Project 1: Employment Project – Individual (10 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
First, conduct detailed research on an organization and job or intern position that interests you in your field to develop an audience analysis. Then, apply for that position by composing a reader-centered cover letter and résumé *tailored for that position*. If you plan to attend graduate school, you may develop a curriculum vitae (CV) and cover letter for a graduate program.

Goals of the Assignment
The employment assignment introduces you to the fundamentals of professional writing and document design. While an audience analysis, résumé, and job application letter 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 will need to:

- Tailor your résumé and job application letter to the rhetorical situation (position/person)
- Explain how and why your skills and experience fit the job requirements
- Explain how you can *help* the organization succeed and fulfill its goals
- 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
An important skill workplace writers must have is the keen insight into their audiences. So for each major project this term, you will complete an audience analysis and context of use chart like the one below. For this assignment, please set up a table modeled after this one and fill out each field with as much detail as you can manage. We will go over how to complete this chart in detail during class.

Complete the reader analysis chart and context analysis chart below.

Readers	Needs	Values	Attitudes
Primary:			
Secondary:			
Tertiary:			
Gatekeepers:			

Readers	Physical Context	Economic Context	Political Context	Ethical Context
Primary Readers:				

You may also use the audience analysis description on the Purdue OWL to help you:
https://owl.english.purdue.edu/owl/resource/629/01/

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)*

- **Limit your résumé to one page and compose a references list using the same formatting as the résumé with three people you will use as references—you *must* obtain their permission to use them as references**
- 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 (if you have one), 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

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 writing process, and you will be able to revise *one individual assignment* after you have submitted your final draft. The revision is due with Project 3 on the day of our final exam. You may not use the revision due date as an extension for this assignment. I will average the grades from your original and your revised documents for your final assignment grade.