



普通高等教育“十三五”规划教材

主编 © 郝劲梅



# 职场英语写作——从大学到职场

## WRITING FOR WORK—FROM COLLEGE TO CAREER

- ✓ 以思促写，聚焦应用
- ✓ 实例丰富，渐进引导
- ✓ 求职入职，一本贯通



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# 职场英语写作

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## 内容简介

《职场英语写作——从大学到职场》分为求职和入职两大部分，共七个单元，涉及简历、求职信、面试、商务信函概述、商务书信、电子邮件、备忘录的相关写作。每个单元包括课前活动（Pre-class activities）、介绍（Introduction）、范例（Examples）、写作技巧（Writing skills）和练习实践（Exercises and Practice）五个模块，融职场写作理论、写作技巧与语言学习操练为一体，具有较强的应用性、实践性和职业性。

本书可作为高等院校非英语专业本科和研究生公共英语选修课的教材，也可作为职场新人以及英语水平与此相近的自学者的写作参考书。

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# 前言

《职场英语写作——从大学到职场》主要面向高等院校本科生、研究生和职场新人，以提升职场英文书面交际能力为目标，按照大学生从毕业求职到初入职场的顺序展开内容，融职场写作理论、写作技巧与语言学习操练为一体，突出了教材的应用性、实践性和职业性。本书可作为高等院校非英语专业本科和研究生公共英语选修课的教材，也可作为英语水平与此相近的自学者的写作参考书。

全书分为求职和入职两大部分，共七个单元，涉及简历、求职信、面试、商务信函概述、商务书信、电子邮件、备忘录的相关写作。每个单元包括课前活动（Pre-class activities）、介绍（Introduction）、范例（Examples）、写作技巧（Writing skills）和练习实践（Exercises and Practice）五个模块。这五个模块的编排适合教师用于翻转课堂混合式教学，建议教师将前三个模块作为学生课前自主学习的内容，将后两个模块作为课堂精讲、讨论、分析、演示、操练、评价等互动性教学内容。第一个模块针对写作要点和难点，设计探究性学习和案例分析等活动，激发学生对本单元内容的学习兴趣，引导学生开展自主学习，为课堂交流、讨论和实践做准备；第二个模块介绍本单元所涉及的写作体裁结构知识、写作规范等；第三个模块提供典型的写作范例，帮助学生进一步理解写作知识；第四个模块重点介绍写作技巧，配合写作任务，加深学生对写作方法的理解和掌握；第五个模块提供丰富的语言知识练习，帮助学生巩固单元所学内容。

本书主要有以下特色。

● **启发性、思辨性**：本书着重培养学生在职场英语写作中的分析、对比、归纳、总结、质疑等思辨能力，设计的课前活动和写作任务能引导学生积极主动地思考、探讨、分享，发现问题，解决问题。

● **实用性、操作性**：针对学生求职就业的需求及写作中的要点难点，将案例讨论、语篇程式、范例分析、写作策略技巧、语言学习操练、改错互评等写作活动有机结合，内容丰富，写作任务和练习操作性强。

● **系统性、连贯性**：本书各单元以及每个单元的各部分内容彼此关联，前后贯通，由浅入深，层层递进，从多角度多维度提供深入透彻的讲解和操练，体现出教材设计的系统性和内在逻辑性，有利于学生对职场写作的理解、掌握、巩固和运用。

● **直观性、趣味性**：本书配有大量的样文图表，并将两位虚拟人物——刚毕业的学生 Sarah Jones 和计算机专业在读研究生林风的职场发展和相应的写作实践贯穿全书，清晰明了，生动直观地讲解了职场英语的写作要领和方法策略，便于理解和记忆。

由于编者知识水平有限，错误与不当之处在所难免，敬请读者批评指正。

编者

2019年8月

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**PART TWO: STARTING A JOB**

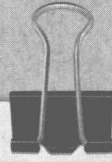
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# PART ONE

## FINDING A JOB

贵州师范学院内部使用





# Unit 1 Resumes

Resume writing is an important life skill in today's fast-changing workplace. Knowing how to write a clear, effective and professional-looking resume is key to a successful job search. This unit takes you through the steps of creating a job-winning resume that accurately reflects your skills, experience, and educational background. You will study different types of resumes, sections of a resume and resume formats. You will also learn to use specific tips and techniques to tailor your resume for a specific job.

## Objectives

After completing this unit, you will be able to

- ◆ Research the job and yourself before the application writing;
- ◆ Understand the differences among reverse chronological, functional and combination resumes;
- ◆ Identify the components of a resume and arrange these components effectively;
- ◆ Understand and apply the techniques for targeted resume writing;
- ◆ Use effective language and key words in your resume.



## I Pre-class activities



### Research and Explore

**Task 1. Do preliminary research on the following questions and get prepared for class discussion.**

- (1) What is the purpose of a resume?

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(2) What kind of resume can grab the attention of a recruiter or an employer within seconds?

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**Task 2. Research the job / position that interests you.**

Before you write a resume, you usually need to do some research on the job. Search for job advertisements that match your education and experience from online job sites, newspapers, company websites, and college and university websites. Go through each one and identify the keywords that the company uses to describe the job requirements and job responsibilities. Make a list of the keywords common to these ads. Bring one of the job ads to class, share the list of keywords with your peers and discuss how to incorporate those keywords into your resume to impress the employer.

**Task 3. Research yourself.**

Researching yourself helps you find the job that is right for you. Make a list of the needs of the prospective employer based on the job ads you browsed in Task 2. Write statements about your relevant qualifications detailing how you used that skill or exhibited that quality and pointing to any positive results or accomplishments. Complete the following table about job requirements and your qualifications.

Job title: \_\_\_\_\_

Job description (Keywords)	My qualifications
Education / Knowledge	Highest level of education: Relevant knowledge / courses / training: Overall academic performance:
Experience	Relevant experience (summer job, part-time job, internship, project, volunteer, extra-curricular activities, community service, etc.) 1.                    2.                    3.
Responsibilities	My major responsibilities in each of those areas: The key skills I used or gained in that job: Impressive results or accomplishments of that particular job (quantify them in numerical or other specific terms):

(Continued)

Job description (Keywords)	My qualifications
Skills	Technical skills:  Language skills:  Transferrable skills (leadership, communication, organization, time management, teamwork, etc.) gained through your academic study and / or related work experiences. (Refer to the Experience Section for evidence) :
Personal characteristics	My general personality / work-related personality:

#### Task 4. Search for resumes.

Team up with other students in the class who major in the same field as you. Conduct an online search for resources which provide resumes. Find a job category that is the closest to your major. Collect at least three resumes (it's preferable to find different types of resumes). Discuss the differences between those resumes, the techniques for creating an effective resume, and your resume writing problems.

#### Task 5. Draft your resume.

With your knowledge of the job and resume writing, write the first draft of your resume in response to the job ad that interests you in Task 2. Bring your resume to class for peer review.

👉 See "Introduction" in Section II and "Resume examples" in Section III for help.

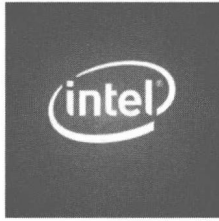
### Case study

**Task 6. Lin Feng (林风) is a second-year postgraduate student majoring in computer science in a Chinese university. He has a strong academic record and extensive research and project experience in college. He is interested in a software engineer intern position posted on LinkedIn (see the job posting below). Look at his resume and answer the following questions:**

- (1) Does this resume match the job seeker's education, experience, and skills to the job requirements listed in the posting?
- (2) What format and language mistakes does this resume make?

👉 See "Resume Sections" in Section II for help.

(3) How should the job seeker use power words to highlight his strengths and employability?



## Software Engineer - Intern

Intel Corporation · Beijing, CN

Posted 2 weeks ago · 1 view

Save

Apply

### Job Description

The qualified candidate will join Intel China Flex Services - Platform Software Technology team as a software engineer intern. He / she will have opportunities to participate into various projects as part of product development or research. The work will mainly focus on system level software areas such as OS kernel, BIOS / Firmware development, network / graphics or other I / O driver development, imaging / media development, etc.. And the good performer will have high opportunity to join Intel China after graduation.

### Qualifications

- Postgraduate students in Computer Science, Computer Engineering or Electrical Engineering
- Must be comfortable with working in a fast-paced environment
- Proficient in C and / or C++
- Proficient in programming and / or debugging and / or troubleshooting skills in system level software development
- AI and visual computing knowledge and experience are plus

### Soft skills

- Strong self-learning capability in different technical areas
- Fluent spoken and written English would be a plus
- Communication skills with internal or external partners, customers and vendors would be an advantage

### Lin Feng's original resume:

#### **Resume**

**LIN FENG**

\*\* , Xueyuan Road, Haidian District, Beijing, 1000\*\*

Home: (010)-\*\*\*\*-\*\*\*\* | Cell: 186\*\*\*\*\*

E-mail: [linfeng9999@163.com](mailto:linfeng9999@163.com)

Age: 24

Health: Excellent

Marital Status: Single

Hometown: Chengdu

(Continued)

<b>Education</b>	
<i>Master of Science in Computer Science, ABC University, Beijing</i>	Anticipated 05 / 2019
<i>Bachelor of Science in Computer Science, ABC University, Beijing</i>	05 / 2016
1 <sup>st</sup> place: ABC University Debugging Contest (Spring 2015)	
<b>Technical Skills</b>	
Languages: Java, C, C++, SQL, Python	
Operating Systems: Windows, Unix, Linux	
Database Systems: Access, SQL Server, MySQL, Oracle	
<b>Internships</b>	
<i>Software Engineering Intern, ABC Company, Beijing</i>	03 / 2017 – now
<ul style="list-style-type: none"> <li>• Help to develop an application of a new customer account system</li> </ul>	
<i>Programming Intern, XYZ Company, Beijing</i>	06 / 2016 – 09 / 2016
<ul style="list-style-type: none"> <li>• Maintenance and testing of the applications</li> <li>• Solved the problems</li> <li>• Was praised and recognized by colleagues</li> </ul>	
<b>Academic Projects</b>	
<i>Mobile Application: Edu-Life Studio, ABC University</i>	02 / 2017 – 05 / 2017
<ul style="list-style-type: none"> <li>• In charge of the design and development of mobile apps</li> </ul>	
<i>Campus Web Application, ABC University</i>	9 / 2015 – 12 / 2015
<ul style="list-style-type: none"> <li>• Maintained and developed campus web applications</li> </ul>	
<i>Internal Purchasing Systems Development, ABC University</i>	10 / 2014 – 12 / 2014
<ul style="list-style-type: none"> <li>• Participated in the creation of a purchasing system</li> </ul>	

☞ Compare this original version with the revised one (Resume examples #1) in Section III.

**Task 7. Sarah Jones is a recent graduate from California State University with a bachelor's degree in political science. She wants to apply for the position of office manager advertised in a local newspaper (see the job ad below). However, she has limited relevant experience required for the position, and the job is not closely related to her major. Examine the resume she wrote.**

- (1) Are the facts listed in the resume relevant to the position and able to impress the employer? What information could be eliminated or provided to make her background and experience more relevant to the position? What information should be prioritized or focused?
- (2) Is the resume layout visually appealing to the reader?

**JOB OPPORTUNITY**

Corefact Corporation is looking for responsible team-oriented person for

**OFFICE-MANAGER**

**Duties & Responsibilities:**

- → Perform general as well as specific administrative duties including office management.
- → Prepare and proofread letters, emails, memos, proposals, etc.
- → Arrange training for staff
- → Assist the HR manager on HR matters.
- → Update and ensure the compliance of office procedures

**Job requirements**

- → Strong communication and interpersonal skills
- → Good computer & software skills
- → Excellent organizational skills and attention to detail, with the ability to multi-task
- → Ability to work in a fast-paced environment

**DEADLINE: June 20, 2016**  
Email your CV along with application letter to: [corefact-career@gmail.com](mailto:corefact-career@gmail.com).  
Only shortlisted candidate will be contacted

Sarah Jones' original resume :

**Sarah Jones**

---

sarahjones@yahoo.com   5555 Hemlock St, Sacramento, CA 95841   Home: +(916) 498-5555   Cell: (256)555-5555

**Education:**

Bachelor of Arts in Political Science, May 2017  
California State University, Sacramento, CA

**Experience:**

Agway Inc., Sacramento, CA   June 2015, 2016  
As Office Intern, I was responsible for performing office duties and providing support to various department; wrote letters, emails, memos, and reports as assigned.

Nelmar Construction Inc, Fair Oaks, CA   July 2015  
As assistant, I was responsible for processing files and purchasing office supplies.

Dion's Warehouse, Sacramento, CA   January 2015, Salesperson

Whitney High School   March 2012 – May 2013, Editor-in-chief of School Paper

**Hobbies:**

Tennis, sailing, travel, music, and gardening

☞ Compare this original version with the revised one (Resume example #2) in Section III.



## II Introduction

A resume provides a summary of your skills, abilities and accomplishments with the intent to motivate an employer to interview you. A great resume has the ability to persuade a prospective employer that you have the unique talent and experience desired and that you deserve a personal interview for the position. So, when you write a resume, don't forget that you should sell your skills and accomplishments, not just list your work history and personal information.

### Resume vs. Curriculum Vitae (CV)

Both resumes and CVs are used in job application, but there are some differences between them.

Resume	Curriculum Vitae
More concise; usually 1~2 pages	Longer and more detailed; 2 or more pages
Present a brief, targeted list of skills and qualifications for a specific position	Present a full record of your career history (academic background, teaching experience, honors, research, awards, publications, presentations, grants, and other achievements)
Used when applying for a non-academic position in industry, non-profit, private and public sector	Used when applying for an academic, scientific or medical position at a college, university, or research institution
Mainly used in the US and Canada where CV and resume are sometimes used interchangeably	Used in Europe, the Middle East, and Africa where CV is used in all contexts and resumes aren't used at all
Include categories like Contact Information, Education, and Experience	In addition to categories like Education and Experience, a CV can contain other categories: Publications, Presentations & Lectures, Professional Associations, Research Interests, Teaching Experience, Research Experience, Licensure Grants, etc.

### Resume Sections

A standard resume should include the following basic sections:

- Contact Information
- Experience Section
- Education Section
- Skills Section

Additional sections can be included when they best represent your qualifications for the position:

- Resume Summary or Resume Objective
- Activities
- Honors and Awards
- Hobbies and Interests...

Be sure to choose unique resume sections that best reflect your qualifications instead of adding every possible section to your resume.

Here is the order of resume sections for college students:

- Contact Information
- Objective
- Education
- Experience / Internships
- Extra-Curricular Activities (Leadership)
- Skills
- Hobbies and Interests

Sections	Information to include	Tips & Examples												
<b>Heading /</b> <b>Contact</b> <b>information</b> 个人信息	<ul style="list-style-type: none"> <li>• full name</li> <li>• complete mailing address</li> <li>• phone number(s)</li> <li>• E-mail address</li> </ul>	<ul style="list-style-type: none"> <li>• Appear at the top of the resume</li> <li>• Name should be in bold print and the largest font size</li> <li>• May include both a campus and a residential address</li> <li>• Use a professional E-mail address. Avoid an unprofessional E-mail address like tutifruti92@hotmail.com</li> <li>◇ Should <b>NOT</b> include personal information like age, gender, height, weight, health condition, hometown, religion, and marital status</li> </ul> <div style="background-color: #e0e0e0; padding: 5px;"> <p style="text-align: center;"><b>Cameo Bohnino</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Campus Address:</td> <td style="width: 50%;">Permanent Address:</td> </tr> <tr> <td>227 Harrison, Apt. 5</td> <td>5226 Buckbridge</td> </tr> <tr> <td>West Lafayette, IN 47906</td> <td>Fort Wayne, IN 4681</td> </tr> <tr> <td>765.410.6283</td> <td>260.482.670</td> </tr> <tr> <td colspan="2" style="text-align: center;">E-mail: cbohnino@purdue.edu</td> </tr> <tr> <td colspan="2" style="text-align: center;">Cell: 765.410.6283</td> </tr> </table> </div>	Campus Address:	Permanent Address:	227 Harrison, Apt. 5	5226 Buckbridge	West Lafayette, IN 47906	Fort Wayne, IN 4681	765.410.6283	260.482.670	E-mail: cbohnino@purdue.edu		Cell: 765.410.6283	
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765.410.6283	260.482.670													
E-mail: cbohnino@purdue.edu														
Cell: 765.410.6283														

(Continued)

Sections	Information to include	Tips & Examples
<b>Objective</b> (additional) 求职意向	<ul style="list-style-type: none"> <li>• the position you want</li> <li>• career field or industry you want to work in</li> <li>• company name (if applicable)</li> <li>• key skills you plan to use in the position</li> </ul>	<ul style="list-style-type: none"> <li>• Be specific. Avoid writing objective that is too general and vague (e.g. <i>a challenging position that offers room for advancement</i>)</li> <li>• Focus on what you can bring to the job, not what you want</li> </ul> <p><b>OBJECTIVE</b></p> <p>To obtain the position of Operations Manager for ABC Company where my extensive skills and background in management and customer service may be best applied to achieve ABC's operational goals</p>
<b>Qualifications summary / Profile</b> (additional) 资历摘要	<p>most impressive skills, abilities, and accomplishments that are relevant to the position</p> <ul style="list-style-type: none"> <li>• number of years of experience</li> <li>• relevant education, certifications, special training</li> <li>• key accomplishments very broadly stated</li> <li>• key strength, skills, abilities or characteristics for the position</li> </ul>	<ul style="list-style-type: none"> <li>• A 3~4 sentence paragraph or bullet-point list, up near the top</li> <li>• The main goal is to immediately grab the hiring manager's attention and share your most impressive qualifications up front</li> <li>• Tailored to the job posting</li> </ul> <p><b>QUALIFICATIONS SUMMARY</b></p> <ul style="list-style-type: none"> <li>• Internship experience using newest accounting computer programs</li> <li>• A.A.S. degree with honors in accounting</li> <li>• President of student accounting club – initiated speakers program</li> <li>• Demonstrated ability in organizing, follow-through to the last detail</li> <li>• Committed to producing results above and beyond what's expected</li> </ul> <p><b>PROFILE</b></p> <p>Over five years of sales, customer service, and management experience. Skilled in project coordination, time management and the ability to work with a team to achieve department objectives. Proficient in several computer software programs including MS Office.</p>