

## GCSE English Language

Please complete the below work in preparation for your start at Franklin this September.

This work should be brought with you to enrolment and your first day at Franklin.

If you aren't attending enrolment on site please just bring this when you first come to the college in September.

This should be completed in time for enrolment, work can be in a written or electronic format.

Any questions please contact our admissions department – [admissions@franklin.ac.uk](mailto:admissions@franklin.ac.uk)

### Task 1: What makes a successful persuasive letter?

1. Compare and contrast the two job application cover letters (attached), identifying any persuasive devices used.
2. Identify which of the two cover letters is the least successful and explain why.
3. Write 2-3 paragraphs examining the writer's use of language in cover letter 2.

### Task 2: Write an engaging and persuasive formal letter

1. Watch the following video about 99 year old Army Veteran Captain Tom Moore, who has managed to raise millions of pounds for the NHS during the COVID-19 crisis, just by walking around his garden: <https://www.youtube.com/watch?v=32Ba4CVLNYI>
2. Imagine that you are going to start a fund-raiser to raise money for a cause of your choosing, something that is close to your heart.

**Write a formal letter to a celebrity of your choosing, in order to persuade them to donate to and publicise your fund-raiser.**

In it you must do the following:

- Plan your response before you write it.
- Explain what cause you are supporting and why it is important to you.
- What your fundraiser will be (sponsored silence, sky-dive, head-shaving, whatever you want).
- Why you think the celebrity should use their wealth and platform to support this cause?
- Your letter should contain a formal greeting and sign-off and should contain an introductory and concluding paragraph, with at least three paragraphs in between.

## Resources for Task 1:

### **Cover Letter 1:**

Hey Mr Brown

You're probably reading a lot of applications. And you're probably not enjoying yourself. I'm writing this cover letter, and I'm not enjoying myself, either. So, let me cut to the chase.

I won't pretend that your company's mission is my passion, but I do think sales are interesting, and you seem to have a strong background per your LinkedIn page. If you hire me, I'll show up for the hours you expect me to, and do what's asked, and you'll like me. Let's face it: That puts me ahead of 99% of the applicants already.

I graduated from college and was well liked there. And you know the importance of that for sales. I'm willing to bet that you won't like the personality of most of the people who appear to be "qualified" for this entry-level position, based on the fact that if they've had time to meet the qualifications for this job by the time they graduated college, they likely have no social skills. As someone who was voted "Life of the Party" both in high school and my fraternity, you won't have to worry about hiring some stiff loser who will poorly represent the youthful image of your company, or any other worries you might have about your new hire being a cultural fit.

You'll notice that I haven't talked about what skills I have yet. Do I honestly need to? I went to an elite institution, and we all know I'd figure out how to use whatever programs you'd like me to toil away with. Working at your company doesn't take a rocket scientist, and I think we both know that, but the type of person you hire will matter, especially for your size team.

Get back to me if you're looking for someone who you'll actually enjoy working with.

### **Cover Letter 2:**

Dear Mr Brown,

I am writing to enquire if you have any vacancies in your company. I enclose my CV for your information.

As you can see, I have had extensive vacation work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many different types of people. I believe I could fit easily into your team.

I am a conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile like [insert company name].

I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience. In case you do not have any suitable openings at the moment, I would be grateful if you would keep my CV on file for any future possibilities.

Yours sincerely,