

**Západočeská univerzita v Plzni**

**Fakulta filozofická**

**Bakalářská práce**

**2013**

**Miloš Dongres**

**Západočeská univerzita v Plzni**

**Fakulta filozofická**

**Bakalářská práce**

**What is the relevance of a motivation letter while making solicited application? The art and science of writing motivation letter unravelled.**

**Miloš Dongres**

Plzeň 2013

Prohlašuji, že jsem práci zpracoval samostatně a použil jen uvedených pramenů a literatury.

*Plzeň, duben 2013* .....

Na tomto místě bych chtěl poděkovat panu Alokovi Kumarovi, M.A.  
za pomoc při zpracování této bakalářské práce.

## **Table of contents**

<b>1 Introduction.....</b>	<b>1</b>
<b>2 Theoretical part.....</b>	<b>2</b>
<b>2.1 Labour and employment.....</b>	<b>2</b>
<b>2.2 Job application process.....</b>	<b>2</b>
<b>2.2.1 Job advertisement .....</b>	<b>4</b>
<b>2.2.2 Sources of job advertisements.....</b>	<b>4</b>
<b>2.2.3 Research about company.....</b>	<b>7</b>
<b>2.2.4 Time management.....</b>	<b>7</b>
<b>2.2.5 CV.....</b>	<b>8</b>
<b>2.2.6 Covering letter.....</b>	<b>8</b>
<b>2.2.7 When the documents are ready.....</b>	<b>8</b>
<b>2.2.8 Personal Interview.....</b>	<b>9</b>
<b>2.3 Motivation.....</b>	<b>10</b>
<b>2.3.1 Sources of motivation.....</b>	<b>11</b>
<b>2.4 Difference between covering and motivation letter.....</b>	<b>13</b>
<b>2.4.1 Covering letter.....</b>	<b>13</b>
<b>2.4.2 Motivation letter.....</b>	<b>13</b>
<b>3 Practical part.....</b>	<b>14</b>
<b>3.1 Sections of the motivation letter.....</b>	<b>14</b>
<b>3.2 General structure of the motivation letter.....</b>	<b>19</b>
<b>3.3 Difference between Br. and Am. style of motivation letters.....</b>	<b>20</b>
<b>3.4.1 Examples of solicited motivation letter.....</b>	<b>21</b>
<b>3.4.2 Example of unsolicited motivation letter.....</b>	<b>23</b>
<b>3.4.3 Example of motivation letter for intership.....</b>	<b>24</b>
<b>3.5 Rules for composing motivation letters.....</b>	<b>25</b>
<b>3.6 Written language.....</b>	<b>26</b>
<b>3.7 Tips for composing motivation letters.....</b>	<b>27</b>
<b>3.8 Research in recruitment agency.....</b>	<b>28</b>
<b>3.8.1 Job advertisement.....</b>	<b>29</b>
<b>3.8.2 Response of applicant Nr. 1 with suggested translation.....</b>	<b>31</b>

3.8.3 Response of applicant Nr. 2 with suggested translation.....	33
3.8.4 Response of applicant Nr. 3 with suggested translation.....	35
3.8.5 Response of applicant Nr. 4 with suggested translation.....	37
3.8.6 Translation approach.....	38
3.8.7 Glossary.....	39
4 Conclusion.....	40
5 Endnotes.....	41
6 Bibliography.....	42
7 Abstract.....	44
8 Resume.....	45
9 Appendices.....	46

## **1 Introduction**

I have chosen this theme for my bachelor thesis because the experience and knowledge I gain by working out this thesis will be useful in my personal life and future career. The goal of this thesis is to provide a general overview about writing motivation letters in various opportunities and to ascertain the know-how to apply for a job in the best possible way. The field of my studies is foreign languages for commercial praxis and it is assumed that the graduates in this branch of studies will start their careers in business sphere. The elaboration of this theme will be good not just for getting a degree, but it will also provide me necessary information about the right way how to apply for a job and will for sure raise my chance to get a good job position.

The thesis is divided in two parts, theoretical and practical one. Theoretical part includes information about employment, job application process and motivation. The practical part deals with structure of motivation/covering letter, rules for composing of such application documents and contains various examples. The practical part involves research made in cooperation with recruitment agency. For this research I contacted agency that helps people to get a job and asked for examples of job advertisements as well as responses to it in form of motivation/covering letters. I analyzed these letters, compared them and suggested possible translation that is completed with a short glossary.

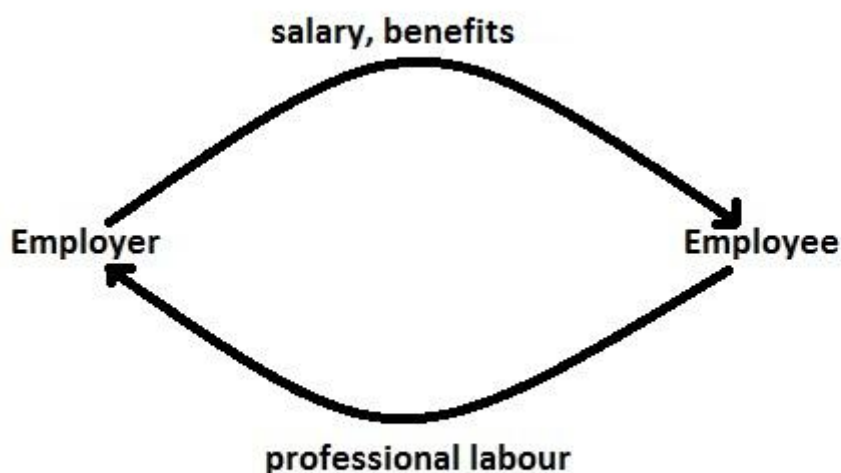
For the elaboration of my thesis I used mainly German books that were available in Chemnitz, Germany where I spent one semester as an exchange student. During studies in Germany there was a good opportunity to work on my thesis in well equipped library. Especially the book *Weltweit bewerben auf Englisch* by Klaus Schürman and Suzanee Mullins has proved as very useful. For the theoretical part I have also used the thesis of former students Tereza Preislerová and Lucie Nečasová whose themes were relatively similar to mine. Another very beneficial step was to ask for a research of recommended literature in The Education and Research library of the Pilsner region. The recommended sources from the library were not only books but also websites as well as articles from various business magazines and eventually most of the citations in my thesis come from these articles. Another beneficiary book was *Oxford Handbook of Commercial Correspondence* by A. Ashley that I have already used during classes of business English and English correspondence.

## **2 Theoretical part**

### **2. 1 Labour and employment**

Companies run business activities in order to make a profit. However every organization or company needs employees that will participate in its successful operating.

Employment is an agreement between two parties. On one side stands an employer – usually particular organization or company and on the other side there is an employee – individual person. The employment agreement is generally written document that defines the conditions of their mutual cooperation as well as the rights and duties of both parties. Main feature of this cooperation is that the employee provides a professional labour to an employer and for that is he rewarded with a salary.

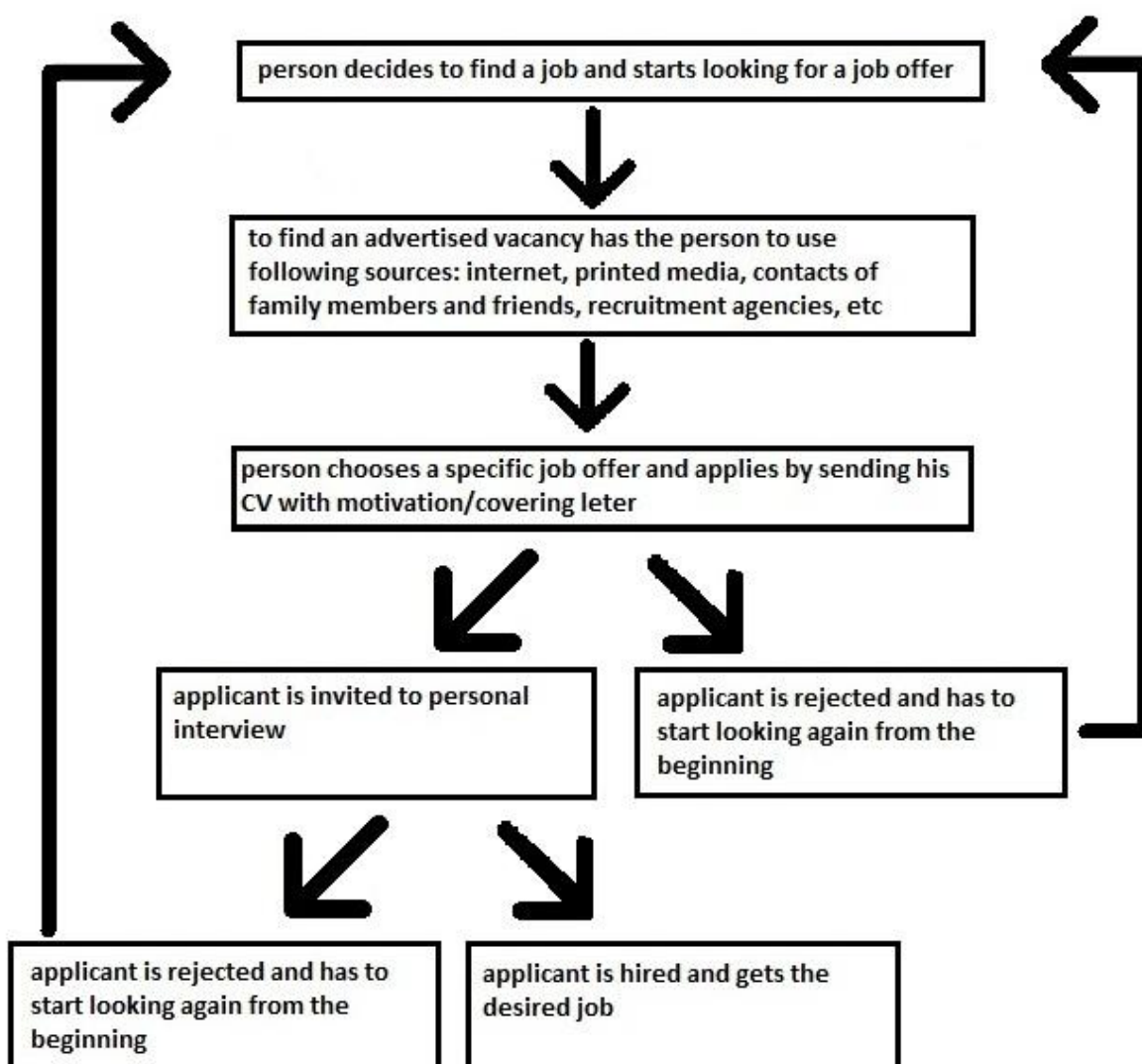


### **2. 2 Job application process**

The job application process is a procedure that occurs in working sphere. Almost every person that finishes studies or apprenticeship and wants to get a job has to at least partially go through this process. Basically the job application process can be defined as journey of person from being unemployed to get a job position which means to be employed. To get the desired employment the applicant has to pass several obstacles such as finding good job offer, composing right application documents and also passing the personal interview with potential employer.



When the person decides to look for a job position first thing that must be done is to evaluate own abilities and think what kind of job would be for him/her appropriate. In this situation is good to consider previous work experience, hobbies, field of studies, attitudes, personal values and preferences. These attributes usually vary with every person; therefore it is very important to think about these preferences deeply and responsibly. The applicant should choose wisely the job position. He/she will certainly spend lots of time in the work, so he needs to be satisfied with this kind of job and has a good attitude. Of course the salary seems to be the most important thing, but there is also plenty of other factors that influence the overall work performance and satisfaction of an employee. To these additional factors belong job duties, personal relationships within company employees, motivation, positive attitude to work and others. As mentioned before the person looking for an employment has to think about all these aspects. The job application based only on vision of good salary is not wise decision and might lead to general dissatisfaction and eventually to early dismissal of an employee.



### 2.2.1 Job Advertisement

When there is a lack of qualified work power within the company, it is necessary to hire new employees. Every bigger well organized company has usually its own department that is responsible for recruiting new employees. This section is called human resources department (HR) sometimes also called personnel department. In the moment of need, people from this department create and publish a job advertisement. Job advertisement is a short paragraph that provides basic information about offered position and describes what kind of person is the company looking for. Along with the description there is usually given a contact information and instructions how to apply for offered position.

### 2.2.2 Sources of job advertisements

Person looking for a job advertisement can choose from wide range of sources such as newspaper, magazines, internet, career fairs, employment office, working agencies, contacts of friends and family members. Naturally there are many other possibilities how to find a vacant position but these mentioned are the most common and preferred.

#### Internet

Internet has been lately the most used and the easiest method for finding a job. Now in the computer age almost everybody has access to computer with internet connection so the job application per Internet has become standard procedure. The persons who are unable to work with PC have big disadvantage. Searching for job on the internet is very fast and easy. The demanded position can be simply searched in the browser; there also exist lots of web pages that are engaged solely in job advertising. The big advantage of the internet is that person looking for a job can search for job according to selected criteria such as field of work, starting salary, location, education and other requirements. The applicant can also take a look directly on the websites of companies. *“Every bigger company usually has on its web pages a section with similar heading: Jobs, Career Opportunities and Employment.”*  
[1]

By some internet job offers is also possible to apply directly online by filling out the job application form created by company. This application form is a document prepared by people responsible for hiring new employees and contains particular spaces that have to be filled up and simple yes/no questions that have to be answered by the applicant. The particular spaces that have to be filled up include applied position, personal information, education, available date of start, previous employments in some cases expected wage per hour and others. The yes/no

questions might ask about willingness to work in shifts, work overtime, work on weekends etc.

### **Printed media**

Printed media such as newspapers, magazines, leaflets or notice boards can be very useful source of job advertisements.

#### **Newspapers**

In every copy can be found not only articles regarding current events but the newspaper are also useful source of various jobs advertisements. There is more than one kind of newspaper so the person looking for a job has option to choose from either regional or statewide, business or any other fields.

It is in order to have general overview about published advertisements and best possibility of choice it is always better to look into more different newspapers every day.

Newspaper has usually separate section where the job advertisements are published. As examples of statewide newspaper can be mentioned *Hospodářské noviny*, *Mladá Fronta* or *Právo* and from pilsner region is certainly most relevant *Plzeňský deník*.

Advantage of newspaper is that they are published daily so the person searching for a job has guaranteed supply of current job advertisements every day. Slight disadvantage can be seen in that the job cannot be simply searched according to own preferred criteria like when searching on internet. The person looking for a job has to go through all of the job advertisements which takes time but eventually might pay off.

#### **Magazines**

Magazines are printed journals that are published in regular time periods, usually every week, two weeks or every month. The contents and themes of these periodicals are focused on particular sphere of interests such as sport, science, politics and others. People that are looking for a job might use business magazines, trade magazines or news magazines to get knowledge about interesting job advertisement. Magazines can be bought in the newsstand or lend in a public libraries.

#### **Leaflets and notice boards**

Sometimes might happen that person searching for job receives an offer from somebody's leaflet on the street or simply spots job advertisement on a notice board. This is more likely to happen in bigger cities with numerous populations. Being alert might pay off because there are usually notice boards on the streets, in spots of public transportation, shopping areas and other places where many people get by

every day. Of course it is better to active search for a job offer but also the luck and accidents play big role in everyone's live.

### **Recruitment agencies (employment agencies)**

Recruitment agencies have wide experience with helping people to get a job because they usually cooperate with plenty of companies in different spheres. These agencies specialize their activities in following branches: PC work and IT, manual work, translation, housekeeping, raising children, sports, arts and others. Employment agencies might be able to help with whole job application procedure. The applicant simply notifies the agency about completed education, past employment experience and the agency take care of all the further arrangements. However the work agencies are private profit orientated which means they require money for their service. The person that let job arranged by agency has to pay for it usually one unrepeated fee. Some agencies might even claim a percentual share from person's monthly salary which seems like major disadvantage especially when working for long time period.

### **Employment office**

Employment office is an administrative department run by the state in order to reduce the unemployment. Employment office helps people to get a job for free and usually every district has an employment office. People that are temporary unemployed can come to this office and ask the office workers for help with finding available job position.

Disadvantage of employment office might be that majority of offered positions is usually for people with lower level of education and therefore the job positions are also not well paid.

### **Career fairs (Job fairs)**

Job fair is an event where the companies present themselves and also provide contact information to potential future employees. The idea of job fairs came from the USA and is there very popular in almost every of branches. However in Europe are the job fairs more typical for Industrial, bank and accounting, insurance, IT and Communication companies. These events usually take place in big vestibules and last one or more days. As the job fairs become more popular there days, it is a valuable experience to visit them. The participant can see how the various companies present themselves and make his own opinion about them. It is also good chance to talk about the options of potential employment and to obtain contacts that might be useful in future.

### **Contacts of family members and friends**

It is quite common that applicant's family members and friends might be able to help with finding a job. The advantage is that if the employee has a good reputation within the company and knows the person responsible for hiring new employees, then he can significantly help to the applicant by giving a good reference or recommendation. The chance to get the job by this way might be even higher than if the person applies by standard method.

In fact most of people get is hired this way. Not only proper level of education is necessary when applying for a job, but also good personal contacts might be very valuable aspect.

### **2.2.3 Research about company**

When reading the job advertisement it is good to pay attention and think about its features. Every specific detail should be considered. Before contacting the company the applicant should also make a research about the company to find out if the company would be right choice. In your research try to understand what values motivate the organization and unify its mission. "To take advantage of the possibilities, read up on the organization, become familiar with their history and mission, successes or challenges, and any planning for the future." [2]

This research might be very useful piece of information. It leads to applicant's deeper understanding of the company and provides him/her a general overview about potential employer. During the research should the applying person should try to find shared values and identify himself/herself with companies strategy from his point of view. On the basis of these criteria he might chose the right company to apply for.

### **2.2.4 Time management**

In case of finding attractive job advertisement from a company that fits these ideas can the person looking for a job can proceed to the next step – composing good application documents and contact the potential employer.

Very important thing when applying for a job is to know the deadlines for application and submission of required documents. Delayed application has generally no chance to on success.

The more time for preparation applicant has, the better he can prepare himself. When preparing for an interview, composing application documents or any other acts, it is always good to keep on mind the method of 5Ps by Peter Urs Bender : "Perfect preparation prevents poor performance. " [3] When responding to a solicited job offer, usually two crucial documents are required – Curriculum Vitae and covering letter.

### **2.2.5 Curriculum vitae**

Curriculum vitae, CV or Resumé in American English is a very important written document that gives information about persons education, previous working experience, skills, languages and other important abilities that might seem attractive for the potential employer. The key components in the CV must be properly structured to highlight the applicant skills and achievements. By the CV applies similar rules as for the motivation letter. If the CV is well composed, it may bring a big advantage to the applicant and if it does not follow the rules it may discourage the hiring person from contacting the applicant. The structure has to follow the strict rules and the length should not cross one page of A4 format.

### **2.2.6 Covering letter**

Covering letter is special kind of letter that serves to explain enclosed documents of any kind. In the case of job application covering letter refers to a job advertisement and informs about enclosed CV of an applying person. As mentioned before the purpose is to inform about attached CV but it also serve as presentation of applicant's interest to get the advertised employment. Covering letter is also the first direct contact with potential employer and makes the first impression of the applicant. It is worthy to pay attention to compose this document right, because if it is done excellent, it might bring the applicant a noticeable advantage over the others. Precious covering letter must follow strict rules about its structure and contain specific information. Every component has its own prescribed position and the length of covering letter should not cross one page A4 format. Wrong layout or other mistakes may discourage hiring person from reading cover letter. In the case that covering letter is composed wrong, than the hiring person does not even pay attention to applicants CV. As for the contents, the applicant should in 3 – 4 paragraphs summarize where he got to know about the job vacancy, why is he interested in this offer and give some reasons why the company should be interested in him. In the last paragraph should be politely expressed applicants willingness to participate on personal interview.

### **2.2.7 When the documents are ready**

When the applicant finishes both of these documents, he should show them to somebody who is well experienced in this domain for control. It is no shame to ask someone skilled and it can be very useful to get rid of mistakes.

Finally comes the time to send the documents to the potential employer. Following the given rules is very important because if the rules are not followed the application might

lead to immediate rejection without any regards. Rules such as deadline, style of writing, grammatical correctness, method of delivery (post/email), prescribed length of motivation letter and CV must be obeyed. "If the advertisement is not clear about how you should apply for the job, it is better to phone to the Personnel Department of the company to find out. "

[4]

After the applicant sends his covering letter and CV to the potential employer, he has to wait for the answer. The people responsible for hiring new employees has read these documents and decide whether the applicant will or will not be invited to a personal interview. It can take only few seconds to judge that the documents are composed in incorrect way and therefore will be the applicant refused. Sometimes might happen that covering letters and CV not read because they are either too long or too short or do not follow other general rules. Recently many people applying for a job have been complaining about this problem, however if the applicant compose the application documents correctly, than there is a good chance to be invited to a personal interview with the representatives of the company. The company usually chooses several applicants with best application documents that match their vision of a qualified candidate for the advertised position and invite them to the personal interview.

### **2.2.8 Personal interview**

Interview is the last part of job application process. It is a personal meeting of the applicant with representatives of the recruiting company and usually takes place in the headquarter office of the company.

The length of interview varies, but generally it might take from 10 minutes till 60 minutes. In some special cases is possible that the Interview will be even longer or may also have more rounds.

The applicant is invited by people from human resources department to a personal interview. The main reason for this is that none of good companies would hire somebody only on the basis of good looking motivation letter and CV. It might be possible that the applicants CV and covering letter appear very good, but the in reality the applicant can be absolutely inadequate or unacceptable. It is quite often that the applicant does not write the documents himself, but instead of it he asks somebody well-experienced to do it for him/her. However this is not possible by personal interview. The face to face interview is absolutely necessary for the hiring company because the representatives can see how the applicant looks, behaves, reacts, thinks, answers the asked questions and on the basis of his performance the decision about hiring or refusing will be made.

The applicant has to make a good impression and prove that he is the right person that will contribute to the effective run of the company. During the interview

the applying person has to be perfect in all ways. Every detail is important and can have a crucial effect on the final decision whether the applicant will be hired or not. First thing is to come to the interview on time or maybe better few minutes in advance. Formal clothing is a must.

Intelligence, hard work, politeness and good behavior, adequate self-confidence, common sense, inventiveness, flexibility and ability to cooperate with other employees are usually the key features required from every applicant. During the interview has the applicant has to answer the questions and prove that he is the right person that company looks for. The questions asked by the interview might vary, but it is possible to make a preparation for them.

Big role also plays the non-verbal communication sometimes called body language. Sometimes the non verbal communication can provide even more information about applicant than his spoken demonstration form. The non-verbal communication has big influence on the final performance. The applicant should be confident, well dressed, speak fluently and make overall good impression.

### **2.3 Motivation**

The origin of word motivation comes from Latin verb *motivus*, which means in English to move. Not many people realize that motivation is one of the most important things in life of every person. It is an abstract driving force that leads person to perform some action. This combination of internal and external factors creates energy, desire and challenges people to achieve their specific goals.

Internal motivation factors are created in person's mind independent and are based on own interests, attitudes and values. To examples belong self actualization, process of recognition and cultural needs. External motivation comes from the acts and performance of people in surroundings that make some influence. This might be for example the chance to earn a reward or threat of punishment.

“The internal motivation is more beneficent than the external and should always represent the major part of motivation factors.” [5]

Important American psychologist Abraham Maslow developed in the first half of 20<sup>th</sup> century theory regarding hierarchical system of needs. In his theory he uses a scheme of a pyramid describe five hierarchical subsequent groups of human needs. At the bottom of the pyramid are listed the most important needs - psychological needs, such as breathing, water, food, sleep, sex and excretion. After the human being satisfy group of needs on this lowest level, other desires and needs from higher level appear in his mind. For the highest need Maslow consider the need of self-actualization. Self-actualization is an effort of human being to fulfill own intentions



and abilities. This need is according to Maslow necessary for development and psychological growth.

Sample 1 - Maslow's Hierarchy of Needs



Maslow proved in his researches that the people's relation to work is not defined only by financial reward, but also other motivation factors influence the employee's performance and efforts. For example if the employee is satisfied at the work and gain the feeling of self-actualization by performing his job duties, his attitude and final work performance will be much better than the performance of bored and displeased employee.

### 2.3.1 Sources of motivation

#### Human needs

The human needs are considered for basic motives and also every further motive comes from them. The basic feature of need is long term experienced absence of something. This absence might not be realized concretely but the person can feel it in way of uncomfortable stress.

#### Habits

The principle of a habit is that people have in the course of time tendency to carry out some actions more often than the other ones or even regularly. During

some situations that are for us typical comes to creation of stereotypes, by other name habits. Habit can be defined as fixed, repeated, automatic behavior in specific situation. If the person get into problematic situation repeatedly and solve the situation stereotypically according his habitual procedure then usually starts addiction.

### **Interests**

The interest is continuing concern of a person in particular set of subjects or actions. Interest is developed as a specific set of motives over time long period that appears in person's life. Motivation connected with personal interests is very important for progress and enrichment of people's life. Basically we can say that the interests are determining parameters because they set the direction of people's motivation towards specific goals.

### **Values**

In the course of time people go through different situations and earn life experience. This fact contributes to creating of personal values. These values vary with every person because everyone has different preferences and point of view. Values can be divided into two groups – values that are beneficiary for oneself and values that are beneficiary for the whole community. Every person creates own hierarchy of interests on the base of gained life experience. This hierarchical system is very important in life of every person because it defines and influences the behavior in different situations. It is probable that person will be stronger motivated to perform more important and super ordinate actions rather than to those ones that stand in lower levels in the hierarchical system or to those one that do not appear in this system at all. As mentioned before, every person has own different values and basically anything in life might represent a value for somebody, but there are also general values such as health, family, friendship, work, money, education and success.

### **Ideals**

An ideal is psychical or illustrative imagination of something that is very well appreciated and evaluated. These ideals earns person during his life from own parents, people that he/she associate with and above all from personalities that he consider for own role models. It might sound like a cliché, but truth is that every person needs his/her own heroes and role models to discover motivation and positive drive in own life. This way arises an ideal imagination how would the person live own perfect ideal life. Although no one's life can be absolutely perfect, the ideals help people to set their preferences and to be better persons.

## **2.4 Difference between covering letter and motivation letter**

### **2.4.1 Covering letter**

Covering letter is a written document that mainly serves to explain the attachment such as orders or invoices but in this coherence to draw the attention to the CV. This letter should start with a reference to an advertised job position and show applicants interest to get this job. This document may also contain introduction to applicants CV, mention his important skills, experience and abilities but usually does not give as much information as the motivation letter does. At the end the applicant should try to ask about the possibility of personal interview.

### **2.4.2 Motivation letter**

Motivation letter is a special kind of letter used when applying for some offer such as educational stay, internship, acceptance to a university or in some cases when applying for a job position. Every motivation letter should mention in details the reasons and specific motives why the person is applying for particular offer. This letter serves to extending the information given in the CV and can also describe other relevant skills and advantages that are not listed in applicants CV but despite that might be interesting for the recruiting company.

### **3 Practical part**

Practical part of the thesis comes from the theory summarized in the theoretical part. In the practical part can be found various examples with analyses of layout, structure, stylistics, grammar and other crucial aspects that influence final performance of application letters.

#### **3.1 Sections of the motivation letter**

For this chapter I used mainly A.Ashley Handbook of Commercial correspondence.[6]

##### **Sender's/applicant's address**

On the first place of the letter should be adequate address of applying person including contact information email address and telephone number. Some applicants write their name above the address while others do not. The recent tendency is not to write the applicant's name above the address because the name will be fully mentioned at the end of the letter in the signature block. This rule applies mainly in the UK. The American types of motivation/covering letters might include applicant's name above the address more frequently.

As mentioned before the sender's address should be placed on the top of the page, however there is no strict rule whether it should stand in the right or left corner. Again there is a difference between British style where the address is usually placed into left top corner and American English where it is placed to the right side. Some applicants might also use the letterhead. The letterhead is a heading at the top of the page which includes address as well as contact information in form of some aesthetical performance which might help to attract reader's attention.

Complete address should contain name of the street and number of the building on the top line, zip code number and name of the city on the second line. If the letter is addressed abroad, than on the last line should be stated from which country it comes.

##### **Inside/Receiver's address**

The inside address is written below the sender's address and on the left-hand side of the page. There are exact rules how to write the receiver's address dependent on the fact whether the name, job title, department or company is known.

If the applying person knows the name to whom is the letter intended, than the name should be written in the first line of the address. The person's surname can be written either with first given name or initials for example Mr J.E.Smith or Mr John

Smith not Mr Smith. For men is the most common courtesy Mr – abbreviation from Mister. For women if her marital status is known than abbreviation Mrs – Missis for married woman is used and Miss (no abbreviation) for single woman. It is also possible to use general abbreviation Ms which can be used for both married and unmarried woman. Ms courtesy is good when the sender is not sure whether the woman is married or not or does not know which title she prefers. Some people also possess other courtesy titles such as Doctor (Dr), Professor (Prof.) in academic spheres and Captain (Capt.), Major (Maj.) or Colonel (Col) in military.

If the person crafting the letter does not know the concrete name of person he/she is writing to than can be used the job title instead of the name e.g. The Sales Manager or Finance Director. The letter can be also addressed to a particular department of a company for example to the Human Resources Department. If the applicant knows neither the person nor the department receiving letter than he/she has to address it simply to the company itself, e. g. Compuvision Ltd.

As mentioned above the name of the person, department or company is placed on the first line. On the second line is written name of the building if known. The third line includes description number of the building and name of the street. On the subsequent line is written the city and company's postal code. If the letter is addressed abroad, than the destination country should be there stated with capital letters.

## **Date**

The position of the date is highly optional. It can be placed on the left as well as on the right side, depending on which style is used. The most common position for date is under the sender's address but in some letters there is the date placed under the receiver's address. The only general rules for date are that it should be current to date when the letter is composed and its position should be separated by space from both sides.

To avoid possible misunderstandings it is better to write the month in words and not in figures. British English follows the pattern day/month/year however in American English the position of month and day is reversed which can by using figures bring confusion. If the day is between 1 – 12 than it can be easily switched and considered for month. For example 12.2.2010 means in British English 12 February but in American English it would be this date understood as 2 December 2010. It is possible to write the date with or without the abbreviations –th and –nd as well as switch the day and month. All of these following mentioned examples 18<sup>th</sup> August, 18 August, August 18<sup>th</sup> or August 18 are acceptable.

## Salutation

Every application letter should start with a salutation. If the applicant does not know the name and gender of receiving person than he should open the letter with Dear Sir or Madam salutation phrase. When the name and gender of receiving person are known than the salutation takes form of Dear and title followed by a person's surname. In the case that the receiving person posses courtesy title than the initials or first names are omitted, e.g. Dear Mr Smith, not Dear Mr John Smith or Dear M J Smith. A comma after the salutation is optional.

Status	Title
Married or unmarried male	Mr
Married female	Mrs
Unmarried female	Miss
Married or unmarried female	Ms
Male – name not known	Sir
Female – name not known	Madam
When unsure whether the receiver is male or female	Sir or Madam
Title do not change whether addressing a male or female	Dr/Professor/General

## Subject title

In ordinary communication is the subject title used to summarize or explain the most important information of the letter in one or two words. However in the connection with respond to a job advertisement has the subject title different form. In this context should the applicant specify where and when he saw the advertised job offer and mention that he would like to apply for it. Subject title for job application might look like this: 'My application for the position of Back Office Administrator advertised in the Guardian on 14 February.'

The position of subject line varies. In the British style of motivation/covering letter is the subject placed under the salutation while in American style is above the salutation but in both styles of writing should be the subject separated by space from both sides. When composing motivation/covering letter it is also possible to omit the subject entirely because the reference to job advertisement is usually specified in the first paragraph of the letter.

## Attention line

This line usually includes name and title of person to whom is the letter intended and might be written with bold type. The commonly used phrase is *or the attention of* followed by the receiver's name if known. If the name is not known than

the applicant might use the job title, e.g. *For the attention of the Recruiting Manager*. Again the attention line should be separated by a space from both sides.

### **Body of the letter**

It is the main part of the letter which bears the information. The blocked style is the one most often used for the body of the letter. In the blocked style each line starts directly below the one above.

The content is usually divided into 3 – 4 particular paragraphs divided by a line space between them. First paragraph serves to give a reference to advertised job offer and describes applicant's interest in possibility to get this job. The second paragraph should be the longer than the first one. In this paragraph should the applying person mention important skills, abilities and experience that could raise interest of potential employer.

In the last paragraph should the applicant express the willingness to meet the representatives of the company in the personal interview.

### **Complimentary close**

If the letter begins with personal name than the complimentary close should be Yours sincerely. If the receiver is not known than should end with Yours faithfully. By writing application letters is good to avoid any informal phrases such as Kind regards or Best wishes. These phrases might be used for communication with somebody familiar but are not suitable for motivation/covering letters. Too formal or old fashioned closing phrases such as Truly yours or Respectfully yours should be also avoided.

The complimentary close is usually placed on the left, aligned under the rest of the letter. A comma after complimentary close is standard used but it is not a must. There is a general rule that the comma should be either placed after both salutation and complimentary close or should be completely omitted.

Status	Complimentary close
Married or unmarried male	Yours sincerely
Married female	Yours sincerely
Unmarried female	Yours sincerely
Married or unmarried female	Yours sincerely
Male – name not known	Yours faithfully
Female – name not known	Yours faithfully
When unsure whether the receiver is male or female	Yours faithfully
Title do not change whether addressing a male or female	Yours sincerely

**Signature**

Handwritten signature of the applying person should be always followed by typed signature. This is called signature block. Even if the handwritten signature seems to be easy to read, letters such as a, e, o, r and v can be easily confused. The applying person should mention his/her whole name but not the job title or university titles. For stressing the titles and other qualifications is enough space in applicant's CV.

**Enclosure**

The CV of applying person is generally sent together with the motivation/covering letter. The attendance of applicants CV should be explained in the last line of the letter simply with word 'Enclosure CV' or shortly just 'Enc CV'.



### 3.2 General structure of motivation letter

(Applicant's name)  
Street, number of the building  
Zip postal code, city  
Country  
Telephone number  
(Email address)

Recruiting person's name  
Job title  
Name of the company  
Street, number of the building  
Zip postal code, city  
Country

Date day/month/year

Subject/attention line Date

Salutation

Body of the letter (3 – 4 paragraphs)

Closing

Handwritten signature  
Typed name of the applicant

Enclousure CV

### **3.3 British vs American style of motivation letter**

British and American styles of motivation/covering letters slightly differ. Naturally there are some differences in written language concretely in usage of vocabulary and spelling of certain words as well as in the structure of the letter. In the British style is the senders address placed on the top left side of the letter while in the American style is usually on the right side. Also the date sequence is different. In British is the sequence day/month/year however in American style is the position of day and month switched. The subject is in English style placed under the inside address but in American style is usually placed under the salutation.

However sometimes are these differences not obvious and for example even in English style of motivation/covering letter can be seen the senders address placed on the top right side. Eventually both styles of letters serve the same objective so the slight difference between their structures is not the most important decisive factor.

### 3.4.1 Examples of solicited motivation letter

#### Sample 2

Siegländerstr. 40  
12345 Berlin  
Germany  
0049-30-123 4567

**Miss Helena Rambert**  
**Director of Human Resources and Administration**  
**MTV Europe**  
**Hawley Crescent**  
**London NW1 0TT**

7th April 1999

Dear Miss Rambert

I am writing in reference to your recent advertisement in the Guardian Appointments Section and would like to apply for the vacancy of Production Assistant in the MTV Production Department.

At present I am working for a video production company called Future Images, based in Berlin. I was originally hired in January 1998 to assist in the production of a German promotional video for 'Mosaic' Kitchenware. Since then I have worked for Future Images on many temporary assignments, assisting in various areas of production such as preparing shot lists, arranging catering on location, booking studios and crews, liaising with actors' agents, researching material and finding props. I have also received training in Off-Line editing. As I am employed on a freelance basis I am paid at the rate of £x per hour. Due to staff cut-backs in the near future I am now looking for other full-time employment in a related area.

Throughout my past employment I have developed good communication skills and am able to work efficiently both on my own or as part of a team. I have excellent written and spoken command of the English Language, fluent German and also a working knowledge of French. I have good WP skills and have experience of Microsoft Word, Excel and Lotus.

I would welcome the opportunity to discuss my C.V. with you and I look forward to hearing from you soon. I will be available for interviews from the 20th of April onwards.

Yours sincerely

*Sabine Radnitzer*

Sabine Radnitzer

Enc.

## Sample 3

---

**Regina Mockmann • George Strasse 12 • 81123 Munich • Germany • 0049 89 12345**

---

20 June 1999

The Personnel Manager  
BIG Interbrand Electrical Company  
3 Upper James Street  
Brighton BN1 3HR

Dear Sir/Madam

**Re: Brighton Gazette BG/1/0699**

I am writing in response to your advertisement for a secretary in your marketing department and have enclosed my C.V. for your review. I am confident that my secretarial and administrative skills would be an asset to your organisation.

In my current position as administrator for an international marketing services company in Munich, my main duties are preparing correspondence, reports and presentations and organising meetings, seminars and travel. I also supervise the acquisition and updating of mailing lists and monitor both German and English marketing and advertising publications for relevant press cuttings.

I have acquired excellent organisational and communication skills and am very effective in keeping the department organised. I am used to juggling several projects at one time and keeping a calm disposition in a hectic workplace with constant deadlines. I feel my experience would suit the requirements of your organisation and I would be delighted to discuss potential employment with you.

I look forward to hearing from you soon.

Yours faithfully

*Regina Mockmann*

Regina Mockmann

Enc

### 3.4.2 Example of unsolicited application

#### Sample 4

Fürstenweg 110  
D-30000 Hanover 71  
21 June 20—

Mr John Curtis  
Manager  
Mitchell Hill PLC  
11-15 Montague Street  
London EC1 5DN

Dear Mr Curtis

I am writing to you on the recommendation of David McLean, Assistant Manager in your Securities Department. We met last month on a course in Hanover, and he suggested that I should contact your company and mention his name. He told me that you often employ people from other countries on one-year temporary contracts, and I am writing to enquire about the possibility of such a post.

I am at present employed by the International Bank in Hanover, in their Securities Department. I have worked here since 20—, when I graduated from the University of Munich with a degree in Economics. In my present position as Assistant to Wolfgang Lüers, Director of the Securities Department, I deal with a wide range of investments from companies throughout Europe, buying shares and bonds for them on a worldwide basis. As well as speaking fluent English, I also have a good working knowledge of French.

I would like to spend a year in the UK to gain further experience in securities investment with a British bank, and believe that my experience, training, and language skills would prove useful to your organization. My employer encourages all its staff to spend a year abroad and Mr Lüers would be willing to give you a reference.

I would be grateful if you could send me an application form and further information about the posts currently available. If you need any further information, I can be contacted by email on [bauerm@aol.com.de](mailto:bauerm@aol.com.de) or telephone on 49 511 506941x155.

Yours sincerely

*Marcus Bauer*

Marcus Bauer

## 3.4.3 Example of motivation letter for intership

## Sample 5

<b>Marco Bosnig-Scholz</b>	Haidensad 14
	83345 Munich
	Germany
March 7, 1999	+49 89 12345
Mr. Errol Jackson Website Production Manager Multi-Media Corporation 16 Silicon Drive Los Angeles California 12345	Marco@net.com
Dear Mr. Jackson	
<b>Re: Internship position as website designer</b>	
Could your company make use of a highly creative and technically accomplished website designer? I hold a B.A. in Graphic Design (Major: Multimedia and Website Design) from Munich University, Germany and will be starting my M.A. in Multimedia Art at New York University in January next year. I hold the work of your company in high esteem and would like to ask about the possibility of a six month internship.	
From my enclosed resume you will see that I have a solid technical foundation in all major website and multimedia applications used both on PC and Apple Macintosh platforms. I am also familiar with programming in HTML, Java and Lingo. As well as having good technical knowledge, I have excellent creative abilities and experience of working within a multi-skilled team. You can find samples of my work and links to my projects at my website <a href="http://www.marcobosnig.de">http://www.marcobosnig.de</a>	
Your company produces cutting-edge website design and you will find I can contribute positively to this work. I am flexible, eager to develop my skills and willing to work long hours when a project demands it. If an opportunity exists within your organization I would be able to start an internship position at any time and could stay until the end of this year. I will contact you by telephone next week to ask if you need any further details from me.	
Thank you for your consideration.	
Sincerely	
<i>Marco Bosnig-Scholz</i>	
Marco Bosnig-Scholz	
Enclosure	

### 3.5 Rules and important information for writing motivation letter

The correct form of right motivation letter must follow strict rules. The motivation letter should be divided into 3 – 4 paragraphs that easy to read.

The appropriate length is very important. A several connected sentences would be not enough to make a good impression but on the other side too long letter can discourage the hiring person from reading it. The ideal length is one page of A4 format.

Although that the stylistics performance of motivation letter is a crucial point, it is very often underestimated. The usage of formal language is a must. The applicant has to avoid spelling as well as grammatical mistakes and prove that he posses the ability to communicate in coherent sentences. Motivation letter has to show professionalism, appropriate amount self-confidence, but also respect for the potential employer.

First paragraph must start with personal salutation of the recruiting person. If the name and title of recruiting person is not given, the applicant should find it out by himself.

After that should the applicant introduce himself/herself and give the reference where and how did he get to know about the job offer, whether he saw the vacancy on the website of the company, heard about it from friend or current employee and eventually mention their name. The first paragraph is also right place to express why the applicant has chosen to work for exactly this employer and to prove that he has done research about the company by listing some information about the company. This might be the first crucial advantage over the other applicants.

Second paragraph is the main part of the letter and therefore might be longer than the first and last paragraph or even divided in two particular parts. Big advantage of motivation letter is that applicant might express himself in a literal way. It is good chance to demonstrate how applicant fits for the company needs and why the hiring company should choose right him/her. Good way how to do it is to take the job advertisement features and then use them to explain how do the applicant posses these skills and abilities. This is so called tailoring of the letter to the job requirements. Also the information about applicant's previous employment from CV might be described in further details and the achievements highlighted. "In these two paragraphs has the applicant distinguish himself from the others by listing the relevant skills and selling points." [7]

In the last paragraph should the applying person express gratitude and in a soft way ask for the personal interview.

### 3.6 Written language

To present oneself with a proper written language when composing motivation letter or generally when applying for a job is very important thing. The usage of informal expressions or bad grammatical constructions is a mistake. This mistake shows lack of education and incompetence to communicate on a business level which will usually lead to rejection of an applicant. On contrary good written performance will rise applicants chance to succeed. Being able to communicate in coherent sentences is an important ability.

For successful communication two main components of language are essential –grammar and vocabulary. Combination of these two components allows people to communicate. However there exist more levels of language. Discipline that studies these particular levels is called stylistics. To succeed, the application document must look perfect from stylistic point of view.

Fiction	Non-fiction
Narative	Non-narative
Chronological	Non-chronological
Literal	Non-literal
Formal	Informal

It is good to use formal written text that does not imitate speech, is clear and precise. The applying person should also avoid usage of grammatical cohesion such as anaphoric and cataphoric references, ellipsis and substitutions, unusual collocations and metaphors.



### 3.7 Tips for composing motivationletter:

#### Before you start writing:

- Read the offered job position twice or more times and look over every specific information
- Make research about the potential employer, check up the organization's general information, its history, achievements, goals and strategy for future

#### When you are writing:

- Standard procedure is that almost all application documents in these days are type-written; unless the employer asks for hand-written ones in the job advertisement, write your motivation letter or PC.
- Use the high quality white paper and good printer to make your motivation letter look superior.
- The most typical fonts are Arial, Times New Roman or Calibri. The font size should be between 10 and 14. Avoid using of italics and underlining. The bold should be used only in the salutation phrase.
- In case that the potential employer requires the application documents to be sent through email, convert them to pdf format to prevent any formatting changes that could occur by opening in different kind of software.
- Pay good attention to the outline of the whole motivation letter. The letter has to look properly and well structured even before the hiring person starts reading it.
- Motivation letter also offers great opportunity to prove that your grammar and communication skills are on a high level. The result must be a coherent letter divided into particular paragraphs, grammatical structures with no mistakes and best possible business style. Try to avoid using too long and complicated sentences but on the other side do not use only simple short sentences.
- Make sure that the first paragraph including the salutation, opening phrase and reference to the job advertisement will make a good impression. "Most people only read the first four lines of a document before making the decision to read on or to set it aside. A compelling opening statement will earn you the attention of readers and cause them to know you better." [8]
- "Let alone demonstrate to a potential employer your fit for the organization. If you can honestly point to shared values, you will have made yourself a more attractive candidate." [9]

### **3.8 Research in recruitment agency**

To get more information about how people apply for a job and how write their motivation/cover letters I decided to contact recruitment agency. On recommendation of my supervisor I tried to contact several international recruitment agencies that run branch offices in Pilsen. Among the contacted agencies were Manpower Inc., HOFFMAN-WIZARD s.r.o. and Adecco S.A..

The two first mentioned agencies were not willing to provide me any kind of help or documents but in personnel in Adecco was fortunately glad to cooperate with me. After short personal and email communication I agreed on meeting with branch manager.

During our meeting I tried to ask for samples of specific job advertisement and motivation/covering letters responding to this advertised position. The branch manager was willing to provide me samples of the job advertisements as well as several motivation/covering letters however only in partial form. I was told that sections such as addresses, names and most of other parts are treated as confident information that cannot be granted to public. Eventually I was grateful for the bodies of the letters which I used for my analysis. Generally the structure of motivation/covering letters in Czech language follows the same pattern as in above mentioned chapter – structure of motivation/covering letter. For sections such as addresses, subject, date, and signature applies the same rules regarding their order and positions. Also the written language must be formal, coherent and without any grammatical mistakes.

From the granted samples I have chosen one job advertisement and four letters responding to same job offer, compared them and suggested possible translation into English language. The analysis is completed by a short glossary including words that I had to deal with during the translation.

### 3.8.1 Job advertisement

#### **Název pozice**

Administrátor v kancelářské pozici

#### **Požadavky**

Zručný/á uživatel/ka PC s prokázanými administrativními schopnostmi

Excelentní v telefonických záležitostech

Plynulý/lá v Anglickém jazyce

Schopný/á a přesný/á při zpracování dat

Zaujatý/á pro práci s práci s čísly a opakovanými úkoly

Příjemně vystupující a společenský/á

Pilný/á a důkladný/á

Přesný/á, se smyslem pro detaily

Praktický/á při řešení problémů

Flexibilní a přizpůsobivý/á

Zodpovědný/á k dalšímu vzdělávání

Orientovaný/á na zákazníka

#### **Náplň práce**

Vykonávání transakcí v oblasti reklamací/objednávek

Klasifikace reklamací do předepsaných kategorií/sledování prodejních objednávek

Správa/údržba veškerých administračních souborů

Rychlé odpovídání na žádosti/stížnosti zákazníků

#### **Nabízíme**

Možnost růstu a uplatnění se v mezinárodní společnosti

Pozitivní přístup založený na úctě k zaměstnancům a jejich práci

Jazykové kursy a další cvičení

Firemní akce

Roční bonus (založený na výsledném obratu)

Příjemné a nové pracovní prostředí

Příspěvek na stravenky

Flexibilní pracovní dobu

Pracovní místo v centru města

**Position**

Back Office Administrator

**Requirements**

Computer literate with proven administrative skills  
Excellent phone manner  
Fluent in English is a must (German, French, Spanish, Swedish an absolute plus)  
Efficient in data processing, accurate  
Interested in work with figures and repeating tasks  
Friendly and outgoing  
Diligent and assertive  
Accuracy and attention to detail  
Practical approach to problem solving  
Flexible and adaptable  
Commitment to self-development  
Customer focused

**We offer**

Opportunity to grow and realize oneself in an international company  
Positive company culture based on respect to the employees and their work  
Language courses and other trainings  
Company events  
Annual bonus (based on financial results)  
Very nice and new working environment  
Donated meal vouchers  
Working flexible hours  
Work place in the city center

**Job description**

To carry out admin/transactional tasks within the area of claim management/order entry  
Classification of claims into predefined categories/Sales order follow up  
Carry out high levels of maintenance/housekeeping in regards to all admin related files  
Address client issues/requests promptly

### 3.8.2 Response of applicant Nr. 1 with suggested translation

*Dobrý den,*

*reaguji na nabídku pozice back office administrátora.*

*Nabídka této pozice mne zaujala, jelikož bych ráda využila svých jazykových znalostí- anglického a německého jazyka. Ráda bych se také více přesunula z pozice front office do back office a využila svých dosavadních znalostí na současné pozici v oblasti reklamací.*

*V současné době pracuji na pozici specialisty osobní péče se zaměřením na reklamace zákazníků. Mám však smlouvu na dobu určitou. Proto hledám nové pracovní uplatnění.*

*Budu se těšit na Váš kontakt.*

#### Analyses

##### a) Layout

The layout of the letter is precise. Applicant follows blocked style correctly. The salutation, particular paragraphs as well as closing phrase are divided by a line space and every paragraph starts on a left side. However the body of the letter is in my opinion not long enough. The first paragraph consists of only one simple sentence which is inadequate and unbalanced to other paragraphs.

##### b) Used language

The applicant uses formal language with no grammatical mistakes or inappropriate expressions. Most of the sentences are simple; however there is also one compound and one complex sentence, both formulated correctly. The dependent clause in the complex sentence expresses the applicant's expectation to use her knowledge of foreign languages. The whole text of the letter is rightly coherent and all sentences are tied together excellently. In the text are no passive constructions. The applying person could have used the passive construction at least once for example to stress the fact that the job advertisement has attracted her attention. The used tense is mainly present. The applicant uses the present tense to describe her abilities, current situation and her interest to get the advertised job.

##### c) Contents

As for the contents, the applicant gives only basic essential information. The reference to an advertised job in the first paragraph is incomplete. The information

where and when was the advertisement published is missing. In the second paragraph mentions the applicant information about her knowledge of languages and her desire to move to the back office position where she could use her experience in the domain of reclamations. In the third paragraph describes the applicant her current position and explains the reasons why is she looking for new employment.

#### **d) Style**

The style of the text is formal. The applicant's language is clear and precise. There are no metaphors, ellipsis or unusual collocations in the text. The modal verbs would and can appear in the text frequently. These verbs are very useful for writing motivation letters because they make the written language polite and temperate.

#### **Suggested translation**

Dear Sir or Madam,

I would like to apply for an advertised position of back office administrator.

This offer has attracted my attention as I would like to use my knowledge of English and German languages. I would also prefer to move from the front office position to the back office where I could apply my present knowledge in the domain of reclamations.

Currently I work at the position of customer care specialist where my job duty is to handle with customer reclamation complaints. However my contract of employment has only temporary duration. That is the reason why am I looking for new employment.

Looking forward to your respond.

Yours faithfully,

### 3.8.3 Response of applicant Nr.2 with suggested translation

*Dobrý den,*

*reaguji na nabídku pracovní pozice Back Office Administrator - Adecco spol. s r. o. inzerovanou na portálu Jobs.cz, nalezenou dne 4. 3. 2013.*

*Vystudovala jsem magisterský obor Moderní dějiny na Fakultě filozofické Západočeské univerzity v Plzni. Během studií jsem nabyla schopností co do samostatné i týmové práce, příkladně při skupinových výzkumných projektech či při samostatném výzkumu spojeném s diplomovou prací.*

*Mohu nabídnout výbornou aktivní znalost anglického jazyka, rovněž velmi dobré znalosti práce na PC, zejména Microsoft Office (Word, Excel, PowerPoint). Jelikož se dlouhodobě věnuji výuce powerjógy, systému cvičení, jenž blahodárně působí na organismus, pokud se zvládnání stresových situací týče, mohu ke svým schopnostem přidat též vysokou odolnost vůči stresu. Zároveň mohu nabídnout nadšení pro práci, časovou flexibilitu, výborné organizační a komunikační dovednosti a v neposlední řadě chuť poznávat nové věci a dále se vzdělávat.*

*Pokud Vás můj životopis zaujme, ráda se dostavím na osobní pohovor.*

*Těším se na případnou spolupráci.*

#### **Analyses**

##### **a) Layout**

Motivation letter of applicant Nr. 2 is well structured. This applicant also uses blocked style where the salutation, particular paragraphs as well as closing phrase are divided by a line space and every paragraph starts on a left side. The length of the letter is satisfactory and the proportion of particular paragraphs is good balanced.

##### **b) Used language**

The letter is written in formal language and contains no grammatical mistakes or inappropriate expressions. The author tends to usage of complicated grammatical constructions and stacks more expressions together. For some potential employers might seem these constructions impressive while for others not. However the sentences in the compound sentence are connected very well and the commas are placed correctly. The author uses past tense to describe the abilities that she gained during her studies and present tense to explain her special skills. At the end of the letter there is used a future tense to express the willingness to participate in personal interview.

### **c) Contents**

The applicant Nr.2 gives the best reference. She exactly describes that she learned about this vacancy on the webpage Jobs.cz on 4<sup>th</sup> March 2013. She also gives more information about her education and interests than other applicants do. The middle part is divided into two paragraphs long enough to make a good impression on the potential employer. In the first paragraph of the middle section is mentioned the achieved education and in the second paragraph she explains how can her hobbies can help to deal with stress situations. The important features such as positive attitude, good communication skills and willingness to extend the education complete the letter perfectly. This motivation letter is excellently tailored to the advertised job requirements. The closing phrase mentions applicant's CV and readiness to participate in personal interview correctly.

### **d) Style**

The text of the motivation letter is formal. Again there are no metaphors, ellipsis or unusual collocations in the text. The applying person shows appropriate amount self confidence however stays polite and humble in all paragraphs of the motivation letter.

### **Suggested translation**

Dear Sir or Madam,

I would like to apply for the job position of Back Office Administrator – Adecco Ltd published on the webpage Jobs.cz from 4<sup>th</sup> March 2013.

I graduated in modern history on the Faculty of Philosophy, University of West Bohemia and received my Magister (Master of Arts) tile. During my studies I gained the ability to work in team as well as individually, concretely during group experimental projects and individual research related to my thesis.

To my abilities belongs active knowledge of English as well as very good computer skills, especially Microsoft office (Word, Excel, PowerPoint). As I dedicated myself to practicing of powerjoga, system of exercise that has positive effect on health during stress situations, I am highly resistant against stress. I can also offer positive attitude, time flexibility, outstanding organization and communication skills. I am interested in learning new methods and willing to extend my education.

If my CV raises your interest, I will be pleased come to a personal interview.

Yours faithfully,



### 3.8.4 Response of applicant Nr. 3 with suggested translation

*Vážená paní Typovská,*

*ráda bych se ucházela o nabízenou pozici Back Office Administrator - Adecco spol. s r.o., o které jsem se dozvěděla na portálu Jobs.cz.*

*Již v průběhu studia na Vysoké škole ekonomické v Praze jsem se snažila získávat co nejvíce pracovních zkušeností. Ráda se učím novým věcem a mezi své silné stránky bych určitě zařadila smysl pro detail a spolehlivost. Ovládám anglický jazyk, studovala jsem taktéž německý jazyk, kterému bych se nadále ráda věnovala.*

*Doufám, že budu mít příležitost k účasti ve výběrovém řízení.*

*S pozdravem,*

#### **Analyses**

##### **a) Layout**

The layout of the letter is correct. Again there is used blocked style. The salutation, particular paragraphs as well as closing phrase are divided by a line space and every paragraph starts on a left side. The second paragraph is not divided in two parts. The applying person should have divided it into two parts and give more information about her skills and abilities.

##### **b) Used language**

The used is formal language with no grammatical mistakes or inappropriate expressions. The applicant prefers usage of complex and compound sentences when describing her abilities. The tense is mainly present.

##### **c) Contents**

The applicant Nr.3 does not give much information about herself in her motivation letter. The reference is complete and right formulated. In the second paragraph is her mentioned her education on prestigious university which is interesting feature for potential employer. She also mentions knowledge of languages and other important skills such as sense for details.

**d) Style and tone**

The style and tone is set correctly. The applicant shows right amount of self confidence but remains humble and polite. The text of the motivation letter is formal. There are no metaphors, ellipsis or unusual collocations in the text.

**Suggested translation**

Dear Mrs Typovská,

I would like to apply for the advertised position of Back Office Administrator – Adecco Ltd published on the website Jobs.cz.

During studies on the University of Economy I tried to gather as much work experience as possible. I like learning new things and to my strong skills belong sense for detail and reliability. I have mastered the English language and I also studied the German language in which I would like to further use and improve.

I hope that you will give me a chance to participate in the selection procedure.

Yours sincerely,

### 3.8.5 Response of applicant Nr. 4 with suggested translation

*Dobrý den,  
reaguji na Vaši nabídku volného pracovního místa back office administrátora.*

*Tato pozice mě velmi zaujala a mám zájem o zařazení do výběrového řízení. V současné době pracuji jako recepční a administrativní pracovnice v personální agentuře. Jsem zvyklá se zde denně setkávat s nejrůznějšími typy lidí a také často komunikuji se zástupci klientských společností. Mohu Vám nabídnout příjemné, asertivní vystupování, odolnost vůči stresu a dobré organizační schopnosti. Samozřejmostí je u mě práce na PC (denně využívám IS Helios a určitě se ráda zaučím i v jiném informačním programu). Od nového místa očekávám především získání nových zkušeností a dovedností, které by mi byly přínosem do budoucna.*

*Více o mě se dozvíte v přiloženém životopise. Věřím, že pro Vás budu zajímavou kandidátkou a těším se na Vaši odezvu.*

*S pozdravem a přáním pěkného dne*

#### Analyses

##### a) Layout

The applicant did not pay much attention to the layout of her motivation letter. After the salutation there should be one line space to divide the salutation and first paragraph. The second paragraph is not divided into two parts and therefore remains the information about applying person bad arranged.

##### b) Language

The applicant made a grammatical mistake in declination in the phrase 'Více o mě se dozvíte v přiloženém životopise'. The spelling of personal pronoun 'o mě' should be correctly 'o mně'. This might seem to most of people like irrelevant detail but in fact similar grammatical mistakes like this look unprofessional and proves poor level of applicants mother tongue. The used tense is mainly present. The applicant uses the present tense to describe her abilities, current situation and her interest to get the advertised job.

##### c) Content

The reference to advertised job is incomplete. Again the specifications of advertisement's source and date are missing. The middle section of the letter

describes applicant's current position, job duties and relevant skills. The advantage of applicant Nr. 4 is that her current position is similar to the advertised one and therefore her experience will be useful aspect.

#### **d) Style and tone**

The style and tone is set correctly. Again the applicant shows right amount of self confidence but remains humble and polite. The text of the motivation letter is formal. There are no metaphors, ellipsis or unusual collocations in the text.

#### **Suggested translation**

Dear Sir or Madam,

I would like to apply for advertised job position of Back Office Administrator.

This position is for me very interesting and I would like to be included in the selection procedure. Currently I work at the front desk in the employment agency. I am used to handle with different type of personalities every day which also includes representatives of various companies. I can offer you friendly, assertive performance, resistance against stress and good organization skills. Naturally I am able to work with PC (I work with IS Helios every day and I am willing to learn to work with another information programs). From the new position I would expect mainly obtaining of experience and new skills that would be useful in my future career.

You can learn more about me from attached CV. I hope that I will be an interesting applicant for you.

Yours faithfully,

#### **3.8.6 Translation approach**

The translation of motivation/covering letters might not be done word to word as there is a difference between English and Czech language. Especially opening and closing phrases must be paid attention. The right opening phrase in Czech when the receiver is not known is 'vážená paní vážený pane' however here have the applicants used 'dobrý den' which is also acceptable. The closing phrase 'S pozdravem' matches to Kind regards but this closing is more suitable for communication between people that already know each other, so the phrase Yours faithfully/Yours sincerely was better to use. The biggest problem when translating motivation/covering letter from Czech to English is to avoid frequent usage of

personal pronoun I. Czech language is from this viewpoint more diverse and offers more possible translation constructions. In the first letter was minor problem with translation of 'osobní péče se zaměřením na reklamace zákazníků' which I translated as customer care specialist where my job duty is to handle with customer reclamation complaints. In letter Nr. 2 I had to reformulate the sentence construction but the overall meaning remained same. Otherwise there were no big problems with translation.

### 3.8.7 Glossary

1.) Back office	Kancelář firmy bez osobního kontaktu se zákazníkem
2.) Computer literate	Osoba schopná pracovat s PC
3.) Accurate	Přesný
4.) Diligent	Pilný, pracovitý
5.) Attention to detail	Smysl pro detail
6.) Practical approach	Praktický, logicky uvažující
7.) Annual bonus	Roční bonus
8.) Flexible hours	Klouzavá pracovní doba
9.) Claim management	Vyřizování reklamací
10.) Order entry	Příjem objednávek
11.) Maintenance of files	Správa, údržba dat
12.) Front office	Kancelář firmy určená pro jednání se zákazníkem, recepce
13.) Domain	Oblast, obor
14.) Customer care	Péče o zákazníka
15.) Temporary contract of employment	Pracovní smlouva na dobu určitou
16.) Ability to work in team	Schopnost pracovat v týmu
17.) Experimental project	Výzkumný projekt
18.) To dedicate oneself to something	Věnovat se něčemu, oddat se něčemu
19.) High resistance against stress	Vysoká odolnost vůči stresu
20.) Positive attitude	Nadšení pro práci, pozitivní přístup
21.) To extend the education	Rozšiřovat vzdělání
22.) Selection procedure	Výběrové řízení
23.) Front desk	Recepce
24.) To handle with	Vycházet s , jednat s
25.) Representative of company	Zástupce společnosti

#### **4 Conclusion**

The elaboration of thesis was not easy for me. I had to deal with several problems such as time pressure, exact sticking to topic and lack of useful literature. Generally almost all books regarding this topic are very similar to each other. Surprisingly the best literature that helped me a lot I have found in Chemnitz, Germany where I spent one semester as an exchange student. During studies in Germany there was a good opportunity to work on my thesis in very well equipped library. Especially the book *Weltweit bewerben auf English* by Klaus Schürman and Suzanee Mullins has proved as very useful. Another very beneficial step was to ask for a research of recommended literature in The Education and Research library of the Pilsner region. The recommended sources from the library were not only books, but also websites as well as articles from various business magazines and eventually most of the citations in my thesis come from these articles. Another beneficiary book was *Oxford Handbook of Commercial Correspondence* by A. Ashley that I have already used during studies of business English and English correspondence lessons.

The composing of thesis has brought me a lot new information about right way how to apply for a job. During my studies I have already gained some basic knowledge about job application but the elaboration of thesis has this knowledge greatly extended. Now I will be much more confident and experienced when I will be looking for a job. Recently I was asked for help by two of my friends with composing their CVs and motivation letters for educational stay and job offer and they were both accepted which is a positive feedback for me.

During elaboration of my thesis I had chance to check through motivation/covering letters of people that applies for a job abroad as well as in the Czech Republic. From the samples that I have seen I would say that average people in my country generally are not well aware about how to apply for and how to compose their application documents. Naturally it is not easy to get an employment especially during hard times influenced by global economical crises, but I think that key aspect to be successful when applying for a job is to get prepared in the best possible way. There are plenty of available sources that might help people with composing their motivation/covering letters and CVs. The final decision about acceptance or refusal of applying person is highly influenced by applicant's preparation and therefore it should not be underestimated.

## **5 Endnotes**

1 Translation from German, SCHÜRMAN, Klaus, MULLINS, Suzanne. Die perfekte Bewerbungsmappe auf Englisch. Frankfurt: Eichborn, 2001. ISBN 3-8218-1570-1, p. 17

2 AYERS, Vecky. When Should I Include a Cover Letter? INSIGHT into Diversity. November 2011. ISSN 00219436, p. 8

3 BENDER, Peter Urs, Leadership from Within. Stoddart Publishing, 1997, ISBN 0-7737-5903-4, p. 34

4 ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2, p. 273

5 Translation from Czech, KAPOUN, Jan. Abraham Maslow: Motivace a osobnost. Moderní řízení. 2004. Č. 1. ISSN 0026-8720, p. 64

6 ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2, p. 10

7 JUNKANS, Lee. Cover Letter and Thank-You Letters. Black Collegian. October 2006, vol 37. ISSN 0192-3757 p. 26

8 AYERS, Vecky. When Should I Include a Cover Letter? INSIGHT into Diversity. November 2011. ISSN 00219436, p. 8

9 AYERS, Vecky. When Should I Include a Cover Letter? INSIGHT into Diversity. November 2011. ISSN 00219436, p. 8

## **6 Bibliography**

### **Printed sources:**

ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2.

AYERS, Vecky. When Should I Include a Cover Letter? INSIGHT into Diversity. November 2011. ISSN 00219436.

BENDER, Peter Urs, Leadership from Within. Stoddart Publishing, 1997. ISBN 0-7737-5903-4.

BESSON, Taunee. The artful resume and cover letter. Black Collegian. October 1997, vol 1. ISSN 01923757.

CIORTESCU, Elena. Letter Writing – A Key to Successful Business Communication. International Journal of Communication Research. October 2012, vol 2. ISSN 2246-9265.

CROSBY, Olivia. Resumés, Applications and Cover Letters. Occupational Outlook Quarterly. Summer 2009, vol 53. ISSN 0199-4786.

HOLLEY, Meaghan. Writing an Impactful Cover letter. Agri Marketing. September 2012, ISSN 0002-1180.

JUNKANS, Lee. Cover Letter and Thank-You Letters. Black Collegian. October 2006, vol 37. ISSN 0192-3757.

KAPOUN, Jan. Abraham Maslow: Motivace a osobnost. Moderní řízení. 2004. Č. 1. ISSN 0026-8720.

MALINOVÁ, Lenka. Rozvoj profesní kariéry. Vydání 1. V Praze: Oeconomica, 2011. ISBN 978-80-245-1796-4.

NORMAN, Kayda. Industry Tips to a Perfect Resume, Irresistible Cover Letter, and Stand-Out Interview. Applied Clinical Trials. May 2012, vol 21. ISSN 1064-8542.

SCOTT, James Calvert. Dear???: Understanding British Forms of Address. Business Communication Quarterly. September 1998, vol 61. ISSN 1080-5699.

SCHÜRMAN, Klaus, MULLINS, Suzanne Die perfekte Bewerbungsmappe auf Englisch. Frankfurt: Eichborn, 2001. ISBN 3-8218-1570-1.

SCHÜRMAN, Klaus, MULLINS, Suzanne Weltweit bewerben auf Englisch. Frankfurt: Eichborn 1999. ISBN 3-8218-1586-8.



SPOONER, M. D. Applying for a job in English. London: Penguin Books, 1990. ISBN 0-14-080986-4.

SRNCOVÁ, Jaroslava. Jak se ucházet o zaměstnání. Vydání 1. Praha: ComputerPress, 2000. IBSN 80-7226-355-2.

**Internet sources:**

Cover letters: types and samples. In: VirginiaTech(online). Virginia Polytechnic Institute and State University, last updated 4.1.2013 Available from:  
<http://www.career.vt.edu/JobSearchGuide/CoverLetterSamples.html>

How to write a successful covering letter. In: University of Kent: The UK's European University(online), found on 27.2.2013 Available from:  
<http://www.kent.ac.uk/careers/cv/coveringletters.html>

**Thesis:**

NEČASOVÁ, Lucie. Job application: A practical approach to successful employment. Plzeň 2011, Bakalářská práce, Západočeská univerzita v Plzni, Fakulta filozofická.

PREISLEROVÁ, Tereza. Is it impossible to get a job without lying about and selling oneself in CV and covering letter? A comparative analysis of British and American curricula vitae and covering letters. Plzeň 2012. Bakalářská práce, Západočeská univerzita v Plzni, Fakulta filozofická.

## **7 Abstract**

My bachelor thesis informs about the relevance of motivation letters when applying for a job in various opportunities. The purpose of the thesis is to provide a general overview about writing motivation letters and right way how to apply for a job. The thesis is divided in two parts theoretical and practical one. Theoretical part includes information about employment, job application process and motivation. The practical part deals with structure of motivation/covering letter, rules for composing of such an application documents and contains various examples. The practical part involves research made in cooperation with recruitment agency. For this research I contacted agency that helps people to get a job and asked for examples of job advertisements as well as responds to it in form of motivation/covering letters. I analyzed these letters, compared them and suggested possible translation that is completed with a short glossary.

## **8 Resume**

Moje bakalářská práce se zabývá významem motivačních dopisů při ucházení se o práci během různých příležitostí. Účel této práce je poskytnout obecný přehled o tom, jak sestavit motivační dopis a jak se správně ucházet o práci. Práce je rozdělena do dvou částí, teoretické a praktické. Teoretická část obsahuje informace o zaměstnání, ucházení se o práci a motivaci. Praktická část se zabývá strukturou motivačních dopisů, pravidly pro sestavení těchto dokumentů a obsahuje mnoho příkladů. Praktická část rovněž představuje praktický výzkum, který jsem udělal ve spolupráci s pracovní agenturou. Pro tento výzkum jsem kontaktoval agenturu, která pomáhá lidem získat práci a požádal je o příklady inzerátů nabízejících práci a také o odpovědi na tyto inzeráty ve formě motivačních dopisů. Tyto dopisy jsem analyzoval a navrhl možný překlad, který je doplněn krátkým glosářem.

## **9 Appendices**

Sample 1 MCLEOD, Saul, Maslow's Hierarchy of Needs. published: 2007, updated 2013

Sample 2 SCHÜRMAN, Klaus, MULLINS, Suzanne Die perfekte Bewerbungsmappe auf Englisch. Frankfurt: Eichborn, 2001. ISBN 3-8218-1570-1, p. 70

Sample 3 SCHÜRMAN, Klaus, MULLINS, Suzanne Die perfekte Bewerbungsmappe auf Englisch. Frankfurt: Eichborn, 2001. ISBN 3-8218-1570-1, p. 72

Sample 4 ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2, p. 270

Sample 5 SCHÜRMAN, Klaus, MULLINS, Suzanne Die perfekte Bewerbungsmappe auf Englisch. Frankfurt: Eichborn, 2001. ISBN 3-8218-1570-1, p. 74