

Learning objectives in this lesson

Raising awareness of the content expected in a cover letter and developing students' awareness of the language typically used. By the end of the lesson, students will be able to write an effective cover letter using appropriate language.

- 1 Ask students to work in pairs and discuss the questions before feeding back to the rest of the class. Keep the discussion fairly short at this stage, as these issues will be dealt with in more depth later in the lesson.

Answers

Answers will vary, but a cover letter will usually include information about why the person who is writing is applying for the job and how the company would benefit from employing them. Cover letters should not be too long.

- 2 Ask students to read the advert and the letter. They can then discuss the questions as a class. Be prepared to answer any questions about vocabulary.

Answers

The letter seems complete and includes relevant information. Depending on the quality of the other applications, the potential employer would probably take the time to look at Georgina's CV.

- 3 Ask students to work in pairs and identify the function of each paragraph.

Answers

a 4 b 1 c 2 d 3

- 4 Ask students to choose the correct options and fill the spaces with prepositions. Make sure that students don't look at the letter at this point. They can then check their answers in pairs before comparing them with the phrases in the letter.

Answers

- | | |
|----------------------|---------------------------|
| 1 to apply, of | 4 to work, for / at |
| 2 In, for, ensuring | 5 managing, ordering, for |
| 3 managing, ensuring | 6 hearing |

- 5 Ask students to work in pairs and discuss the advice before feeding back to the rest of the class.

Possible answers

- 1 This is a good idea – it means the letter will go to the right place and formality is still maintained by avoiding use of first names.
- 2 This is not advisable. Cover letters should be tailored for each job application – the potential employer is more likely to throw a clearly generic letter in the rubbish bin.
- 3 Cover letters should be concise (no more than one side of A4).
- 4 Only mention qualifications that are relevant to the job – the employer will also be able to refer to your CV to find out more.
- 5 This is a good idea and shows that the applicant knows something about the company and is keen to become an employee of that particular company.

- 6 Ask students to read the advert and plan the contents of a cover letter in pairs.

- 7 Ask students to work alone and write a cover letter for the job. You could then ask students to exchange letters and give feedback to each other. You should then collect the letters and provide more detailed feedback in the next lesson. See the following page for a sample answer.

Evaluation tips

Look out for the inclusion of relevant information, and the use of appropriate language. Remember to comment on content as well as accurate language use.

Sample answer

22 Dewberry Way
London
N5 8YY
Telephone: 07123 456 789
Email: t.larkin@ff.com
11.02.09

Mr Robert Akers
DPY Media
11b Rushey Way
London W5 6NQ

Dear Mr Akers

Re: 241 Advertising Sales Executive

I am writing to apply for the position of Advertising Sales Executive advertised in today's *Guardian*.

As you will see from my CV, I am presently employed as an account manager for an established media company. In my current role I am responsible for selling advertising space to new and existing clients. I enjoy the high-pressured and challenging environment that I work in and thrive on meeting my targets. I am now ready for a new challenge and would relish the opportunity to work for DPY Media. It is clearly a dynamic and forward-thinking company and its recent expansion plans clearly indicate that it has excellent strategies in place.

I am an ambitious, target-driven achiever and have succeeded in significantly expanding my present company's client base. I have strong people skills and have developed excellent relationships with all the clients I deal with. I have also successfully negotiated contracts that have proven to be extremely beneficial for my current company and feel well placed to use this experience to enhance the performance of DPY Media.

I have enclosed my CV for your consideration and am available for interview on Wednesday mornings.

I look forward to hearing from you soon.

Yours sincerely

Tony Larkin