

Лекція 2.

Тема 2. Професійне спілкування англійською мовою в письмовій формі

План

1. Особливості підготування резюме англійською мовою (curriculum vitae).
2. Особливості бізнес-листування в англомовному середовищі.
3. Різновиди бізнес-листів: лист зацікавленості, мотиваційний лист.

1. Особливості підготування резюме англійською мовою (curriculum vitae).

In its full form, CV stands for curriculum vitae (Latin for: course of life). In the US, Canada, and Australia, a CV is a document you use for academic purposes. The US academic CV outlines every detail of your scholarly career. In other countries, CV is an equivalent of an American resume. You use it when you apply for jobs. Because this document is named differently across different countries, a lot of folks keep asking: What is the difference between a CV and a resume? Let's get this straight, once and for all: In the hiring industry, nowadays there's almost no formal difference between a CV and a resume. It's the same thing that Brits call a CV and Americans— a resume. Just like they do with chips and French fries, football and soccer, or Queen Elizabeth and Queen Bey.

So, if you're applying to a European company, you should create a CV. But if you're applying to a US-based employer, you should make a resume.

Pick the Best CV Format. Here's a disturbing thought: Every time you're looking for a job, you compete against 250 other candidates on average. Yes, you read that right. Imagine you are the recruiter and you have to review 250 job applications. Do you thoroughly read all of them? Nah, of course you don't.

Recruiters spend only 6 seconds scanning each CV. So, the very first impression is key. If you submit a neat, properly organized document, you'll convince the recruiters to spend more time on your CV. A poorly formatted CV, on the other hand, will get you discarded in the firstround review.

Here's how to format a CV the right way. Start with creating a CV outline divided into the following sections:

- Sample CV Format.
- CV Header with Contact Information.
- Personal Profile: CV Objective or CV Summary.
- Work Experience.
- Education.
- Skills.
- Additional Sections.

Pro Tip: If you're fresh out of university and need to write a student CV with no experience, or if you've graduated from a very prestigious institution within the last 5 years, put your education section above your work experience.

When filling in the sections, always keep in mind the gold CV formatting rules:

1. Choose clear, legible fonts. Go for one of the standard CV typefaces: Arial, Tahoma, or Helvetica if you prefer sans-serif fonts, and Times New Roman or Bookman Old Style if serif fonts are your usual pick. Use 11 to 12 pt font size and single spacing. For your name and section titles, pick 14 to 16 pt font size.

2. Be consistent with your CV layout. Set one-inch margins for all four sides. Make sure your CV headings are uniform—make them larger and in bold but go easy on italics and underlining. Stick to a single dates format on your CV: for example 11-2023, or November 2023.

3. Don't cram your CV with gimmicky graphics. Less is more. White space is your friend—recruiters need some breathing room! Plus, most of the time, after you send out your CV, it's going to be printed in black ink on white paper. Too many graphics might make it illegible.

4. Get photos off of your CV. Unless you're explicitly asked to include your photograph in the job ad. If so—make sure to use a professional looking picture, but not as stiff as an ID photo.

5. Make your CV brief and relevant. Don't be one of those candidates stuck in the nineties who think they have to include every single detail about their lives on their CVs.

Hiring, nowadays, is one hell of a hectic business. Nobody's got the time to care for what high school you've attended or to read 10+ bullet point descriptions of past jobs. Pro Tip: Once you've finished writing, save your CV in PDF to make sure your CV layout stays intact. But pay close attention to the job description. Some employers won't accept a PDF CV. If such is the case, send your CV in Word.

2. Особливості бізнес-листування в англomовному середовищі.

How to write a perfect professional email in English in 5 steps

For most of us, email is the most common form of business communication so it's important to get it right. Although emails usually aren't as formal as letters, they still need to be professional to present a good image of you and your company. Follow these five simple steps to make sure your English emails are perfectly professional.

Begin with a greeting

Always open your email with a greeting, such as "Dear Lillian". If your relationship with the reader is formal, use their family name (eg. "Dear Mrs. Price"). If the relationship is more casual, you can simply say, "Hi Kelly". If you don't know the name of the person you are writing to, use: "To whom it may concern" or "Dear Sir/Madam".

Thank the recipient

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "Thank you for contacting ABC Company". If someone has replied to one of your emails, be sure to say, "Thank you for your prompt reply" or "Thanks for getting back to me". Thanking the reader puts him or her at ease, and it will make you appear more polite.

State your purpose

If you are starting the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, “I am writing to enquire about ...” or “I am writing in reference to ...”.

Make your purpose clear early on in the email, and then move into the main text of your email. Remember, people want to read emails quickly, so keep your sentences short and clear. You’ll also need to pay careful attention to grammar, spelling and punctuation so that you present a professional image of yourself and your company.

Add your closing remarks

Before you end your email, it’s polite to thank your reader one more time and add some polite closing remarks. You might start with “Thank you for your patience and cooperation” or “Thank you for your consideration” and then follow up with, “If you have any questions or concerns, don’t hesitate to let me know” and “I look forward to hearing from you”.

End with a closing

The last step is to include an appropriate closing with your name. “Best regards”, “Sincerely”, and “Thank you” are all professional. Avoid closings such as “Best wishes” or “Cheers” unless you are good friends with the reader. Finally, before you hit the send button, review and spell check your email one more time to make sure it’s truly perfect!

3. РІЗНОВИДИ БІЗНЕС-ЛИСТІВ: ЛИСТ ЗАЦІКАВЛЕНОСТІ, МОТИВАЦІЙНИЙ ЛИСТ.

Motivation letter

Knowing a little bit about their requirements, about their main projects, activities personal philosophy and interests will help you get an idea on what your letter should contain. Relating with the main activities and interests of the university will definitely help start a positive cooperation.

Ideas and main points

Start with writing down some of the main ideas, important points you would like to approach in your letter and later build around them, enrich their content; an example would be:

1. Make your goal clear; provide a short preview of the rest of the letter;
2. Why do you think that the university and the Masters program are interesting and suitable for you;
3. Focus on some of your strongest qualifications, past experiences (international experiences are always relevant) and qualities; organize the middle paragraphs in terms of the qualifications most relevant for the program, you can also refer to your CV for more details;
4. Conclude by restating your interest and show appreciation for the chance to prove yourself in the letter (in some cases you can ask for a personal interview)

Personal & original

Give your readers some insight into you as an individual. Remember this is a very personal document in which you are expected to prove that you are different from

the rest of the applicants and that your qualities, skills and qualifications make you suitable for participating in the program. Although it might be sometimes helpful to have other examples, do not copy other letters you have seen and try to be original, it will help a lot! Also avoid bragging too much about yourself. You are not expected to present yourself as a superhero but rather be objective and realistic.

First impression

Whether it is the way your letter looks, the way it is organized and structured in paragraphs, the font size, the length of the letter or even the first paragraph, first impression always counts!

Be professional and consistent

Present your letter in a professional format, style and grammar. Have it checked for spelling mistakes and be consistent (e.g. use the same font, the same abbreviations throughout the letter etc.).

Other opinions and advice

It is always a good idea to ask your friends, a teacher or someone who has already done such an application for advice. Usually you can get in touch with students who are already doing the [Master's programme](#) you are applying for and they can give good advice not only on what to include in your motivation letter. However, as already stated before remember to be original and avoid copying other letters!

All these presented key points can prove effective and help you write successful motivation letters but in the end your *personal touch* and knowledge is what matters and makes the difference. A good motivation letter will always be successful if the applicant is really interested and willing to get the desired place in the Masters program of his/her choice. What you really need is to trust in yourself and try it and if you are not successful the first time keep on trying because you will for sure make it.

Letter of Interest

You've found your dream employer, but there's just one problem: they don't have any job openings (or at least, any job openings that fit your qualifications).

Before you resign yourself to waiting for a suitable opening to appear on their corporate jobs site, get proactive. By sending a letter of interest, you can make a good impression on the hiring manager, learn more about the organization and the candidates they seek ... and maybe even find a job that never made it to the listings phase.

It's not as crazy as it sounds: at least 60 percent of jobs are filled through networking, and many opportunities go unadvertised. This hidden job market may yield a role that's a better fit than anything you would have found through searching job boards.

What Is a Letter of Interest? Simply put, this message expresses your desire to meet with a hiring manager in order to learn about opportunities that might be available to you.

In your letter of interest, you should include the type of job you are seeking, and how your skills and experience make you an excellent candidate.

You should also include the reasons you feel you would be a great fit for the company, and any pertinent references or recommendations you may have. It is helpful if you know, or can find, the name of a specific individual in the hiring department, or a manager in the department that interests you, to give your letter the best chance at being seen.

Sending a Letter of Interest Via Email. There are some clear advantages of sending your letter of interest via email instead of through the regular mail.

For one thing, it's easier for your contact person to respond to you. For another, they may be more likely to do so: while a physical letter has undeniable charm, most business correspondence takes place electronically these days.

The substance of your letter will be the same, regardless of how you send it. However, there are a few differences to keep in mind when you send your message via email:

- Skip address paragraphs and the date. Jump right to the salutation.
- Choose a subject line that will get the reader's attention (and that stands a chance of getting through an email filter). Sample subject lines: "Referred by Peter Smith – Informational Interview Request" or "Interested in Opportunities at XYZ Corp – [Your Name]." Don't be too casual – e.g. "What's up?" or "Hi!" – and don't leave the subject line blank.
- Keep your message brief and to the point. Attention spans are short where email is involved. A few paragraphs should suffice.
- Send your letter from a professional-sounding email address, ideally one containing your name. Skip the cutesy handles and steer clear of anything NSFW.
- Use your email signature to display links to your website, social media accounts and/or online portfolio, so that the contact person can dig deeper into your qualifications more easily.