

English Course- Intermediate Level

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Lecture 5



Listening: Have you ever... (Experiences)
Reading: Curriculum Vitaes: Tips that can Help
Writing: Cover Letter

Listening Have you ever... (Experiences)



Listen to a conversation between John and Sally and choose the correct answer.

1- John was on television when _____.

- a. he was playing football.
- b. he was watching a match.
- c. he was cheering for his dad.

2- What happened when John met Nicholas Cage?

- a. Nicholas Cage was friendly but didn't let John take a photo.
- b. John couldn't take a photo because there were too many people.
- c. John took a photo with Nicholas Cage, who was friendly.



3- What is NOT true about John and his broken bone?

- a.He fell on some stones.
- b.He broke his arm.
- c.He broke it while riding his bike.

4- Which sentence is true about John?

- a.He has climbed Snowdon in the rain.
- b.He has climbed Scottish mountains in the rain.
- c.He has climbed an English mountain.



5- Which sentence is true about John?

- a.He sent Sally a Valentine's Day card earlier this year.
- b.He has never sent a Valentine's Day card to Sally.
- c.He sent a Valentine's Day card last year, but not this year.



Reading Curriculum Vitae: Tips that can Help

Read the text and choose the correct answer

Six out of ten CVs which are prepared by Information Technology professionals fail to meet the basic standards and are turned down without even being read fully, according to a recruitment company. As a consequence, thousands of candidates are excluding themselves from attractive job opportunities.

Although the company handles over 60,000 CVs per year, it estimates that at least 60% would not be admitted if they were sent directly to potential clients due to basic errors.

The company Marketing Director said, “Sadly it’s often the most highly qualified candidates whose CVs are so poorly constructed that they are literally dead on arrival. Attractive job opportunities in the IT industry often generate intense competition and there is often little to choose between the candidates”.



“Advice on the presentation format of CVs in relation to the requirements that they are being submitted for should be an Industry standard so as to add real value to the candidates that you are representing and indeed to fulfil your professional obligations to your clients”.

“Writing a CV can be extremely difficult and too often a CV turns out to be a generic overview including a lot of information that is irrelevant. People should remember that an employer typically spends between 15 and 30 seconds scanning each CV and you have that one chance to make an impression”.

“A good CV is more than just documentation of your career path; it is a marketing tool designed to present your professional career experience according to the new job specification. It should also include details of past professional successes that effectively demonstrate your ability to undertake the job responsibilities outlined”.



1- Recruitment companies say that potential clients ...

- a. make basic mistakes
- b. only get 60% of CVs
- c. reject CVs with mistakes

2- The Marketing Director said that the best candidates ...

- a. are the most affected
- b. do not send CVs
- c. write the best CVs



3- The Marketing Director suggests that candidates ought to pay attention to ...

a.CVs presentation

b.other companies

c.other competitors

4- The Marketing Director says that very often CVs include ...

a.necessary details

b.unimportant information

c.very little information



5- Candidates should remember that employers ...

- a. are typical people
- b. are very busy people
- c. make an impression on people

6- A good curriculum should show ...

- a. the new job specifications
- b. your marketing tools
- c. your overall skills



Writing Cover Letter

What is a Cover Letter? (and Why It's Important)

- A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume).
- Its purpose is to introduce you and briefly summarize your professional background. On average, your [cover letter should be from 250 to 400 words long](#).
- A good cover letter can spark the HR manager's interest and get them to read your resume.
- A bad cover letter, on the other hand, might mean that your application is going directly to the paper shredder. So, to make sure this doesn't happen, it's essential to know how to write a convincing cover letter.



Cover letter format

- Header with date and contact information
- Salutation or greeting
- Opening paragraph
- Middle paragraph(s)
- Closing paragraph
- Letter ending and signature

How to Write the Perfect Cover Letter (And Get Hired!)

- 1- Start the Cover Letter with a Header


John Doe
Customer Service Professional

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc.
321 Employment Avenue.
San Francisco, CA
21 March, 2019

john.doe@gmail.com 
416-821-9879 
San Francisco, CA 
linkedin.com/in/john.doe 
john.doe 



Here, you want to include all essential information, including:

- Full Name
- Phone Number
- Email
- Date
- Name of the hiring manager / their professional title
- Name of the company you're applying to

- 
- **2. Include a greeting**
 - Example greetings:
 - *Dear Hiring Manager,*
 - *Dear Tyler Wallace,*

- 
- **3- Write an Attention-Grabbing Introduction**
 - So, it's essential to catch their attention from the **very first paragraph**.

- 
- **4- Explain why you're the perfect person for the job**
 - This is where you show off your professional skills and convince the HR manager that you're a better fit for the job than all the other applicants.
 - But first things first - before you even write anything, you need to learn what the most important requirements for the role are. So, open up the job ad and identify which of the responsibilities are the most critical.

• 5- Explain why you're a good fit for the company

- Once you've written the last paragraph, you might be thinking - I'm a shoo-in for the job! What else do I need to write? I'll just wrap up the cover letter and hit that sweet **SEND** button.
- Well, no. You're not quite there yet.
- The HR manager doesn't only look at whether you'll be good at the job or not. They're looking for someone that's also a good fit for the company culture.
- After all, employees that don't fit in are bound to quit, sooner or later. This ends up costing the company a ton of money, up to 50% of the employee's annual salary.
- Meaning, you also need to convince the HR manager that you're really passionate about working with them.



• 6- Wrap up with a call to action

- Finally, it's time to finish up your cover letter and write the conclusion.
- In the final paragraph, you want to:
- **Wrap up any points you couldn't in the previous paragraphs.** Do you have anything left to say? Any other information that could help the hiring manager make their decision? Mention it here.
- **Thank the hiring manager for their time.** It never hurts to be courteous, as long as you don't come off as too needy.
- **Finish the cover letter with a call to action.** The very last sentence in your cover letter should be a call to action. You should ask the hiring manager to take some sort of action.

- **Good Example:**

- *So to wrap it all up, thanks for looking into my application. I hope I can help Company X make the most out of their Facebook marketing initiatives. I'd love to further discuss how my previous success at XYZ Inc. can help you achieve your Facebook marketing goals.*



• 7- Use the right formal closing

- Once you're done with the final paragraph, all you have to do is write down a formal "goodbye" and you're good to go.
- Feel free to use one of the most popular conclusions to a cover letter:
- Best Regards,
- Kind Regards,
- Sincerely,
- Thank you,

- 
- 8- End with your signature at the bottom.



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Thank You

