

LETTER ✓

PURPOSE OF LETTER :-

- ★ To inform.
- ★ To congratulate.
- ★ To enquire.
- ★ To order.
- ★ To request.
- ★ To collect dues.
- ★ To complain.
- ★ To make an adjustment.
- ★ To sell a product, service or scheme.
- ★ To apply for a job.

RECEIVER

COURTESY TITLE

★ MEN

All
Profession

Mr.
Dr., Engg. etc.

★ WOMEN

Marital status is unknown
Married
Profession

Ms.
Mrs. 'or' Ms
Dr., Professor.

★ Firm

Messrs

LETTER

Ques. Write a letter to the editor of The Times of India, telling him about the nuisance of loud speakers in your area.

D-173, Sector-14

Dwarka

New-Delhi

14th October 2016

The Editor

The Times of India

New-Delhi

Subject : Nuisance of loud speakers in my area.

Dear Sir/Madam

Through the columns of your ^{esteemed} newspaper, I would like to draw the attention of the concerned authorities regarding the nuisance created by the loud speakers in our area.

The temples, gurdwaras, marriages, jagrans and so many religious ceremonies use loud speakers at a blaring^{sound}. This distracts the attention of the students. Even the patients and old people are unable to enjoy the sound sleep. This impairs our hearing capacity and a minute tissues are affected adversely. These are the examination days, so the use of the loud speakers should either be ban or they should be used at a very low pitch.

Hoping for immediate attention towards the grievance.

Yours faithfully
XYZ

tea.

Ques. You have lost your library card. Write a letter to librarian to issue a duplicate card.

like to inform you.

With due respect I beg to say that I lost my library card yesterday. It came to my notice yesterday, when I reached home and did not find it in my pocket.

Perhaps, I lost it on my way back home or someone has removed it from my pocket. I have already told my class teacher about it.

You are, therefore requested to issue me a duplicate library card and also ensured that no book is issued on that card in future.

Thanking You
XYZ

Phonatory System:-

The phonatory system is formed by the Larynx or voice box, the front part of which can be seen in adult male as the Adam's apple.

The Larynx contains the vocal cords (also known as vocal folds).

The articulatory system:-

The articulatory system consists of the nose, lips and the mouth and it includes specially adapted teeth and the tongue.

Phonetic transcription:-

Phonetics & Phonetics is the science of human speech sounds. It deals with pronunciation and representation of sound.

Today phonetics has become a popular science, studying the anatomy, neurology and pathology of speech.

As far as the etymological meaning of the word phonetics is concerned that it might have been derived from the greek word "Phone" which means sound or voice.

A critic has defined phonetic as "a system that has a direct correspondence between sign sounds and symbols."

T. Bala Subramanyam

Wrote "linguistics is the systematic study of language. Phonetics is the branch of linguistics.

and it is the branch dealing with the medium of speech.

It deals with the production, transmission, reception of the sound of human speech."

what is the significance of the
story title of the story
"The Renunciation".

Generally, a title which conveys
the main idea of a story is
supposed to be a good title.

Judge from the point of view
we find the title of Tagore's
story "The Renunciation" is quite
appropriate and suggested.

The word renunciation is derived
from the word "Renounce" which
means to give up or disown
something.

Hence renunciation means disowning.
Now the question arises, what is
renounce?

It arouses the readers curiosity.
Tagore's choice of the title
is quite appealing which we
when we find that the theme of
renunciation is related to
many characters in many ways.

Kusum the only female character, renounce herself to fate her father-in-law. Harihar Mukherjee ordered his son Hemanta to desert his wife. Kusum towards the end of the story also gives herself to her husband's decision, when she is sitting on the floor clasping her husband's feet.

Harihar Mukherjee renounced his daughter-in-law as soon as he came to know her past that she is a Rajasthan girl, an orphan and child widow. However Hemanta did not ~~to~~ renounce his wife despite his father's bonding of leaving his caste. He says that he won't forsake his wife these things irritates Harihar Mukherjee, who declares, "Then you too too I renounce."

The father renounce his son and daughter-in-law for his caste. while the son renounce his caste for his loving and innocent wife.

On the other hand Pearie Shankar
was disowned Kusum, when he
says that he is not going to
look after the discharge
wires. Judged from the general
respect the title re-nunciation
seems to be the most
appropriate one.

Summary of the story:-

Harihar Mukherjee is portrayed by
Tagore as a typical orthodox
Brahmin, who was a staunch
supporter of Castism. He was
at that time a rampant
in the Indian society or on account
of which many more
evils were swept up in the
society. Hemanta the (son of Harihar)
and Kusum began to love
each other soon they
got married with the help
of Pearie Shankar.

But soon Harihar came to know
that Kusum was a Kayastha
girl (Sudra), a Sudra by caste.
~~he~~ could not tolerate their
marriage anymore

Mukherjee
when Harihar ~~saw~~ knows
the reality that Kusum was
belong to a Sudra Community
He got angry and could not
tolerate their marriage anymore
He approach at door of his
son's room and ordered him
to turn his wife out
of the house.

Hemanta was confused at the
strange order of his father
he left the room to know the
truth, he came to know that
Kusum his wife was of
another caste and thus
this marriage had defiled
his caste. On his return
from outside Hemanta asked
to his wife to tell him her
past life.

Kusum gravely reveals all
his her story thinking
that she was going to
be discarded by her husband.

Next day, early in the morning
Hemanta went to people sante,
the middle man who wedded
him to Kusum. People Sante
admitted that Kusum was a
Kayastha girl and also
a child widow.

He told him of the
misering cost to him
and his daughter by
Heard her Mukherjee

He tells him that when his
father was the head of
Community, he discarded his
son-in-law due to running
away to England and then
defiled his caste.

Hemanta listened to the
entire story, he came back
and to the home
pondered over a problem
for five days.

on the fifth night his father
once again approached the
door of his son
turning the girl out of the
house, Hemanta rose and walking
to the door, said "father I want
forsake my wife, I don't
care for caste" - was Hemanta
replied. Thus he refused and
disobeyed his father's order
to reject his wife who was
a Sudra.

Intonation 2

In order to be influential in English we need to develop correct tone, or intonation.

A tone refers to the modulation of voice, expressing a particular feeling or mood.

It is an important feature of spoken English and plays an important role in verbal interaction.

The tone of voice shows the attitude of the speaker and reveals his intention.

It gives implicit information by indicating the types of sentence spoken by the speaker.

In order to use and identify correct tone in spoken English, we should identify the tonic syllable to understand different types of tone.

Types of tones

- 1) Falling Tone (V)
- 2) Rising Tone (∧)
- 3) Falling-Rising Tone (N)

1. Falling Tone :- (\)

The pitch of our voice falls on the tonic syllable. we use falling tone in ordinary sentences or ordinary statements, question statement, polite expression, greeting, imperative statements.

2. Rising Tone (/)

The pitch of our voice rise on the tonic syllable is the rising tone. we use a rising tone in polite questions, conditional expression, polite request, Direct question.

3. Falling-Rising Tone (v)

There is a change in the pitch from high to low. The symbol (v) is used here to indicate a rise and fall of tone.

29-01-22
The eyes are not here:-

The eyes are not here is a unique story produce by Ruskin Bond. It give a glimpse of the working of the mind of a blind man.

It is a human weakness that we want to hide our defects from our mates. The story throws lights on Ruskin Bond's understanding of human might. The experience of a blind man may be different from the experience of those who can see. In the story a blind man was sitting in a compartment of a train on his journey from Dehradun.

He has been alone in the compartment up to Rohang and then a blind girl entered and settled herself there. The blind man couldn't see but heard her entering in the compartment.

The girl's parents gave her some details and instruction.

As he was very sensitive to his deficiency, he try to conceal it

from the girl. He started a bald
conversation with the girl. He
asked her about her destination. The
girl replied, that she was going to
Sharnapur, where her aunt
met her. When the man told her
he would go to Mussoorie. She
expressed her deep interest in
visiting the hills. She told him
that she also loved hills specially in
October.

Then he made a mistake when he
asked her what it was like,
but to his surprise, The girl
asked him to look outside the
window himself.

So it brought him some relief to
his ~~hatic~~ she had not noticed his
blindness.

He pretended to look out of the
window and also to observe the
tower, which also seemed to be
moving with the train.

The blind man told ^{to the girl.} her that she had an interesting face, she laughs and said that it was nice to be told that by her she had a interesting face. Since she was tired of people appreciating her appearance.

The man was fully convinced that his blind was not ~~near~~ revealed.

The girl appreciated the man for being a good fellow traveller.

Soon the station came, and it was end of her journey.

The girl got down of the train leaving behind the perfume of her hair, which was quite tantalizing. The man heard some confusion in the doorway. Some passengers got into the compartment.

The door was shut and the blind man, returned to his berth to think about his new fellow passenger.

The fellow passenger apologized for but being so attractive as fellow passengers as that a girl was. The blind man asked the

Page _____

new passenger whether the girl kept long hair or short hair the new passenger shown his inability to also this question as he didn't notice her hair.

He told the blind man that he was much concerned about her eyes which were very beautiful but if he were as she were completely blind. He asked the blind man "Didn't you notice?" the end of the story is very appealing when the swordse came to know that both of them were blind, but each thought of the other that he or she had her real eye side.

Resume

A resume is an abstract or selective record of one's professional and educational achievement. Other terms like curriculum vitae and bio-data are often used synonymously for resume.

Essentials for resume writing:-

- ① Good resume is written in accordance to the purpose
- ② It should analyse well the audience.
- ③ It must bring into light the virtue of applicant.
- ④ It should be written in simple term.

Guideline for writing good resume:-

It should be well written, divided into short paragraphs.

Use of Jargons should be avoided.

It should be type written

It should provide complete relevant information of applicants.

The information required on a resume. It has usually been ~~the~~ ~~it~~ covered in chronological order which helps the employers to find information, they need.

Parts of Resume :-

* I have to

① Heading :-

② Position :-

③ Objective :-

④ Experience :-

⑤ Education :-

⑥ Tech. Skill :-

⑦ References :-

what is the hidden meaning of magi as ~~invisi~~
by O. Henry

on what is the (significance of the title) of the
story the gift of magi?

The word magi means the three wise men from the east
who brought offerings to the ~~in~~ ^{infant} Jesus. They were the
members of Persian priestly caste. There is a story in
the Bible that these three wise men from the east,
guided by a star, reached ~~path~~ ^{Bethlehem} where

the saviour of mankind was born.

They offered their rare gift to the ~~infant~~ ^{infant} Jesus

when he was in a manger in a ~~stable~~ ^{stable}.

Since then the tradition of giving Christmas gift has started.

The title of O. Henry's story is "The Gift of the Magi".

If you want to judge the relevance of the title, we
have to go to the main story. The story revolves
around Jim and Della. The wife and husband love
each other passionately.

Each wants to give a ~~cheapest~~ ^{valuable} gift to other but the
problem before that is there financial crisis.

The story begins with Della counting money which she had saved for buying a Christmas gift for her husband.

But 87 cents is an amount too small to buy a gift.

She cut off her long beautiful hair for \$20 and bought a platinum fob chain for her husband's gold watch.

and he

Jim on the other hand sold his watch to buy a pair of combs for her wife's beautiful hair.

Apparently it seems that these two foolish lovers have unwisely sacrificed for each other their greatest possession.

But when viewed analytically, it becomes clear that their sacrifices do not go waste. Like the magi they have gifts to each other. O. Henry says

that they are the wisest among those who give gifts to each other.

This incident shows that there is a true love where the lovers believe in sacrifice.

Thus, the title of this story is quite appropriate.

13-02-2020

P

Exploitation

How did Jim and Della express their love

Jim and Della love each other passionately. It is the Christmas eve and both the husband and the wife are anxious to give a Christmas gift to each other. Jim was not rich ~~whether~~ he was poor.

He sold his gold watch which was his proud possession in order to raise some money ^{with} which he could buy a gift for his wife. Della also sold her long hair and got 20 dollars. She bought a platinum chain for her husband's watch. Their gifts were useless for each other for a while. But this giving and receiving gift helped them to express their love to each other.

Job Applications

Application letters which are submitted along with resume are called application letter.

The purpose of such application ~~&~~ letter is to let ^{the} ~~know~~ ^{know} the reader what is sent, why it is sent and how can he benefit the Sender by reading it.

Guidelines for preparing job applications:-

- * Avoid repetition since the time of reader is very precious
- * Avoid redundant phrases. • like to whom it may concern.
- * Be specific
- * Include your current salary
- * .

Types of Job application:-

① Solicited application letter:- Application letter written in response to announce or advertise post is known as the solicited application letter.

② Unsolicited application letter:-

Application letter written in response to unannounced or unadvertise post is called as unsolicited application letter.

Business Letters

Business letters refers to any written communication that begins with salutation and end with signature. The contents of business letters have professional in nature. Historically Business letters were sent through postal males or couriers, although the internet is rapidly changing the way of business communication.

Principles of written bus.

Written business communication is an effective means of remaining in touch with ^{those} who are separated by distances. Written communication become indispensable since we want to keep written record of what we said, to whom and on what topic. A writer must follow the following steps while writing a business letter.

① planning ② writing ③ Revising ④ Editing

• Important features of an effective business letter

Business letters are important part of any professional job. Some important features of a good business letter are brevity, clarity, accuracy, politeness, consideration of the addressee.

Basic letter format or form of business letter:-

① Block format:-

In this format all the elements such as ^{address,} date, Salutation, Paragraph all start from the left hand margin.

② Modified block format:-

This format is a mixture of block and indented format.

A. Business Letters

These include letters of enquiry/asking for information, replying to letters received, placing orders and sending acknowledgement, cancelling orders.

Sample Business Letter

You had sent some books through Rechar Courier Services Private Limited, New Delhi, to your brother living in Baroda. After a week your brother reported that he had not received the books. The local office of the company does not have any satisfactory answer to your verbal complaint. Write a letter to the Managing Director, Rechar Courier Services Private Limited, New Delhi, stating the facts and asking for immediate action. You are Vandana Singhal /Avinash Pandey of 180 Rajnath Nagar, Delhi.

Heading Sender's address	→ 180 Rajnath Nagar, Delhi-110010 4th September, 20XX Managing Director Rechar Courier Services Private Limited Nehru Place, New Delhi-110009	Date This appears just below the sender's address after giving a blank line
Subject Concise statement of the topic of the letter	→ Subject Non-delivery of Courier Packet Dear Sir, This is to bring to your kind notice that I sent some books to my brother living in Baroda vide your consignment number 204 dated 20th August, 20XX. I regret to inform you that the packet is still on the way, as he has not received it yet. I approached your local office which sent the courier to know the status, but all in vain. The payment receipt number against which the packet was sent is 2340. Sir, the books are very expensive and needed urgently by my brother. You are requested to look into the matter and inform me about the status of the courier packet. An early response will be highly appreciated.	Recipient's address This appears just below the date after giving a blank line
Sender Signature, name and designation (if applicable)	→ Yours truly Vandana Singhal	Salutation Body of the letter This usually uses three paragraphs but may be shorter or longer
		Complimentary close

B. Official Letters

These includes letters of complaint, making enquiries and making request and appeals.

Sample Official Letter

Write a letter to the Manager of a local bus depot pointing out that there are very few buses plying on your route in the morning and these are invariably late, causing great inconvenience to the daily passengers.

Heading Sender's address	Civil Lines Colony, Charbagh Lucknow-226004	
	22nd August, 20XX	Date This appears just below the sender's address after giving a blank line
	The Manager Roadways Bus Depot Charbagh, Lucknow-226004	Recipient's address This appears just below the date after giving a blank line
Salutation	Respected Sir,	
Subject Concise statement of the topic of the letter	Subject <i>Very Few Buses Plying to Krishna Nagar</i>	
	<p>I wish to draw your attention towards the frequency of buses from Charbagh to Krishna Nagar between 6.30 am and 10:00 am. The buses plying on this route are highly irregular, causing great inconvenience to the daily commuters. I travel by bus numbers 470 and 471 from Charbagh to Alambagh, but I have to spend hours waiting for a bus. Often I am late for work and I have to take a taxi, which is beyond my means. Because of this irregularity, the buses are overcrowded and do not even stop. Considering the fact that this is a highly populated area, more buses should be plied on this route, at least during the peak hours in the morning and evening. If possible, please ply more limited buses or point to point buses on this route for the convenience of the daily commuters, who are already harassed. Please look into the matter and take appropriate action without further delay.</p>	
		Body of the letter This usually uses three paragraphs but may be shorter or longer
Sender Signature, name and designation (if applicable)	Thanking you Yours faithfully Neelam Yadav	Complimentary close

C. Letters to the Editor

Letters to the editor of a newspaper or magazine form an important part of the paper. Such letters voice the opinion of the people and provide them a platform to express their agreement, disagreement or reaction to the news and views contained in the newspaper.

These letters can also raise issues of social, political and economic interest and generally center around public reactions. They provide a forum to the readers to express their strong feelings and reactions to local, national and international issues.

Salient Features

- (i) **Format** Same as that of the business letter
- (ii) **The Receiver's Address** The Editor, (ABC newspaper) XYZ (city)
- (iii) **Salutation** Sir/Madam

Sample Letter to the Editor

Write a letter to the editor of 'The Hindustan Times' New Delhi, about water shortage in your colony. You are Ida Pandit.

Heading Sender's address	Number 7, ABC Colony, Ghaziabad -201008 5th March, 20XX The Editor The Hindustan Times, New Delhi-110001	Date This appears just below the sender's address after giving a blank line
	Sir,	Recipient's address This appears just below the date after giving a blank line
Subject Concise statement of the topic of the letter	Subject Water Scarcity in ABC Colony	Salutation
	<p>Through the columns of your esteemed newspaper I would like to draw the attention of the authorities of Ghaziabad about water scarcity in our colony. In our colony water is supplied for only ten minutes in the morning and for the same time in the evening. We have to depend on this water and those from tankers. For the rest of the day, the taps remain dry. Even the quality of water supplied is very unhygienic. Recently, there have been stray cases of water-borne diseases such as typhoid and jaundice. It is feared that they may break out in an epidemic form if the quality of water supplied is not improved. Furthermore, purchasing water daily is burning holes in our pockets. The situation is causing immense stress in all respects. Many representations have been made to the authorities, but all in vain.</p> <p>We hope that the concerned authorities will take immediate steps to ensure adequate supply of good quality water.</p> <p>It is suggested that the Municipal Water Corporation should provide us with connections from the main water line which has been laid hardly 200 metres away from this colony.</p>	
Sender Signature, name and designation (if applicable)	Yours sincerely Ida Pandit	Body of the letter This usually uses three paragraphs but may be shorter or longer
		Complimentary close

D. Letters of Job Application

A job application has two parts. One is a covering letter and the other is the bio-data to be sent along with covering letter.

Sample Letters of Job Application

Read the following advertisement.

WANTED Suitable young Sales Assistant on a part-time basis to
Market Garments for a Leading Fashion Designer
Apply to Manager.
New Creations, 147, Lajpat Nagar, New Delhi-110024

Write an application in response to this advertisement

<p>Heading Sender's address</p>	<p>23 Kunwar Kunj Balark Road, Deoria-274006 4th March, 20XX</p>	<p>Date This appears just below the sender's address after giving a blank line</p>
	<p>The Manager New Creations New Delhi-110024</p>	<p>Recipient's address This appears just below the date after giving a blank line</p>
	<p>Respected Sir</p>	<p>Salutation</p>
<p>Subject Concise statement of the topic of the letter</p>	<p>Subject Application for the Post of Sales Assistant</p> <p>I read your advertisement for the post of a Sales Assistant on a part-time basis in the 'Times of India,' dated 27th February, 20XX and I wish to apply for the same. I enclose details of my educational qualifications and experience in my bio-data. I can provide testimonials and certificates if you require them. If you consider that my application is meritorious, I am available for an interview at any time to suit your convenience.</p>	
<p>Sender Signature, name and designation (if applicable)</p>	<p>Yours faithfully Manav Mishra</p>	<p>Complimentary close</p>
<p>Enclosures</p>	<p>Enclosed : Bio-data</p>	

Body of the letter
This usually uses three paragraphs but may be short

Bio-data

Name	Manav Mishra
Home address	23 Kunwar Kunj, Balark Road, Deoria-274006
Mobile	93359XXXXX
Educational qualifications	(i) Senior Secondary School Examination with Commerce in first division (ii) BA with Home Science in first division
Extra qualifications	Diploma in stitching and tailoring
Experience	Worked in a boutique as a saleswoman for 1 year
Age	22 years
Personal details	Excellent health
Religion	Hindu
Hobbies	Embroidery, stitching
Salary expected	₹ 3000 per month
Experience	Working for last 3 years in 'Gopal Readymade Garment House' (export house)
References	(i) KP Singh (Manager) PNB Deoria (ii) SP Gupta, General Manager of Sales, Gopal Export House, Deoria

RESUME' WRITING

A resume (or curriculum vitae) is a brief summary of your abilities, education, experience, and skills. A successful résumé will review, summarize, and present your training, experience, and achievements clearly and concisely. Its main task is to convince prospective employers to contact you for an interview. Resumes are used for most jobs and are generally 1-2 pages. Curriculum vitae are used in academics and can be longer.

The resume has three major purposes:

1. To help you get a personal interview;
2. To provide the employer with reference material during the interview;
3. To serve as a reminder to the employer after the interview.

Types of Resumes:

1. Chronological Resume
2. Functional Resume
3. Combination Resume
4. Targeted resume

Chronological Resume: A chronological resume starts by listing your work history, with the most recent position listed first. Your jobs are listed in reverse chronological order with your current or most recent job, first. Employers typically prefer this type of resume because it's easy to see what jobs you have held and when you have worked at them. This type of resume works well for job seekers with a strong, solid work history.

Functional Resume: A functional resume focuses on your skills and experience, rather than on your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history. The body of a functional resume highlights your major skill areas. Emphasis is placed on your skills, not on work experience. Job titles, dates, or name of employers may be left out. However, other sections may include a job objective, information on education, a summary of abilities, and memberships and other work-related associations. You may label the section describing your skills in a variety of ways, such as:

- Skills
- Abilities
- Accomplishments

- Experience
- Areas of Competence

Combination Resume: A combination resume lists your skills and experience first. Your employment history is listed next. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers prefer.

- You have a steady and progressive employment history.
- You are applying for a position for which the chronological resume is expected but you also want to highlight qualifications from earlier positions.
- You are writing a targeted resume and need an effective way to match your skills to the job requirements.

Targeted Resume: A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

- You know the title of the position you are interested in and have a good idea of the qualifications that will be required for entry into this position.
 - You are applying in response to an employment advertisement.
 - You are applying to a specific company.
- You have several different specific career objectives and want a different resume for each one.

Resume Structure: The resume structure is important in more than one way. The ideal resume structure gives the resume a professional outlook while displaying a career-oriented attitude of the applicant. Also it influences the flow of the resume and thereby affecting its readability. Hence, constructing your resume perfectly will improve your chances of gaining that important interview call. Each applicant decides on the structure of the resume as per his strengths, capacities and the expectations of his prospective employer and hence, every resume tends to differ from the other.

A resume is divided in three sections: 1. Introduction 2. Primary Section 3. Secondary Section

1. Introduction:

As the name suggests this section introduces the document to the employer. It includes only two sub sections namely header and objectives.

Header: This includes name and contact details of the applicants. The document opens up with these details. Highlight your name in bold form in an eye catching way. Do not use numbering or bullets to write information like address, email id or telephone number.

Objectives: The objective holds the ambitions and career plans of the applicant. The employer tries to figure out the candidate's potentials, his expectations from the job and how he plans to shape up his own career with this job. The objective should be so well written that it interests the employer in knowing more about your credentials.

2. Primary Section:

This is the most important part of the resume. The employer spends maximum time reading this section and thus the contents, the look and the flow of this section has to be perfect. Adopt the reverse chronology for all the subsections. Ideally, the experience section should get more prominence and therefore should come first. Nevertheless applicants can put forth educational qualification section prior if they wish to stress on it more.

Experience: This section includes your work history with details like your designation, where you worked, the total work duration and the responsibilities you handled during your working period. Using bullet format and action words is a good way of emphasizing the work done by you within the responsibilities section. Elaborate this section wisely to bring out the best of your capacities.

Educational Qualifications: This includes the qualifications gained by you. This section should also include the name of the awarding body, year of passing and the grades scored so that the employer has better understanding of your qualifications.

Certifications: This section includes the skills and abilities acquired by attending courses, internships, workshops or training sessions etc. Certifications help you understand your area of work better by teaching you more whereas the licenses give you the authority to perform that particular work.

Achievements: This includes the awards and the accolades won by the applicant during his course of work or studies. Include a maximum of 4 achievements to avoid making it look immodest.

3. Secondary Section

Personal Details: These details help the employer in knowing you better beyond your professional status. It includes family background, marital status, age, hobbies etc. In reality, these details do not matter to the employer.

References: This includes the name and contact details of people you have worked with or studied under the guidance of. However, the practice of writing references is slowly thinning down and concluded in only one sentence, 'available upon request.' The references should always come last in the resume.

Resume Presentation

General editing and proofreading: A fresh eye can spot any mistakes you may have missed, and another reviewer may also notice when there is a better way of saying something, a clearer way to make a point. Many a time resumes are rejected by employers for misspellings.

Resume Parsing Services: “Resume Parsing Systems” Computer programs, if any, actually filter through resumes utilizing key words to choose resumes that have a set percentage of and / or match the key words.

Key words from the job posting: Since a Parsing Service may be utilized, it is useful to include actual wording from the job posting within your resume.

Titles are important: Be sure that the job titles on your resume match the job position for which you are applying.

Don't use the Page Header and Footer Features: Your resume will probably not make it past the Parsing Service if you put your contact information, etc. as a header or footer. Using a page header or footer on your resume is a good way not to get noticed.

Legible and attractive: Stay with the traditional Times New Roman, Verdana, Arial, or Courier. The font size for the content could be between 11 and 12 points, and for headers could be between 12 and 14. Anything smaller is difficult for some people to read; anything larger is unnecessary. The content should be in black, however for the sake of highlighting headers, one can use dark gray, and a deep navy blue color too. As for weight and size, with the computer you are able to call attention to words that highlight important elements — including your name and contact information — by sparingly using bold, italic and larger type for emphasis.

Creative white space: Much as with effective print advertising, a relatively simple, uncluttered look best projects your message. In most all cases there is elegance in simplicity, to make your unique qualities stand out on the printed page.

Final formatting: Always check the job posting requirements to be sure you are submitting your resume in the preferred format. Whether you submit your resume as an email attachment, inline in an email, or hard copy via postal mail or fax, it is important to send it in a format that is simple for the receiving end to use.

Preferred file format for email attachments: Check to see what attachment format, if any, is listed. The most commonly preferred format is Microsoft Word.

Your resume's file name: As the file name (save as name) of your resume, use your name and the position for which you are applying.

Summary: By conveying your truth in creating both the look and content of your resume, your unique skills will make it to the desk of the employer. Hopefully the interview will be the next step.

Cover Letter

The cover letter will give splendid look to your resume. The letter basically consists of a request or you can say self-recommendation on the basis of what work experience you have garnered and how and why do you think the recruiter or employer should give you preference over other candidates applying for the same post. Cover letters are short and should have the post applied for, written clearly and also from where you have come to know of the vacant position in that particular organization.

It is best to personalize the letter for maximum impact on the reader, whoever it be, whether a recruiting agency or the employer directly. You have to give factual statements of your achievements if that is your plus point. Else, you could mention what you think of the company that is making you apply for working with them and how do you think it would benefit you as well as the company with the mutual association. We anticipate that furnished information regarding the cover letter will be useful for you in creating a cover letter for your resume in an efficient way.

Cover Letters Format: A cover letter mainly consists of three paragraphs. The three paragraphs should be written separately. Each paragraph has its own importance. These three paragraphs are written in a way that you can inform about yourself, and request the employer for an interview. The three paragraphs should be precise but very clear and impressive. A cover letter should not be too descriptive, that the employer gets bored reading it. You just need to mention the skills in a short and an impressive manner to get an interview call, and thus your purpose gets solved.

Cover Letter Sample:

Your Name

Your Address with city, state, pin code

Your Contact

Number Your Email

Id Date:

To,

Name of the Employer

Name of the Organization

Address of the Organization

Dear Sir (Salutation),

First Paragraph: In the first paragraph, you need to request politely that you would like to apply for the vacancy, and you also need to mention the source from where you came to know about the job vacancy. If you are attaching your resume with the cover letter, also mention the same in this paragraph. You can mention that you are attaching the cover letter for the further reference of the employer.

Second Paragraph: In the second paragraph mention about your qualifications you possess relating to the job requirements. You should also mention the skills you possess which would be helpful in the job profile. The skills should be mentioned in such a way that the employer is impressed by your skills and qualities, and calls you for an interview. Overall, it can be said that you have to convince the employer that you are the best candidate for the job profile.

Third Paragraph: This is the final and concluding part of your cover letter. In this paragraph you need to request the employer to call you for an interview if s/he finds you fit for the profile. Mention that, if the employer wants to meet you in person to discuss about your knowledge and skills, he can revert back on the contact number or your given email id.

