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English for Job Applications

1000014

Unit 3: Effective Cover Letters

Jaime Paster
Language Institute

Unit 3: Effective Cover Letters

- **Listening and Reading Activities:**
Cover letter structure and tone
- **Writing and Speaking Activities:**
A cover letter for a specific role

Unit 3: Effective Cover Letters

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● Listening and Reading Activities: Cover letter structure and tone

Listening and Reading Goals:

- Recognize appropriate tone in sample cover letters
- Identify effective cover letter samples

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● Listening and Reading Exercises:

-Recognize appropriate tone in sample cover letters and identify effective cover letter samples.

In this listening activity, you will hear different cover letters read aloud. At the same time, the texts are also provided for you to read while listening. Focus on the tone, word choice, and professionalism of each letter. After listening, you will answer questions about which tone is appropriate for a job application and why. This will help you recognize how tone affects the impression of a cover letter.

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● Listening Exercise: Recognize appropriate tone in sample cover letters

Guide Questions

1. How does the tone of the cover letter sound?
(a. professional, or b. too casual)
2. What words or phrases contribute to the overall tone of the letter?
3. Is the tone appropriate for a job application? Why or why not?

Unit 3: Effective Cover Letters

Sample Letter 1

Alice Peters
123 Greenway Drive
alice123@sample.email.com
(555) 987-6543
March 1, 2025

Hiring Manager
ABC Tech Solutions
789 Innovation Street
New York, NY 10001

Dear Mr. Barkins,

I am writing to express my interest in the Software Engineer position at ABC Tech Solutions. Technology has always been something I enjoy, and I believe working at your company would be a great experience for me. I have used computers for many years and have always been fascinated by how they work. I think software development is an exciting field, and I would love to be part of it.

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Throughout my life, I have worked on various tasks that required problem-solving and creativity. I have also done some programming, though I am still learning a lot. My ability to think critically and try different approaches to problems makes me confident that I can contribute to your team in some way.

I have heard good things about ABC Tech Solutions, and I feel like this is the right place for me. I am very motivated and enthusiastic about this opportunity. If given the chance, I would love to prove my abilities and grow as a professional. Please let me know if there is anything else you need from me. I look forward to hearing from you.

Thank you for your time and consideration.

Best regards,

Alice Peters

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Sample Letter 2

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Let's Revisit the Guide Questions

1. How does the tone of the cover letter sound?
(professional or too casual)

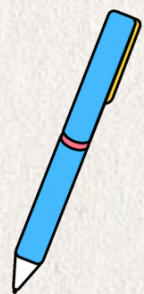
○ _____

2. What words or phrases contribute to the overall tone of the letter?

○ _____

3. Is the tone appropriate for a job application? Why or why not?

○ _____



**Pause while you are thinking about your answer.
You may need a pen and paper to write your answers down.**

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Sample Letter 1

Let's Talk About the Answers

1. How does the tone of the cover letter sound?
(professional or too casual)

- Answer: The tone is polite and enthusiastic but lacks professionalism.
- Explanation: While the applicant expresses interest and motivation, the language is too general and informal for a professional job application. Stronger, more specific statements about skills and experience would improve the tone.

2. What words or phrases contribute to the overall tone of the letter?

- Answer: Phrases like "Technology has always been something I enjoy," "I have used computers for many years," and "I feel like this is the right place for me" contribute to the tone.
- Explanation: These phrases show enthusiasm but are too vague. A stronger cover letter would highlight specific technical skills or professional achievements to make the candidate stand out.

3. Is the tone appropriate for a job application? Why or why not?

- Answer: The tone is respectful and positive but not fully convincing.
- Explanation: While the letter is polite and expresses motivation, it lacks concrete examples of qualifications and achievements. A more professional tone with clear, specific details about skills and experiences would strengthen the application.

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Sample Letter 2

Alice Peters
123 Greenway Drive
alice123@sample.email.com
(555) 987-6543
March 1, 2025

Hiring Manager
ABC Tech Solutions
789 Innovation Street
New York, NY 10001

Dear Mr. Barkins,

I am excited to apply for the Software Engineer position at ABC Tech Solutions. I have a background in software development and a passion for creating innovative solutions. I aim to contribute to your team. Your focus on cutting-edge technology aligns with my professional goals.

I developed an automation system that improved efficiency by 30% and reduced manual errors by 25%. My expertise in developing scalable applications, collaborating with cross-functional teams, and solving complex technical challenges makes me a strong fit for this role.

I am particularly drawn to this opportunity because of ABC Tech Solutions' emphasis on AI-driven solutions. I believe my skills in Python, cloud computing, and AI integration will allow me to make meaningful contributions.

I welcome the opportunity to discuss how my experience aligns with your team's needs. Please feel free to contact me at your convenience.

Thank you for your time and consideration.

Best regards,

Alice Peters

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Sample Letter 2

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Let's Revisit the Guide Questions

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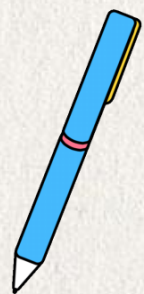
○ _____

2. What words or phrases contribute to the overall tone of the letter?

○ _____

3. Is the tone appropriate for a job application? Why or why not?

○ _____



**Pause while you are thinking about your answer.
You may need a pen and paper to write your answers down.**

Unit 3: Effective Cover Letters

Sample Letter 2

Let's Talk About the Answers

1. How does the tone of the cover letter sound?
(professional or too casual)

- Answer: The tone is professional and enthusiastic.
- Explanation: The applicant expresses excitement about the opportunity and aligns their goals with the company's focus, making it a strong opening.

2. What words or phrases contribute to the overall tone of the letter?

- Answer: Phrases like "excited to apply," "passion for creating innovative solutions," and "focus on cutting-edge technology" contribute to a positive and professional tone.
- Explanation: These words show genuine enthusiasm and a strong interest in both the role and the company, making the letter engaging.

3. Is the tone appropriate for a job application? Why or why not?

- Answer: Yes, the tone is appropriate and well-suited for a job application.
- Explanation: The letter maintains a balance of professionalism and enthusiasm, which helps create a strong first impression. It effectively conveys the applicant's motivation and alignment with the company's goals.

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- **Writing and Speaking Activities:**
A cover letter for a specific role

Writing and Speaking Goals:

Draft a cover letter for a targeted job and talk about the tone, structure, and key details that make it effective.

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Write an effective cover letter using a template, analyze examples, and pay attention to key elements such as tone, structure, and content.

[Your Name]
[Your Address]
[Your Email] | [Your Phone Number]
[Date]

[Hiring Manager's Name]
[Company Name]
[Company Address]

Dear [Hiring Manager's Name],

I am excited to apply for a position at [Company Name]. As a recent [Your Degree] graduate from [Your University], I have developed strong [mention relevant skills, e.g., communication, problem-solving, or teamwork] through my academic coursework and [mention relevant experience, such as internships, part-time jobs, or volunteer work].

During my internship at [Company Name], I [describe key tasks or achievements, e.g., assisted in sales, conducted market research, improved customer engagement]. This experience has enhanced my ability to [mention a key strength, e.g., adapt to challenges, engage with clients, analyze data], which I am eager to bring to [Company Name].

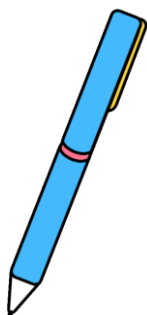
I am enthusiastic about the opportunity to contribute to your team and would love to discuss how my skills align with your needs. Thank you for your time and consideration.

Sincerely,

[Your Name]



pause to
have enough
time to read
the template



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Possible Answer

Jane Doe
456 Main Street, Bangkok, Thailand
Your Email: jane.doe@email.com | +66 0123 0123
March 3, 2025

Ms. Emily Carter
Company Name
Company Address

Dear Ms. Carter,

I am excited to apply for a position at **Fresh Juices**. As a recent **Marketing** graduate from **Prosperous University**, I have developed strong **communication, sales, and customer engagement skills** through my academic coursework and **internship at Tropical Beverages Co.**, where I assisted in promotions, customer outreach, and product marketing.

During my internship at **Tropical Beverages Co.**, I helped increase product visibility and customer interest. This experience has enhanced my ability to **tailor product messaging to different audiences**, which I am eager to bring to **Fresh Zest Juices**.

I am enthusiastic about the opportunity to contribute to your team and would love to discuss how my skills align with your needs. Thank you for your time and consideration.

Sincerely,

Your Name

Jane Doe

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Speaking Exercise

**Summarize your cover letter in 3-4 sentences,
as if you're introducing yourself to an employer.
Focus on highlighting your key skills, qualifications,
and why you're a good fit for the role.**

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Speaking Exercise

Example Short Pitch based on Jane Doe's Cover Letter:

"Good morning/Good afternoon, I am Jane Doe. I recently graduated with a degree in Marketing from Prosperous University. I completed my internship at Tropical Beverages Co., where I gained hands-on experience in promotions and customer engagement. I'm passionate about building relationships with clients and am excited about the opportunity to apply my skills in sales and marketing."

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Good Points for a Short Pitch

1. Concise Introduction:

- Start with who you are (e.g., your degree and university).
- Mention relevant internship or work experience briefly.

2. Key Skills:

- Highlight relevant skills such as communication, sales, customer engagement, or problem-solving.
- Focus on skills that directly apply to the job you're targeting.

3. Relevant Experience:

- Mention any specific tasks or achievements that show your ability to contribute to the company (e.g., driving sales, marketing, promoting products).

4. Passion & Enthusiasm:

- Show your enthusiasm for the role and why you're interested in the company (e.g., passion for the product, company's mission, or industry).

5. Alignment with Company Needs:

- Mention how your skills and experiences align with the company's needs and goals (e.g., helping to increase sales, improving customer relationships).

6. Confidence & Engagement:

- Speak with confidence and engage the listener by showing interest in how you can contribute to the team.



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Source Material

Clarification

This lecture utilizes the structural framework and conceptual ideas presented in Cambridge English for Job-hunting by Downes (2008). However, to respect copyright, the lecture avoids using the book's exact text. It is an interpretation, application and adaptation of the book's core principles, not a reproduction.



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