

PBI 1012 English for Professional Purposes

Jayapragas Gnaniah

Centre for Language Studies

Universiti Malaysia Sarawak



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1. Introduction to Job Application Letters

Two important documents are submitted when applying for a job, which are the Job Application Letter and the Curriculum Vitae (CV). When submitting a job application, you may submit a cover letter with your CV or a job application letter with your CV.

Job Application Letter vs. Cover Letter

Cover letters are simply letters informing prospective employers that applicants are applying for a particular job and a CV or resume is attached. Usually, this type of letters is more common in the USA than in Malaysia. Its length does not exceed more than 1 page.

On the other hand, job application letters play a bigger role than a cover letter. A good length of this letter is about 1 to 1.5 pages long. An application letter has a few significant roles. It informs a prospective employer

- i. of an applicant's existence.
- ii. of an applicant's interest in a position with the employer.
- iii. about the applicant's 'brand' and qualification, relevant knowledge and skills, work experience and extra-curricular activities.
- iv. of the applicant's personality, characteristic, strengths, other skills and knowledge, and significant achievements.
- v. on how the applicant's 'brand' and qualification is different, unique and perhaps better than applicants of other 'brands'.
- vi. on how the applicant is able to contribute effectively and significantly, and make a difference in the prospective employer's organisation.

