfect one for the night.

In the job recruitment process, your résumé goes through a similar selection process as described above. Your résumé needs to make a positive first impression in a short amount of time by showcasing key elements the company is looking for. In other words, your résumé should not only help potential employers to quickly learn who you are but also convince them that you are a qualified and suitable candidate. In this chapter, we are going to guide you through the basics of constructing a résumé, and by the end of the chapter, you will be able to create your own résumé customized for the job you are seeking.



► Look at the Model | A Résumé

Now let’s read a sample résumé from Jane Lin, a university student seeking a sales position at a trading company.

A Résumé Header

B Education

C Work/ Extracurricular Experience

D Skills and Additional Information

E References

Jane Lin

0901-234567 | janelin.tw@fcu.edu.tw | No. 100, Wenhua Rd., Taichung 407, Taiwan

EDUCATION

2020–present
Expected June 2024

Feng Chia University, Taichung, Taiwan

Bachelor of Business Administration

GPA: 3.75/4.30

Relevant courses: Internet Marketing, Practices of Marketing Planning and Strategy, and Marketing Research

EXTRACURRICULAR EXPERIENCE

August 2021–present

Feng Chia University Guitar Club, Taichung, Taiwan

President

Coordinate club activities and supervise club operations

Build positive relationships among club members

Organized, planned, and executed the 10th Central Taiwan Singing Competition

May 2019–June 2021

Mountaintop Outdoor Clothing, Taichung, Taiwan

Part-time store clerk

Introduced products to customers

Dealt with telephone inquiries

January 2021–May 2021

One Earth, Taipei, Taiwan

Volunteer

Provided reception support by answering phone calls and taking messages

ADDITIONAL INFORMATION

Languages: Fluent in Mandarin (native) and English (TOEIC 785)

Computer skills: Photoshop, Illustrator, Excel, and PowerPoint

Certifications: Project Management Professional (PMP) (December 2021); TOEIC: 785 (July 2022)

REFERENCES

References are available upon request.

► Analyze the Model | Content and Organization

Content of a Résumé

Before you start working on the content, allow yourself some time to do research about the job role and create a list of the qualifications and skill sets it requires. Read the job posting carefully and search for information about the company. Then, simply follow the **Five Steps** listed below to complete the content of your résumé. Remember, except for Step One, you will need to create **Section Headings** for the rest of the steps (e.g., Education, Work Experience, etc.). You may refer to the sample résumé on page 12 as you go through the following steps.

A Step One: Résumé Header

This section is the first thing your potential employers will notice. Write down your personal contact information, including your:

- Full name
- Current address (This is optional. If you have security concerns, include only the city where you live.)
- Phone number
- E-mail address
- Personal website if you have one

QUICK TIPS

for Getting Ready

The applicant’s full name on the résumé is usually in a larger font size in order to draw the recruiter’s attention.

B Step Two: Education

Think about your previous education or the education you are currently receiving. You should include:

- The year of graduation
- The degree you will obtain (or have obtained)
- Your major (followed by double major or minor, if applicable)
- The name of the school
- The location of the school

When appropriate, consider adding other information such as relevant coursework, GPA, class projects, and academic achievements.

QUICK TIPS

for Getting Ready

1. While 100% equals GPA 4.00 in the American grading system, different schools in Taiwan may adopt a different grading system. In the sample résumé, for example, 100% equals 4.30 in Feng Chia University.
2. It is advisable not to list your GPA on the résumé if it is lower than 3.0.

C Step Three: Work/Extracurricular Experience

As a student or a recent graduate, you may have limited work experience. Don’t get frustrated.

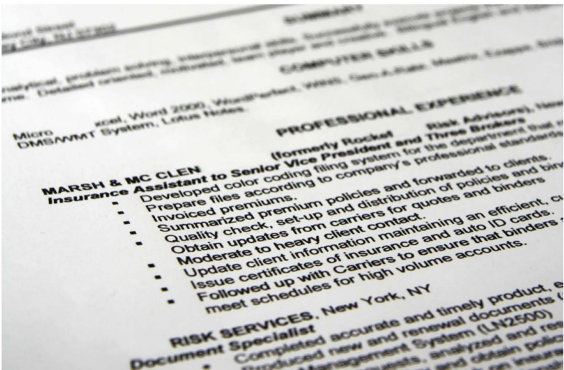
12 | ►

Chapter 1 Résumé Writing ◀ | 13

Other than part-time jobs, consider including other types of experiences, such as volunteer work, internships, and extracurricular activities (such as school clubs). On the other hand, if you have a lot of part-time work experiences, prioritize these experiences and then select ones that are relevant to the job you are applying for.

Try to make a connection between your qualifications and the job requirements. Choose which of your previous experiences helps demonstrate you are a match for the position. At this stage, focus on **transferable skills** and **personal qualities** you have developed from previous experiences. Remember to include the following information:

- Date of employment
- Name of the company
- Type of business
- Location of the company
- Job title
- Duties
- Accomplishments



Some of the most important information a hiring manager may be looking for includes the **duties and accomplishments** you had in each job or extracurricular experience. In other words, specify what you did in that job, showcase skills you have gained, and provide descriptions or numbers for what you have accomplished.

D Step Four: Skills and Additional Information

For a recent graduate whose professional experience is limited, adding information such as **skills**, **certifications**, **hobbies**, and **interests** could help your potential employers get to know you more. Language and computer skills are essential for the current job market. When it comes to hobbies and interests, be strategic when choosing what to list. Telling your potential employers that you enjoy “sleeping” or “gambling” will not help you build a positive image.

QUICK TIPS

for Getting Ready

1. Write down the correct job titles or school club positions. For school clubs or student organizations, positions may include president, vice president, secretary, treasurer, public relations director, or event coordinator.
2. If you haven’t had any part-time jobs or extracurricular activities, consider including internships or study abroad experiences.

QUICK TIPS

for Getting Ready

It is essential to list certain computer skills on the résumé, dependent on the field. Microsoft Word, Excel, and PowerPoint, for example, are used in a wide variety of industries.

E Step Five: References

It is common to state on the résumé that you have professional references available and are ready to show them when you are asked.

Organization of a Résumé

Since you now have your résumé content ready, it is time to structure the content in a well-organized manner. There are two common types of résumé format:

- **The reverse-chronological résumé:** Your experience and achievements are ordered from the most recent to the past. This type of résumé format displays your experience in order of date, helping potential employers to learn about your work history and job progression.
- **The functional résumé:** A functional résumé is a skill-based format. It also includes name and contact information in the first section, and interests and additional skills at the bottom. However, in the body of the résumé, rather than focusing on the details of work history, job candidates categorize skills or areas of expertise they have for the job, and they give specific examples under each category. This type of résumé is ideal for those who have very little relevant work experience or those who are trying to switch careers. Look at the example below:

This type of résumé is ideal for those who have very little relevant work experience or those who are trying to switch careers. Look at the example below.

SKILLS	
Scheduling and Time Management	> Monitored and managed workflows across teams > Tracked project progress to ensure projects are delivered on time > Organized events and created long-term event timelines
Problem Solving	> Identified problems and analyzed causes of problems > Evaluated possible solutions to problems > Oversee team projects and resolve team conflicts

In this chapter, a reverse-chronological résumé is used as an example. However, it is worth noting that there are many ways to write a résumé. Different industries may look for different formatting styles. Do some research before you go!

TASK

Read the model on page 12 again. What **transferable skills** and **personal qualities** do you think the job candidate is trying to emphasize? What kind of skills or qualities would you like to include in your own résumé?

► Analyze the Model | Language Notes

Note from the sample résumé how job duties and achievements are listed by bullet points that start with action verbs. Avoid using first-person pronouns such as “I” or “we.” Depending on your accomplishments and skills, select powerful verbs that describe what you did in each position. Below are some common examples:

If you are describing . . .

Routine work in a certain position	performed (daily cleaning duties) attended (weekly meetings)
Leadership skills	supervised (club activities) oversaw (purchase requests) mentored (a department of 10 team members) managed (marketing budgets)
Innovations and creative skills	implemented (a new marketing strategy) launched (public relations campaigns) initiated (a new accounting system)
Teamwork skills	collaborated (with other departments) facilitated (team discussions) established (partnerships with two schools)
Accomplishments	increased (profitability) reduced (company expenditure) improved (sales by 3%) enhanced (communications among various divisions)
Other skills	assisted (in maintaining the company website) published (monthly newsletters) responded (to customer inquiries)

One more thing to note when using these powerful action verbs is the verb tenses. If you are describing job duties, accomplishments, or extracurricular activities that took place in the past, use **the simple past tense** (e.g., performed daily cleaning duties). For your current job and ongoing projects or activities, on the other hand, use **the simple present tense** (e.g., perform daily cleaning duties).

TASK

Read the model on page 12 again. The job candidate used two tenses in the first extracurricular experience. What tenses are they? Why did she use two tenses for the same experience?

► Analyze the Model | Formatting

As mentioned earlier, a résumé helps establish a first impression. At this stage, it is very likely that people will *judge a book by its cover*. In other words, you should make your résumé as easy-to-read as possible. Therefore, you should pay careful attention to the format of a résumé.

What should my résumé look like?

- First impressions are important, so make it neat.
- Be consistent with font sizes, margins, and spacing.
- Boldfaced and italicized words are acceptable, but be consistent when using them.
- Use **bullet points** to show lists of responsibilities and achievements in previous jobs.
- The main content of your résumé should be **aligned to the left**. Possible exceptions include your contact information (usually centered) and section headings (left-aligned or centered).
- Ideally, your résumé should be **one page** in length.
- Proofread. Make sure your résumé does not include any spelling or punctuation errors.

The checklists below will help you evaluate the format as well as the content of your own résumé.

Content—Dos

- Include your contact information.
- Use powerful action verbs.
- Highlight experiences or awards relevant to the job you are applying for.
- Consider volunteer or other non-work experience.
- Tell the truth.

Content—Don'ts

- Use first-person pronouns (*I, me*).
- Write a long history of your past.
- Use negative phrases or expressions.
- Include confidential information, such as your height, weight, ID number, etc.

Format—Dos

- Be consistent with font sizes, margins, spacing, boldfaced and italicized words.
- Create headings for different sections.
- Make sure the main text is left-aligned.
- List experience in reverse-chronological order.
- Proofread carefully.

Format—Don'ts

- Go over one page.
- Use abbreviations or acronyms that only some people know (e.g., BIBA instead of Bachelor's in International Business Administration).

► Over to You

1 Evaluate a résumé.

Read the following sample and decide if it’s a good or bad résumé. Discuss with your partner and list elements you think are good or bad. Use the checklists on page 17 to help you complete this exercise.

Andre Davison352-392-1601ineedajob@unemployed.com

■ EXPERIENCE

2019–2020

AMBER SHOES, Taipei, Taiwan
Manager

- Increase sales

2021–2022

SAVE THE STRAYS ASSOCIATION
Volunteer

- Website design and maintenance; answered questions sent online regarding stray dogs and cats.

■ EDUCATION

2017-2021

TAMKANG UNIVERSITY
Bachelor of Science in Computer Science

■ INTERESTS

playing the piano, reading, singing

■ TIPS

I am a hardworking person and a fast learner. I am also a team player.

2 Create your résumé.

While a good résumé comes in a variety of types, it is advisable that you adopt a traditional format when you practice. Once you become more experienced and confident about résumé writing, feel free to adjust the layout according to different job fields.

Now, use the template below to construct your own résumé.

EDUCATION

EXPERIENCE

ADDITIONAL INFORMATION

REFERENCES

References are available upon request.

See page 128 for a different sample résumé.

Culture Note

Résumés from Around the World

While résumés are commonly used throughout the world, the format and information included in a résumé vary from country to country. For instance, in English-speaking countries, résumés usually contain only a few personal details such as name and contact details, whereas those in many European and Asian countries are expected to also contain more information about a candidate’s personal life, such as if they are married.

In the countries of the European Union, Latin America, and much of Asia, it is normal to include a photograph with the résumé, but for legal reasons this is not allowed in the U.S. or the U.K. In the United States, educational experience in a résumé is limited to college or graduate studies, but in other countries such as Japan, Germany, or Korea, information concerning high school and junior high school or their equivalent should also be included. Therefore, when applying for a job in a particular country, it is always important to check out the requirements of that country and change your résumé accordingly.

>> Look at the following items of information and decide which items should be included in the two résumés below. Some items will be included in both résumés.

- a. Name

b. Telephone number

c. Email address

d. Marital status

e. Photograph

f. High school

g. University

h. Graduate school

i. Work experience

j. Language skills

k. Computer application proficiency

U.S. Résumé	Japanese Résumé



Expert Advice

Keep your résumé concise. HR managers rarely have the time to read through pages of an essay. Every word in the résumé should be a keyword.

Have a critical friend or two look through your résumé for a second opinion.

Fancy designs may be overwhelming. Keep it professional and simple.

>> Think about keeping the attention of the HR staff who are reviewing your résumé. What are the most important aspects of the résumé to emphasize? Will this change, depending on the position you are applying for? What parts of the résumé should be minimized to keep the résumé simple?

>> Editing and proofreading your résumé is of vital importance. Who would be a good person to check your résumé for you? What resources are available in common office software and the Internet to help you check your résumé?

Are You Ready?

- ☐ I can recognize the different parts of a résumé.

☐ I can structure my résumé properly.

☐ I can use different action verbs to write a résumé.
- ☐ I can create an appropriate résumé for job applications.

☐ I understand how cultural differences affect résumés.