**РАЗВИТИЕ НАВЫКОВ ДЕЛОВОГО ПИСЬМА: КАК ПРАВИЛЬНО НАПИСАТЬ РЕЗЮМЕ И СОПРОВОДИТЕЛЬНОЕ ПИСЬМО**

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**Аннотация.** В данной статье рассматриваются особенности формирования у студентов колледжей навыков делового письма на английском языке. Основное внимание уделяется двум ключевым жанрам-резюме и сопроводительному письму. Обоснована актуальность изучения данных видов письменной коммуникации в рамках профессиональной подготовки. Раскрыты этапы и методика обучения написанию резюме и сопроводительного письма, представлены план урока и примеры заданий. Статья направлена на развитие у студентов готовности к выходу на рынок труда и эффективной самопрезентации.

**Abstract.** This article explores the improvement of business writing skills among college students, with a focus on writing a resume and a cover letter in English. The relevance of these communication genres in the context of career preparation is discussed. The article outlines the stages and methodology of teaching resume and cover letter writing, offering a lesson plan and sample tasks and exercises. The aim is to prepare students for entering the job market with confidence and professionalism.

**Ключевые слова:** деловое письмо, резюме, сопроводительное письмо, карьера, трудоустройство.

Современные требования к выпускникам колледжей предполагают не только наличие профессиональной компетенций, но и способность эффективно представлять себя на рынке труда. Одним из важнейших инструментов профессионального позиционирования является письменное деловое общение, в первую очередь-резюме и сопроводительное письмо. Умение грамотно и убедительно оформить эти документы на английском языке значительно расширяет карьерные возможности выпускников. Целью данной статьи является обоснование подходов к обучению студентов колледжей написанью резюме и сопроводительного письма как ключевых жанров деловой коммуникации.

Обучение деловому письму в колледже должно строиться на основе практико-ориентированного подхода с активным включением студентов в моделирование реальных профессиональных ситуаций. Среди наиболее эффективных методов выделяются: ролевые игры, кейс-методы, работа с аутентичными примерами, а также цифровых инструментов. Обучение делится на следующие этапы:

1. Ознакомление с жанровыми особенностями резюме и сопроводительного письма.
2. Изучение лексики, характерных для делового письма.
3. Анализ реальных образцов из жизни.
4. Практика написания черновых вариантов и их редактирование.
5. Представление итоговых версий, самооценка и обратная связь от сверстников и преподавателя.

Для успешного формирования навыков делового письма студентам предлагаются различные задания с опорой на реальные профессиональные контексты:

- Найти вакансию на сайте и составить под нее адаптированное резюме;

- Написать сопроводительное письмо по шаблону с элементами персонализации;

- Проанализировать ошибки в предложенных примерах документов.

Подобные упражнения способствуют формированию уверенности, навыков анализа и самопрезентации.

Развитие навыков делового письма, особенно таких форм, как резюме и сопроводительное письмо, является неотъемлемой частью подготовки студентов колледжа к будущей профессиональной деятельности. Правильная подача себя через письменную коммуникацию на английском языке значительно повышает шансы выпускников на трудоустройство, как на локальном, так и международном уровне. Системный подход, основанный на современных методиках и цифровых инструментах, делает обучение практичным и востребованным.

Пример плана урока и заданий

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COURSE:** Career based English | **Module 1/Lesson 2** | | **Topic:** Writing a CV and Cover Letter | **DURATION:** 90 min |
| **OUTCOME:**  Students will be able to create a well-structured CV for an engineering position.  Students will be able to write a clear, professional cover letter targeted at an engineering job vacancy. | | | **LEARNING OBJECTIVE:**  Develop the ability to identify and use appropriate language, structure and vocabulary for CVs and cover letters.  Master students’ skills in conveying professional achievements and qualifications in writing. | |
| **Assessment Criteria:**   * Clear and logical structure of both CV and cover letter. * Relevance of content (technical skills, projects and experience for the chosen position). * Use of profession based language and correct formatting. | | | | |
| **TASK PROMPT:**  You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience. | | **MATERIALS:**  Handouts with CV and cover letter samples (adapted from www.livecareer.com and www.thebalancecareers.com)  Example CV and cover letter handouts included below with templates and content samples from (LinkedIn, Shell, Siemens career pages)  Video explanation on writing CVs <https://www.youtube.com/watch?v=qPU0Bv1IsG8>  Cover letter writing guide: https://www.indeed.com/career-advice/resumes-cover-letters/how-to-write-a-cover-letter | | |
| **STAGE** | **PROCEDURE** | | | **TIME** |
| **PRE TASK** | Provide more information regarding the structure and content of a CV and cover letter.  **Activity 1:** Project examples of successful CVs and cover letters. Discuss the structure and key sections (personal details, skills, education, work experience).  **Activity 2:** Watch a short educational video on writing CVs.  **Activity 3:** Group discussion: What are the technical skills and experience required? | | | **15 min** |
| **TASK** | Design a CV and cover letter.  **Activity 1:** Scenario: You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience.  **Activity 2:** Use provided templates and examples to fill in CV sections: education, key projects, skills and experience.  **Activity 3:** Write a cover letter to the HR department of Siemens focusing on why you are a good fit for this position. | | | **30 min** |
| **REPORT PLANNING** | Improve drafts for professionalism and accuracy.  **Activity:** Peer review using a checklist. | | | **15 min** |
| **TASK REPORTING** | Present the work and explain choices in CV and cover letter.  **Activity:** Students exchange CVs and cover letters in pairs and explain their key strength and unique selling points.  Instructor provides feedback, including attention to important points. | | | **20 min** |
| **ANALYSIS** | Reflect on work done.  **Activity:** Whole class discussion on challenges in writing and what can be improved. | | | **10 min** |
| **HOMEWORK** | Finalize CV and cover letter and submit as a professional application. | | | **-** |
| **Note on originality and authorship:**    **Sources** | Provided lesson plan and all materials used in it adapted by the teacher based on open-access and freely available resources. All examples, samples, checklists and scenarios are original developments or adapted for educational purposes. The teacher’s own professional experience and expertise have been used to adapt the content for the students’ specific needs. The use of third-party materials (video links, real-world documentary and references) is acknowledged with full citations and integrated within original tasks.  This confirms the authorial nature of the program and eliminates concerns regarding plagiarism.   * [www.livecareer.com](https://www.livecareer.com) (CV templates) * [www.thebalancecareers.com](https://www.thebalancecareers.com) (cover letter writing tips) * [www.businessenglishpod.com](https://www.businessenglishpod.com) (structure of cover letter) * Siemens, Shell career pages (used for realistic job descriptions and terminology) * YouTube video tutorial: <https://www.youtube.com/watch?v=qPU0Bv1IsG8> | | |  |

**PRE TASK/ACTIVITY 1**

**Handout: Example of a Successful CV**

**John Peterson**  
Email: john.peterson@gmail.com | Tel: +42 7120 456689 | LinkedIn: linkedin.com/in/johnpeterson

**Objective:**  
Mechanical Engineer with internship experience at Shell, seeking an entry-level role to contribute technical skills in industrial design and energy efficiency projects.

**Education:**

* BEng (Hons) Mechanical Engineering, University of Manchester, 2023
* Key modules: Thermodynamics, CAD Design, Renewable Energy Systems

**Key Skills:**

* Auto CAD, Solid Works, MATLAB
* Technical documentation and project reporting
* Team collaboration and problem-solving

**Projects:**

* Senior Design Project: "Automated Inspection Drone for Oil Platforms" — responsible for CAD modeling and system testing
* University Competition: Shell Eco-Marathon Team Member (3rd place, European finals)

**Work Experience:**

* Mechanical Engineering Intern, Shell UK, June–August 2022
* Assisted senior engineers in equipment testing and safety audits
* Prepared technical drawings for maintenance teams

**Certification:**

* Safety and Risk Management (Shell Internal Training)

**Languages:**

* English (native), Kazakh (Intermediate)

**Handout: Example of a Successful Cover Letter**

|  |
| --- |
| **Dear Hiring Manager,**  I am writing to apply for the Mechanical Engineer position at Shell UK. As a recent graduate from the University of Manchester with hands-on experience through my internship at Shell, I am excited to contribute to you innovative projects.  My time at Shell allowed me to work on equipment testing and safety procedures, enhancing my understanding of mechanical systems in oil and gas environments. Additionally, my senior university project focused on developing an automated drone for offshore inspections, which aligns with Shell’s drive for safety and technological advancement.  I am enthusiastic about the opportunity to apply my technical and problem-solving skills as part of Shell’s engineering team.  Thank you for considering my application. I would welcome the opportunity to further discuss how I can contribute.  Sincerely,  John Peterson |

**TASK/ACTIVITY 1**

|  |  |  |  |
| --- | --- | --- | --- |
| You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience. | You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience. | You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience. | You are applying for a mechanical engineering position at Siemens. Write your CV based on your skills, education and experience. |

**TASK/ACTIVITY 2, 3**

**CV Template Example**

**(Your Name)**  
Email: (your.email@example.com) / Tel: (+123 456 7890) / LinkedIn: (linkedin.com/in/your name)

**Objective:**  
(State your career goal and what position you’re applying for.)

**Education:**

* ([Degree, University, Year of Graduation)
* Key modules: (List 3–4 relevant courses)

**Key Skills:**

* (Technical skill 1, e.g., AutoCAD)
* (Technical skill 2, e.g., Project Management)
* (Soft skill, e.g., Problem-solving)

**Projects:**

* (Project name): (Brief description of your role and outcome)
* (Project name): (Brief description of your role and outcome)

**Experience:**

* (Job title, company, dates)
* Responsibilities and achievements: (2–3 bullet points)

**Certification:**

* (Certification name, organization, year)

**Languages:**

* (Language 1 (level)), (Language 2 (level))

**Cover Letter Template**

**Dear (Hiring Manager’s Name),**

I am writing to apply for the position of (Job Title) at (Company Name). As a (recent graduate/professional) with a background in (your field), I am excited to contribute to (company’s specific project/goal).

During my (education/work experience), I have gained experience in (mention key areas). I believe these skills, combined with my enthusiasm for [industry focus], make me a strong candidate for this role.

I would welcome the opportunity to discuss how I can contribute to (Company Name). Thank you for considering my application.

**Sincerely,**

(Your Name)

**TASK PLANNING/ACTIVITY 1**

**Checklist criteria:**

|  |  |
| --- | --- |
| **Criteria** | * **Check** |
| CV structure/Cover letter structure |  |
| Professional language |  |
| Use of technical oriented vocabulary |  |
| Tailoring to the company |  |
| Grammar and spelling errors |  |

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