

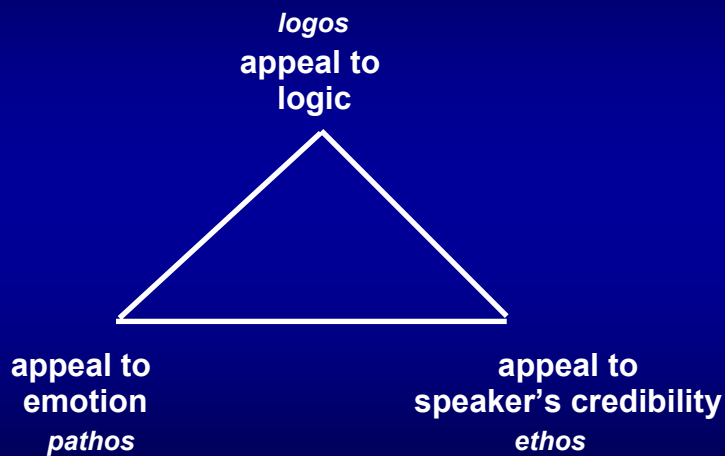
Resumes and Cover Letters

I have made this letter longer than usual because I lack the time to make it shorter.

Blaise Pascal



When making an argument, you make three different appeals to your audience



Examples are one form of logos

Cover letter for resume

6103 Ölver Loving Trail
Austin, Texas
October 30, 1996

Dr. Art Ratzel
Division 1513
Sandia National Labs
P. O. Box 5800
Albuquerque, New Mexico 87185

Dr. Art Ratzel

In last month's issue of *Undergraduate Engineer*, Sandia National Laboratories advertised positions for a summer undergraduate research program that is to begin in June 1997. Would you please consider me for such a position with your solar thermal division? I am a junior in mechanical engineering at the University of Texas, and my emphasis is in thermal fluids (see enclosed résumé).

In reading about Sandia, I learned of the solar thermal work in your division. Solar thermal technology interests me greatly. While here at the University of Texas, I have taken a course in solar energy applications. My project for that course--the comparison of heat transfer fluids for a solar thermal power plant--specifically pertains to your division's work.

After completing my bachelor of science here at the University of Texas, I plan to attend graduate school because I am interested in research. Last summer, I had the opportunity to work at Balcones Research Center in Austin and enjoyed the work and atmosphere associated with research. Given that Sandia National Laboratories is the foremost engineering research laboratory in the country, I would welcome the chance to work for you.

Thank you for your consideration, and if you have any questions, please feel free to write, email, or phone.

Sincerely,
Brad Smith
Brad Smith

Assertion

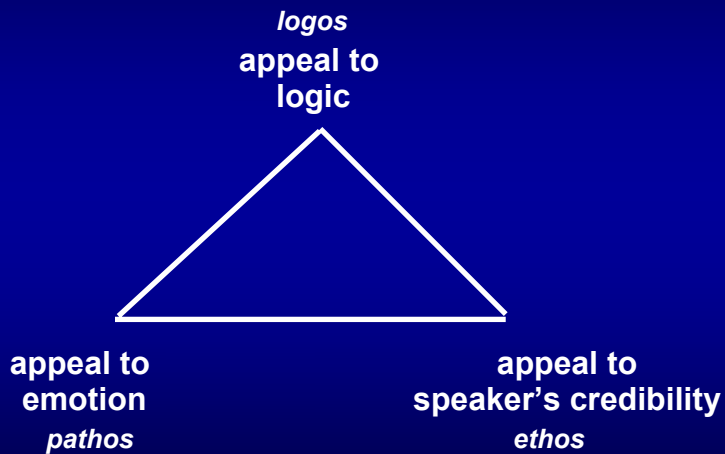
Assertion

Example

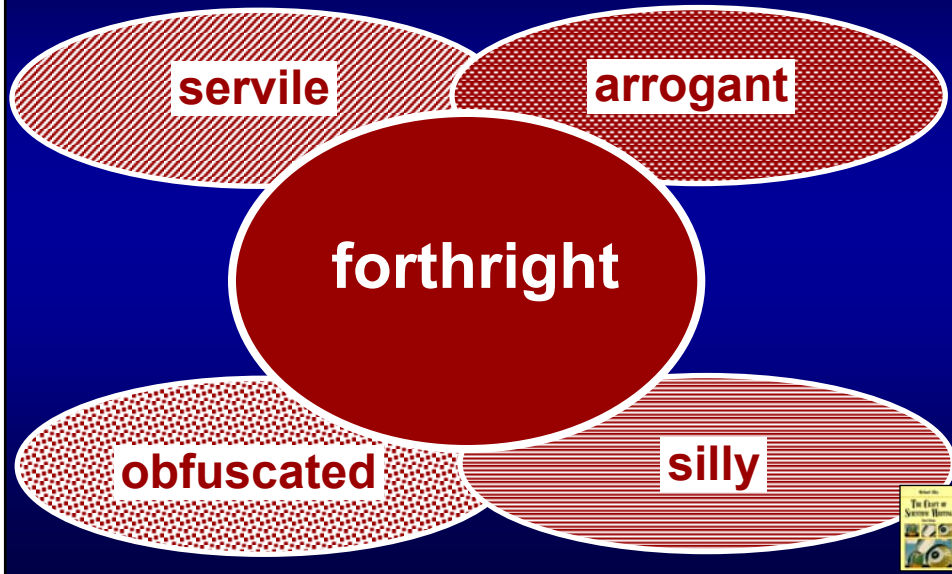
Example



When making an argument, you make three different appeals to your audience



Tone is the attitude that the writer shows about the subject



Pretentious diction often causes problems with tone

approximately

about

facilitate

cause; bring about

individualized

individual

operationability

can operate

utilization

use



Many scientists and engineers convey arrogance in their writing

Obviously,...

Figure 4 **clearly demonstrates** the ability of Raman spectroscopy to provide unambiguous chemical compound identifications from oxides as they grow on a metal surface.

As is well known, the use of gaseous insulation is becoming increasingly more widespread, with gases such as air and sulfur hexafluoride featuring prominently. There has been some discussion of using gas mixtures like nitrogen and sulfur hexafluoride, and **of course** nitrogen is the major constituent of air.



Tone often goes out of control in correspondence

As per your request...
I beg to differ with...
Enclosed please find...

Is there something special about a person who graduated from both high school and college and has never cut a class in his entire educational career?

For the **facilitation** of this end, Division 8463 will **interface** with Division 8265.

The liquid propellant fuel experienced an **unscheduled partial disassembly**.



Clichés are description expressions that are too familiar

sly as a fox
busy as a bee
faster than a speeding bullet

I am in search of a **meaningful growth position**, and your company is a **gateway to the highest professional levels and beyond...**

When you **come up to speed**, I'll touch base with you and we'll **knock heads together!**



When making an argument, you make three different appeals to your audience

