

**Project 3: Employment Project (5 points)**  
**Audience Analysis, Résumé, Job Application Letter, and Final Reflection**  
**(10 points total)**

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

**Audience:** Your instructor, your peers, Dr. Alex Ocasio and others in the UWS. The world?

**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 SLU and the UWS to develop an audience analysis. Then, apply for the UWS paid writing consultant position by composing a reader-centered cover letter and résumé *tailored for that position*. **For this assignment, please develop your documents from scratch – so do not recycle an old cover letter and résumé and do not use templates.** If you are not interested in the paid consultant position, you may develop complete your audience analysis and employment documents for another position. You may also develop a CV if you plan to go to graduate school.

**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 workplace communication: determine audience and purpose, use reader-centered prose, convey accurate data in an effective manner, and build credibility. For this assignment:

- 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
- Collaborate with your peers to draft from scratch and revise your documents

**Format for the Audience Analysis**

Successful workplace writers possess a keen insight into their audiences. So, for this project, you will complete an Audience Analysis chart and a Context of Use chart like the ones below. For this assignment, please set up a table modeled after these and fill out each field with as much detail as you can manage. We will go over how to complete the charts in class.

<i>Readers</i>	Needs	Values	Attitudes
Primary:			
Secondary:			

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Tertiary:			
Gatekeepers:			

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

**Format for the Résumé and Job Application Letter**

You should tailor your employment documents to fulfill the requirements of the paid writing consultant position in the UWS. If you're composing documents for another organization, tailor your documents to fulfill the requirements of that organization. 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)
  - o Your competition will be tailoring their résumés, so you need to tailor yours (or expect your competition's material to get more attention)
  - o 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
  - o If your résumés will be scanned or submitted electronically, it should have the same keywords as the position
  - o *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 are a good fit and 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

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- Provide examples\_based on information from your résumé\_that support your claim

### Revision

You will have opportunities to revise either Project 1 or Project 2. However, since Project 3 is due at the end of the term, you will not be able to revise this assignment. 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.

### Final Reflection (5 points)

**This is due on the last day of class, after the employment documents are due.**

For your final reflection, which we will use for our open discussion on the last day of class, write around 250 words in response to these prompts, which follow the critical “three-what” model.

#### *What?*

What do you remember most from this semester’s coursework and writing consulting practicum?

#### *So what?*

What was meaningful to you about these experiences?

#### *Now what?*

What do you plan to do with the new knowledge and experiences you have in the future?