Project 1: Employment Project – Individual (20 points)
Audience Analysis, Résumé, and Job Application Letter

Purpose: Analyze the rhetorical situation involved in composing a résumé and cover letter; create rhetorically effective, reader-centered documents that will get you an interview.

Audience: Your instructor, your peers, future human resources individuals and potential bosses.

Why Employment Documents?
Some of the most important documents you may create for the workplace are the résumé and the job application letter. You must thoroughly research the rhetorical situation to determine your audience and learn about the organization, and you must convince your readers to give you an interview. The goal of the interview, of course, is to land the job or internship, get into graduate school, etc.

The Assignment
Using local newspapers, online job banks, or ads for intern positions, research jobs/internships in your field. Use this research to develop an audience analysis. Select a job or intern listing that interests you and—based on your audience analysis—create a résumé *tailored to that position*. Then write a job application letter addressed to the job point of contact. You may also develop a curriculum vitae (CV) and cover letter for an academic position or a graduate program.

Goals of the Assignment
The employment assignment introduces you to the fundamentals of professional writing and document design. While a résumé, a job application letter, and an audience analysis may not seem like "professional writing," in reality, they share many of the same document requirements you will face when creating proposals and reports: determine audience and purpose, use reader-centered prose, convey accurate data in a quick and effective manner, and build credibility. You need to:

- Tailor your résumé and job application letter to the rhetorical situation (position/person)
- Emphasize how you can *help* the organization succeed and fulfill its goals
- Emphasize how and why your skills/experience match the job requirements
- Work in groups to draft and sharpen your documents
- Create accurate, persuasive, usable, professional documents that will land an interview.

Format for the Audience Analysis
Research the company, position, and person (as much as possible) you will be addressing and write a short audience analysis based on this information. The audience analysis should contain:

- The company or organization (what it is, where it's located, number of employees, and the mission statement and/or overall goals)
- The position for which you are applying (the title, the requirements, and the responsibilities)
- The person of contact (name, position, responsibilities, where s/he falls in the organization).

Format for the Résumé and Job Application Letter
You will have a choice of formats for your résumé and your job application letter. Your formatting will depend on the submission requirements of the job/organization. You can create a printable, scannable, or web résumé and job application letter. You may also create a CV, which is the academic version of a résumé, for graduate school. Please talk to me if you need to create a CV, because CVs have requirements that differ from a résumé. Use the following list to help you create your résumé: *(hint: I'll be looking for these when I grade)*

- Tailor your résumé to the specific position/posting (rather than creating the generic résumé)

  — your competition will be tailoring their résumés, so you need to tailor yours (or expect your competition's material to get more attention)
  — in your Objective, state the company's name, job title, and briefly explain how you will *help* the organization achieve its goals rather than furthering your own career
  — if résumés are scanned electronically, your résumé needs to have the same keywords as the position
  — *don't use a résumé template.*

- Make information graphically easy to scan
- Eliminate *all* typos or errors in formatting—reviewers use these to make the first cut
- Use reverse chronological order for any lists (education, work, activities) unless you compose a skills-based résumé
- Use parallel structure—bullet lists should use active verbs
- Use volunteer experience/service to show background outside the workplace
- Try to limit your résumé to one page

Use the following list to help you create your letter: *(hint: I'll be looking for these when I grade)*

- Tailor your letter to the specific position/posting (rather than creating the generic letter)
- Eliminate *all* typos or errors in formatting—reviewers use these to make the first cut
- Use standard business letter format *but do not use a template*
- Identify how/where you learned of the position
- Show that you are familiar with the organization and its goals in the introduction
- Explain that you will help the company fulfill its goals in the introduction
- State that you would like to help the company by filling the job/intern/co-op opening
- Show that you are familiar with the job requirements in the body paragraphs
- Explain how your background/experience matches those requirements
- Provide examples—based on information from your résumé—that support your claim

Online Help
The Purdue Online Writing Lab (OWL) contains information on conducting audience analyses and on creating résumés and cover letters: http://owl.english.purdue.edu/. Also, the Anderson text is quite helpful regarding employment documents.

Revision
You will have opportunities to revise your work throughout the process, and you will be able to revise after you have submitted your final draft. I will average the grades from your original and your revised documents for your final grade.