

CB-Writing- L.10 Brand you- 12App

21st Look at the responses that Hassan received. Which brand is better 'brand Abdullah' or 'brand Mansour'? Why?

Subject: _____

Hi Hassan,

How are you? I saw your ad on a website recently. I think your business is really cool. I'd like to do the job. I've got all the skills and experience that you're asking for, like a BA in Marketing, 2 years of experience and all the other skills. I'd like to ask some questions. How much do you pay? When are the holidays? I would be very happy to start next month.

Thanks,

Abdullah

Dear Mr Al Khaja,

I would like to apply for the position of Marketing Coordinator at Acme International Home Delivery.

I am currently working in the marketing department of All-things-online, and have done so for the past three years. When I joined, the business was new, and I helped develop its online customer base. I loved this experience and would welcome an opportunity to work in a new company like yours again.

I have excellent communication skills, and I am well organised and professional in my approach to my work. I speak both Arabic and English fluently and completed my BA in Marketing three years ago.

I believe I have all the skills required for this position. Moreover, I have a great deal of experience in a start-up similar to yours. I have attached my CV. I would be very happy to attend an interview.

I look forward to hearing from you in the near future.

Yours sincerely,
Mansour Al Kaabi

Writing tip

When writing a cover letter make sure you use formal language. In formal

Refer to the two emails in the Course book. Put **a** besides the key characteristics of a formal email and **b** besides the key characteristics of an informal email.

Outcomes:

*Read a text about "BRAND YOU" to get details

*To identify features and characteristics of formal and informal emails.

*To redraft a cover letter in response to a job advertisement

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| 1 Uses contractions e.g. I'd, I've _____ | 5 Uses formal phrases _____ |
| 2 Uses first names _____ | 6 Uses paragraphs _____ |
| 3 Addresses the recipient using their surname _____ | 7 Expresses ideas clearly and gives detail _____ |
| 4 Uses short sentences _____ | 8 Uses slang _____ |