

Business and Professional Communication

COVER LETTER EXERCISE PART 1

Look over the first cover letter (p. 1) and write down whatever you notice about it.

What stands out as either positive or negative?

What do you like and where do you see room for improvement?

What is your overall feeling about the letter?



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COVER LETTER EXERCISE PART 2

Look over the second cover letter (p. 2) and evaluate it by asking “Does this letter...”

Explain the reason for writing? Explain how they found out about the job? Reflect the personality and attitude of the writer? Highlight skills that are unique?

Which do you think is the better letter?



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COVER LETTER EXERCISE (conclusion)

- There is no single correct way to write a cover letter.
- Consider the context and find 'models'
- Be *specific* about your experience
- Don't only restate what's on your resume
- If you handled any large figure\$, include
- Focus on the needs specified in the job description
- Research the organization and reflect their culture and mission statement



**MEET THE COVER LETTER,
YOUR NEW BEST BUD.**

DOs

- Address by name instead of 'hiring manager'
- Send an original letter to each employer
- One page, only
- Use action verbs

DON'Ts

- Use superlatives like "perfect candidate" and "ideal fit"
- State generic objectives like "I am seeking to further my career in an established company."
- Use clichés like 'team player,' 'hard worker' 'fulfill my full potential'

 **NEW YORK CITY
COLLEGE OF TECHNOLOGY**
The Senior College of Technology
of The City University of New York

More do's and don'ts for cover letters

Assignment for next week

- 1) Find a job you would like to get and write a cover letter for it.
Bring a draft version of it next week.
- 2) Bring in a copy of your current resume



Sources for templates

[LiveCareer](#)

[Cover Letter Examples](#)

[Cover Letter Builder](#)

[Cover Letter Tips](#)

[Letter Samples](#)

[MyPerfectCoverLetter](#)

[Cover Letter Examples](#)

[Cover Letter Now](#)

[Cover Letter Examples](#)

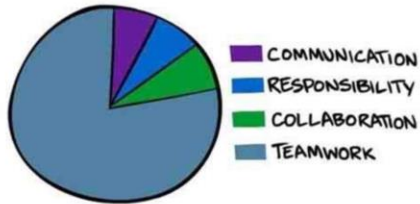
[ResumeBucket Sample Cover Letters](#)



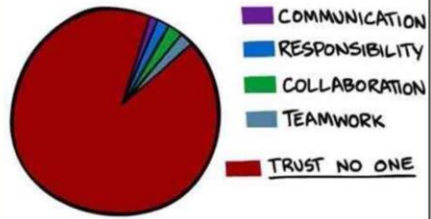
How are the group projects going?



WHAT GROUP PROJECTS ARE SUPPOSED TO TEACH YOU

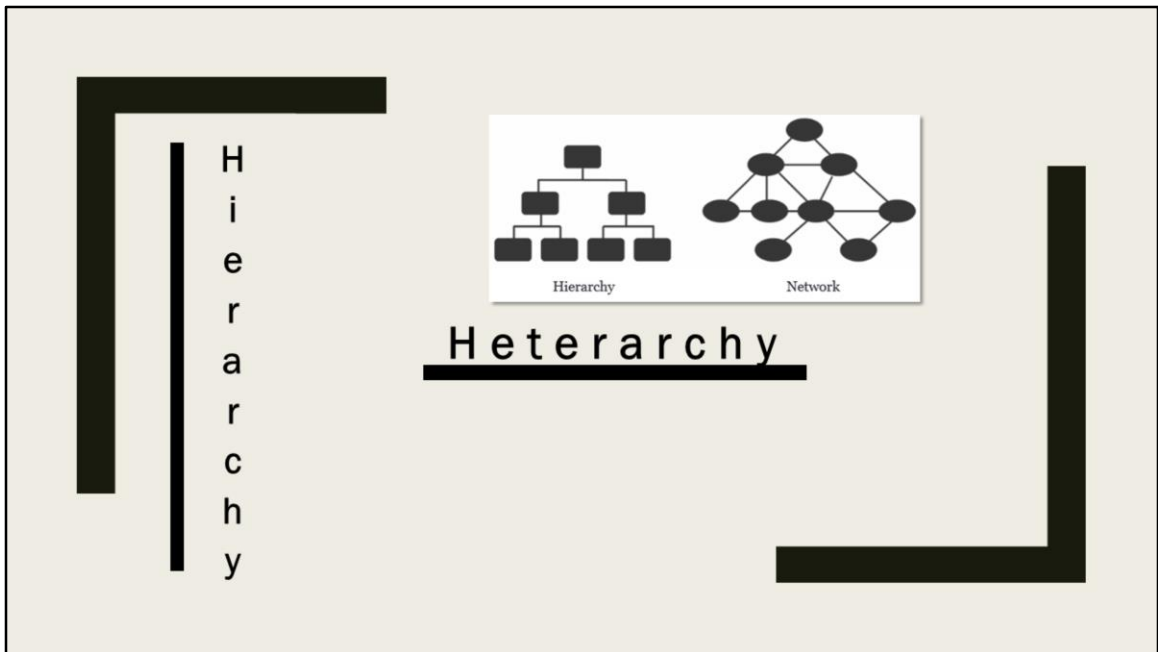


WHAT GROUP PROJECTS TAUGHT ME

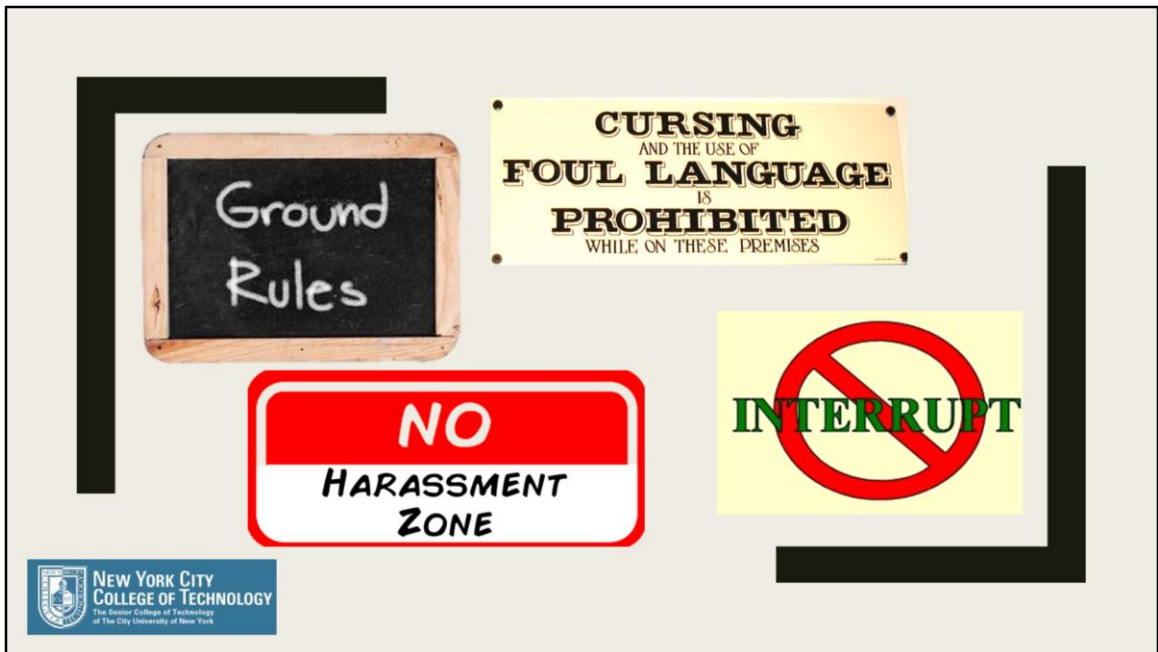




Here are some memes that are, unfortunately, all too true about group projects.



Remember, this class is a hierarchy, but the groups are supposed to be cooperative, lateral (ie horizontal) and not have a "boss." There can be a leader but the leader should serve the group.



We do need some ground rules, however. Please don't curse or talk about "off color" topics. To some, this is a form of harassment! Be a good listener. When someone else is talking, that is NOT your cue to check your texts!

CHAPTER 3 UNDERSTANDING YOUR AUDIENCE

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Lets talk about audiences. Here is an exercise that can help us identify our own interests.

In order to communicate with others, you need to know yourself. Please complete a personal inventory, a simple list of what comes to mind in these five areas:

Your knowledge: What is your favorite subject?

Your skills: What can you do?

Your experience: What has been your job experience to date?

Your interests: What do you enjoy?

Your relationships: Who is important to you?



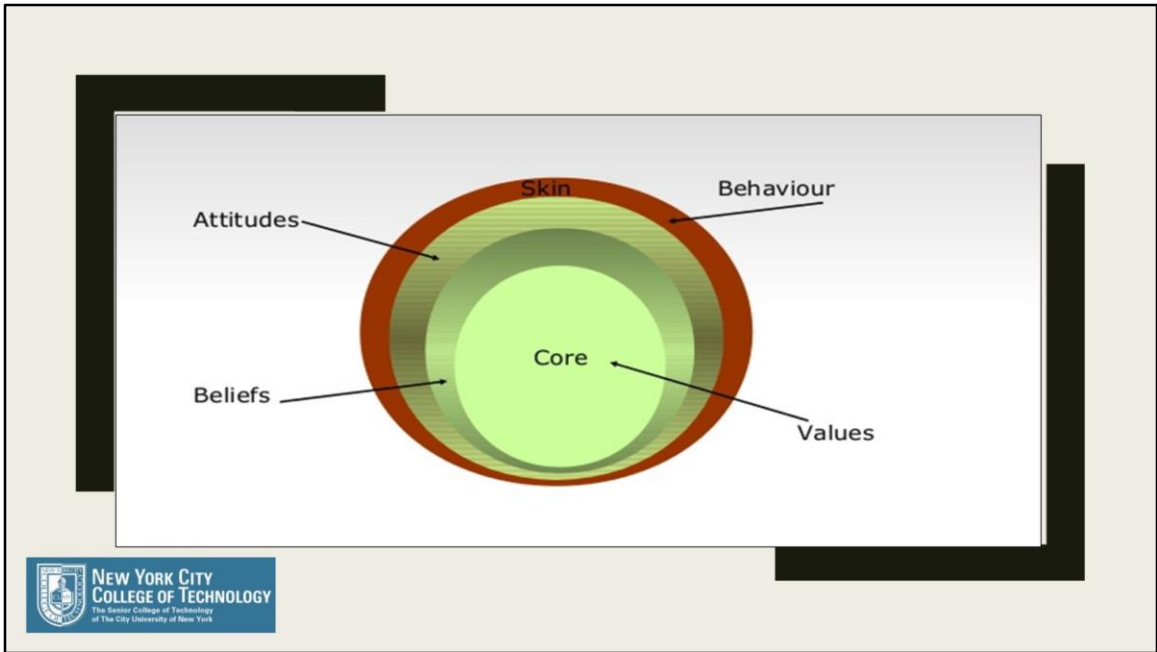
Personal inventory in-class assignment.

Self concept

Intrapersonal communication is the conversation you have with yourself, identifying values, beliefs and attitudes



If you don't know where you are going, how do you know when you get there? If you don't stand for something, you'll fall for anything. Ok, so these are clichés, and I have advised you against them, but think about what they express. Can you think of examples to illustrate?



What do we mean by these mental terms? Are they things in the mind, like neuronal clusters, that we can identify? Or are they heuristics; that is, are they constructs we use to help categorize the depths of our commitments? Notice how values are at the core. While behavior is the most “superficial” outside layer of all. If someone’s behavior is not consistent with their stated values, then what is the ‘true’ person?

BELIEF? ATTITUDE? OR VALUE?

“Effective communication is important.”

“This course is important because I may use the communication skills I am learning in my career.”

“I enjoyed the writing exercise in class today.”



Which one of these statements is an attitude? A belief? A value?

	Definition	Changeable?	Example
Attitudes	Learned predispositions to a concept or object	Yes	I enjoyed the writing exercise in class today.
Beliefs	Convictions or expressions of confidence	Yes, over time	This course is important because I may use the communication skills I am learning in my career.
Values	Ideals that guide our behavior	Generally long lasting	Effective communication is important.



Here is the received wisdom about these terms. They are labels—ways that we have come up with to categorize the relation between mind and behavior.

An attitude is "a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols" (Hogg & Vaughan 2005, p. 15)

"..a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly & Chaiken, 1993, p. 1)

Attitudes are a "learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object" (Fishbein and Ajzen, 1975).

"Now..if attitude is organization of beliefs- what are beliefs? ;)"

[Butusanu](#)



But the definitions of these terms vary. In these quotes, different experts define it in different ways. It's a grouping of beliefs and feelings... or a tendency to evaluate... or a learned predisposition. Are these definitions all correct? Do you notice differences between them?

Conclusion?

Our minds exist prior to the labels we affix to them.

Mental impulses can be undifferentiated until we make an effort to categorize them.

These names...attitudes, beliefs, values, etc. are there to help us create ourselves and take a stand.

They are not something that just exist independently from our own volition. We can choose to codify our mental processes using language.

