

Resume vs. Curriculum Vitae: What's the Difference?

CVs include information on one's academic background, including teaching experience, degrees, research, awards, publications, presentations, and other achievements.

CVs are thus much longer than resumes, and include more information, particularly related to academic background.

A resume provides a summary of education, work history, credentials, and other accomplishments and skills.

Resumes are the most common document requested of applicants in job applications.

A resume should be as concise as possible.

Typically, a resume is one page long, although sometimes it can be as long as two pages. Often resumes include bulleted lists to keep information concise.

Resumes come in a few types, including chronological and functional format.

CVs are thus used primarily when applying for international, academic, education, scientific, medical or research positions or when applying for fellowships or grants.

What to Include in Curriculum Vitae

Like a resume, curriculum vitae should include your name, contact information, education, skills and experience.

In addition to the basics, a CV includes research and teaching experience, publications, grants and fellowships, professional associations and licenses, awards and other information relevant to the position being applied for.

The CV presents a full history of academic credentials, so the length of the document is Variable. In contrast, a resume presents a concise picture of skills and qualifications for a specific position, so length tends to be shorter and dictated by years of experience (generally 1-2 pages).

CVs are used by individuals seeking fellowships, grants, postdoctoral positions, and teaching/research positions in postsecondary institutions or high-level research positions in industry.

CV and Resume Writing Tips

Whether writing a CV or a resume, there are a few helpful rules should be followed.

Match resume or CV to the position. This is most important when writing a resume, but it applies to a CV too. Make sure that education, work experience, and skills are highlighted as they relate to the particular industry or job.

In a CV, for example, if applying for a job in education, put your teaching experience at the top of CV. In a resume, include only the work experience that relates directly to the job applying for..

Resume or CV, helps the employer quickly see qualifications and experience.

Make sure there are no spelling or grammatical errors.

What is brochure:

Brochure:.

A brochure is a piece of paper, usually folded up, that informs new customers about products, goods, ideas and service. Brochure also supports other advertising, direct mail and online promotions... In short good brochure sells.

The point of a brochure is to be convenient to pick up, carry, and convince a customer to take action..

How to write effective brochure:

Write from readers point of view.. Know the readers concerns..

Understand what they need to know before they make purchase... Asks questions what could be the questions of customers and try answer them..

Motivate the readers to look inside..

Start with the benefits of the product and use though provoking statements that motivate the readers...

Like sales letter, brochure try is to convert the readers as consumers of products, ideas and goods..

Tell the reader that there is something inside just for them.. List the product benefits not the feature..

Like cake is made from original recipe..

Make a brochure a keeper: put helpful information in the brochure.. Encourage the reader to keep it refer to others..

Shape: design the brochure as per needs and creativity.. it depends brochure is small, round, slim tall etc.

Make it more personal.. share the feelings of the readers..

Do not be flimsy: use high quality paper with glossy finish to create a brochure that stands out..

An effective brochure clearly and succinctly outlines what a company is about and what it has to offer.

A poorly constructed brochure only confuses, frustrates..

A good headline is key. The headline on the front of brochure should always include the interests and perceived problems of targeted audience, and be followed by the solutions can be provided .

It's imperative to capture audience's attention and prompt them to read the rest of the brochure.

Remember the basics.

Don't ignore the basics when creating a brochure; it should include standard information, such as company name, at least two types of contact information, a logo and tagline. It should also include a headline on the front and two or three brief items..

outlining benefits the organization can provide. All text should be in brief, easy-to-read blocks to provide clarity for the reader.

Add graphic images and photos of product, services and/or key personnel for an eye-catching touch.

Don't confuse the reader. Avoid the temptation to list too much information on your brochure. It should be persuasive

..

Too many messages will confuse the audience and dilute main points. Focus on what interests the target audience in a succinct manner..

Avoid big words. There's no need to impress target audience by using hard-to-understand words that will send the reader scrambling for a dictionary.

goal is to provide the reader with information regarding organization...

Include a call to action. Don't assume your audience will be moved to contact or purchase product or services after they read well-crafted brochure. An effective brochure should include a call to action, such as an offer for a free product sample or a free estimate or gift.

This will entice readers and give them an incentive to act.

Memo Writing:

The primary purpose of writing a memo is to support decision-making by documenting a reference for future use.

It also helps in conveying information, presenting an informal report, and proposing a solution to a problem.

A business memo is appropriate to use when making company announcements such as employee appointments, promotions and changes in company policies.

Format of a Memo

A memo normally includes the following elements –

Organization name – in the letterhead.

Memo Title – at the top of the page.

Attachments – documents attached to the memo for reference.

Summary – placed at the beginning of the memo, should condense the subject to five or ten lines. It should not contain jargon or highly technical language.

To – Reader's full name (include honorary titles, but keep generic titles like 'Mr.', 'Ms.' out. The 'To' line negates salutation usages like 'Dear'.

One word substitution:

1: Absence of government: Anarchy

2: one who does something not professionally but for pleasure: Amateur

3: General pardon: Amnesty

4: Allowance due to wife from her husband after separation: Alimony

5: To cause someone to stop supporting you: Alienate

6: An exact copy: Facsimile

7: One who is difficult to please: Fastidious

8: The art practised by statesmen and ambassadors: Diplomacy

9: One who thinks only for oneself: Egoist

10: One who is only talking of oneself: Egotist

[12:03, 4/3/2020] Faculty Rajeev Kumar: Syllabication: Forming or dividing words into syllables

Accent:- Distinctive manner of oral expression

Rhythm:- Something recurring at regular intervals

Speech: The act of delivering a formal spoken communication to an audience

Intonation: Rise and fall of the voice pitch

Public Speaking:

1: Approach the audience with confidence

2: Greet the audience pleasantly, if possible by name, not ignoring any section

3: Introduce yourself

4: State your objectives, explain the structure

5: Tell how long you are going to take, and when you propose to respond to questions

6: Create a rapport with audience

7: Develop key points logically

8: Emphasis on key words

9: Variations in pace and pitch. Pause before and after key points

10: Eye contact sweeping across the entire audience

11: Natural gesture suited to the verbal content

12: Standing straight

13: Standing straight with weight evenly balanced on both legs, moving occasionally.

14: Precise and forceful conclusion and prompts immediate action.

15: Give precise and pointed answer after a brief pause

16: Explanation should be clear to the entire audience

17: Questions from the audience be answered one by one and take no question casually

18: Do not argue

19: If you don't know the answer, admit it and express your thanks if someone correct you factually..

20: Apart from that follow the principle of communication that is 7Cs and 4S...

(7C and 4S I have explained in the class several times)

A suffix is a part added to the end of a word to form a new word or to change the grammatical function (part of speech) of the original word.

Example.. Use if suffix fun is added it becomes Useful...Similarly

State + ment : Statement

Create + ion: creation

able, -ible. Meaning: capable of being

WHAT IS JAM?

JAM is nothing but just a minute. It is session to talk about a particular topic for minute without having any grammar mistakes. While the candidate is speaking on a given topic, interviewer also tests he/she communication, behavior, smartness, way of presenting skills, confidence skills etc., while talking. candidate should speak on given topic without any repetition of sentences with good communication skills. In some of the interviews the interviewer will ask us to select a topic and talk for a minute. This is the very important session for the candidate to get good impression on them. Just a minute-JAM.

What is extempore speech

Extempore is an impromptu speech that is delivered with little or no preparation. As an extempore is spontaneous, it requires great effort to deliver it successfully. The most important aspect of extempore is that it helps in the enhancement of communication & cognitive skills. The core idea of the extempore speech is to gather & articulate all the thoughts that come to the mind in an innovative way and present them in a coherent and well organized manner- all within the span of a minute. Communication skills, especially oral communication, where aspects of language accompanied by the non-verbal gestures (such as eye contact, facial expressions, body language etc), audience understanding, and active listening etc. come to the fore in extempore and other such oratorical events.

What is Impromptu

Impromptu speech is by and large similar to extempore speech where the orator makes the speech without any preparation or little preparation... The speaker may or may not be aware about topic in the form of question given to him/her...Generally, in Impromptu speech time allotted to speaker is between 8 and 10 minutes... We can say it is short speech, having no preparation or gloomy idea about topic and type of extempore to be finished with 10 minutes...

How to make effective presentation:

1: Agenda

a: Give confident introduction

b: Give your credentials(A document attesting to the truth of certain stated facts)

c: Perfect speech(deliver your hook)

d: Introduce your agenda

e: Give credible statement

1: Show your Passion and Connect with your Audience

2: Focus on your Audience's Needs

3: Keep it Simple: Concentrate on your Core Message

4: Smile and Make Eye Contact with your Audience

5: Start Strongly

6: Tell Stories

7: Use your Voice Effectively

8: Use your Body Too

9: Relax, Breathe and Enjoy

In case of PPT presentation:

Contain no more than 10 slides;

Last no more than 20 minutes; and

Use a font size of no less than 30 point.

How to make effective presentation:

1: Agenda

a: Give confident introduction

b: Give your credentials(A document attesting to the truth of certain stated facts)

c: Perfect speech(deliver your hook)

d: Introduce your agenda

e: Give credible statement

1: Show your Passion and Connect with your Audience

2: Focus on your Audience's Needs

3: Keep it Simple: Concentrate on your Core Message

4: Smile and Make Eye Contact with your Audience

5: Start Strongly

6: Tell Stories

7: Use your Voice Effectively

8: Use your Body Too

9: Relax, Breathe and Enjoy

In case of PPT presentation:

Contain no more than 10 slides;

Last no more than 20 minutes; and

Use a font size of no less than 30 point.