

Major Writing Assignment: Project #2

To: English 304 Students
From: Allison Hitt
Date: May 23, 2011
Subject: Job Application Package

Résumés and cover letters are the first opportunities a potential employer has to judge your fit with a particular job. Because most jobs receive applications from more people than an employer can easily interview, it is important that these materials accurately portray your qualifications for the job at hand and suggest how those qualifications are appropriate for *this* job. This assignment will help you practice crafting persuasive résumés and cover letters, and it help you shape your personal history for different rhetorical situations.

For this project, you will write two different sets of résumés and cover letters.

Instructions

First, you will find two different job ads that you are qualified for or that you will be qualified for when you graduate. They may be for different kinds of positions or for similar positions at very different kinds of companies. It is important for the assignment that your job ads ask for different versions of your chosen career.

You will craft two different sets of résumés and cover letters, one for each job ad. You will also write a memo to me outlining the different rhetorical strategies you used for each set of materials: What was different and why?

NOTE: If your résumés are identical, it means one of two things. Either the jobs ads are too similar, or you aren't making a clear argument about your particular qualifications for each job.

Criteria

Your application package should fulfill the following criteria:

- **Format:** Résumé and cover letter formats are very conventionalized and precise. You must adhere to them carefully except for specific, carefully constructed rhetorical efforts.
- **Audience accommodation:** Each set of materials must attend to the expectations, needs, and values of the different audiences you've chosen. These differences will manifest in word choice, argument choice, and details you highlight.
- **Persuasiveness:** Job application materials persuade employers to interview you, so they should extend beyond a summary of what you've done to date. Every list of skills and every job description should be crafted to demonstrate how you fit this position.
- **Conventions:** Grammar, spelling, and punctuation should be impeccable, since employers will use the smallest excuse to whittle their application piles down to manageable levels.

The Job Application Package is due Tuesday, May 31, 2011.