

Writing a cv/resume in the context of 'Globish'

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ABSTRACT

English language has transcended the legacy of the British Empire and, with the advent of political expediency, consumerism, the infinite reservoir of cyberspace and international soccer, it has won the status of Globish. With the establishment of the National Skill Development Council by the Government of India in the recent past, the focus in recruitment for jobs is on the exhibition of relevant skills by job seekers. Naturally, in one's CV/Resume, the inclusion of the element 'skills' gains a prime place. This article, while throwing light on the emergence of Globish, illustrates the technique of writing a model CV/Resume, which would play a vital role in winning a job in the competitive world. Most of the job seekers do not choose to provide the right resume for the right job.

Keywords: Globish; Job-specific Skills; Writing CVs/Resumes.

It is surprising to note that English language has transcended the legacy of the British Empire and its bounds are set so wide nowadays that it can truly be said to belong to the world. While its triumph continues, it is no longer co-terminus with the triumph of the English-speaking peoples. Nerriere (1995), the French businessman, coined the term "Globish" in 1995 (The Australian, 2006), as he had appropriately noticed that non-native English speakers in Asia found it easier to do business with one another than with the native speakers. According to him, it was a "decaffeinated" (Nerriere, 1995) version without complexity or cultural baggage.

In fact, Globish is almost a simple, neutral, intelligible medium for cross-cultural communication, providing the main avenue

of advancement in society. Fortunately, everyone has access to an unlimited supply of data which float in the infinite reservoir of cyberspace. The varieties of English serve a full range of communicative functions. English has already become the world's lingua franca, the worldwide dialect of the third millennium. It is sustained by the Internet, global marketing, mass consumerism, instant communications, international soccer, texting, and cricket. It has already gained a big advantage over Chinese today. Speaking good English does not mean using bombastic language or adopting an artificial English but a language that is neutral and intelligible to all.

As 'world' has become one, communicative Globish plays an important role in the modern era when people can effortlessly

convey their ideas and beliefs to others through electronic as well as print media. As Lord Neil Kinnock observed, "The growth of the use of Globish as the world's primary language for international communication has obviously been continuing for several decades" (Graddol, 2006) and "all the evidence suggests that the position of Globish as a global language is going to become stronger" (Crystal, 2003:27). The recent international, economic, technological and cultural changes are primarily responsible for placing Globish on this level. A knowledge of this naturally provides competitive advantage over others. In this context, written communication presents a clear and major challenge at the international market.

In the realm of communicative Globish (written communication), the resume plays an important role. Like Zinda Tilismath*, the budding and unemployed youth in the Indian Union prepare a resume which they hurriedly send to many job-giving concerns. With a view to helping the educated youth in India, a brief account of this aspect of written communication is presented below.

In today's aggressively competitive world, any corporate company would like to recruit truly competent persons for their organization. Before conducting an interview, the job-givers go through the CV/Resume (from Latin, meaning 'course of life') of the job-seeker. So, there is a clear need for drafting an impressive CV/Resume in

order to enable the employer call worthy applicants for an interview. Murthy (2011) lamented that only 20% of the technocrats in India are eligible to land a decent job.

There are two fairly representative CVs/Resumes in vogue at present, viz. the British and the American model. The former prefers the term 'CV', whereas the latter 'Resume'. Though both the terms are used in the job market, there is a little difference between the two in respect of their purpose. A CV, an abbreviation for Curriculum Vitae, is not always job-specific and usually records chronologically the aspirant's academic and professional life including the jobs he/she had worked in. A Resume, by and large, is job-specific; it includes one's education and the jobs one has held in the past. Generally, it helps in gaining a job but not in winning a scholarship/fellowship and other academic awards. A CV may be long and comprehensive at times, whereas a Resume is brief and usually does not go over two pages.

The job seeker must submit a relevant and appropriate CV that suits the requirements of the job. For example, when one applies for the post of a manager in a company, one's CV must contain, in brief, details pertaining to his aptitude and skills for a managerial post. It should highlight one's important strengths. It should begin with the name and address for communication, the present as well as the permanent address. It is advisable to provide one's Email address, too.

* A Unani solution which is used for curing many diseases like cold, coughs, throat pain, body pain, stomach disorders, ear pain, tooth pain, etc. The efficacy of this herbal medicine is yet to be authenticated by the doctors all over the world.

The second aspect pertains to the aim and objective of the job-hunter. He must overtly specify why he intends to choose a particular job over others. He must express his primary aim in achieving the goal. Generally, in the Indian context, the aspirant puts forth his only one objective: serving the company. However, keeping in mind the job in question, he must state his aims and objectives related to it. Suppose that he applies for the post of a quality manager in a company. He must state that his aim is to improve the quality of functioning of the work force there. If the post is that of a marketing manager, he must put forth his aim and objective of promoting sales and business of the company as well as his own welfare. The main point is that the objective almost varies from one post to another. One must subordinate a little of one's own self-interest by putting forth the interest of the company.

The next element relates to the most useful information regarding the applicant's education and experience in the relevant field. In the British model, the heading 'Profile' connotes the work experience of the applicant during the period of his study and also the relevant details of the job he/she is seeking.

Naturally, this is a more comprehensive account of the applicant's ability in the field. In the British model, the heading 'Education and Qualifications' includes the aspirant's academic pursuits as well as relevant professional training. The applicant must begin with the latest Degree/Diploma/Title won by him. He must furnish the details

for a period of ten years so as to enable the employer to know whether he has had any break/discontinuity in his studies. The applicant who has a brilliant academic record is likely to make a good impression on the job provider.

In the American model, only the column 'Education' appears. Here, the applicant merely gives his latest academic accomplishments, usually for six years. Next appears the column 'Training' in primary, secondary, collegiate, and university level educational institutions in the country. Besides academic and educational details, the job seeker must give particulars of various training programmes and special programmes attended in the past. Training programmes constitute the requisite qualifications for a job.

The next aspect pertains to the knowledge of the contender specific to the job. In the British model, it is called 'Work Experience', whereas, in the American model, it is called 'Experience.' For example, for the post of a junior executive in the Human Resources Development department, practical experience in conducting group discussions/debates at the district level, NCC/NSS/SCOUTS, intercollegiate level courses and competitions, and so on will carry weight. In the American model, under 'Experience', the job seeker can furnish only those details which have some bearing on the job applied for.

The most significant constituent of the CV is the heading 'Skills'. The Government of India recently established a Skill

Development Council with a view to making the country the 'Skill Capital of the World.' The job aspirant is supposed to exhibit his linguistic, computational and soft skills including his abilities in a specific job. His fluency in English (Globish), French and Spanish besides any one of the Indian languages preferably Hindi, is welcome. Nowadays companies prefer candidates who are proficient in persuasive and negotiation skills, which would enhance one's ability in conflict-resolution. He is supposed to give an objective and realistic account of his skills with supporting details. Any exaggerated and fabricated account of them would lead to loss of the job very soon. Competence in the use of basic computer applications like Microsoft Office tools and Adobe Flash adds value to the CV. A word about hobbies may be mentioned here. Nowadays, the term 'Interests' is used in place of hobbies. Naturally, one's hobbies, and dramatic and theatrical talents may be appreciated.

Most job seekers forget to include 'References', who would testify to the credentials of the aspirant. This will help the employer to validate core information about the job seeker from the referees. Other significant aspects which the applicant forgets to consider are: a) Writing a good 'cover letter' specifying his key arguments for winning the job; b) Updating the CV periodically; and c) Posting the CV on different online media like 'Monster India' and 'Naukri'. A model CV or Resume follows:

A Model CV/Résumé for the Post of a Junior Executive in HRD Department

Name:

Present Address:

Permanent Address:

Objective:

To obtain an entry level executive position and contribute towards achieving the organization's goals

Education and qualifications:

- 2015-2016 : _____
- 2011-2015 : _____
- 2003-2010 : _____
- August 2016-April 2019 : _____
- November 2010-May 2016 : _____
- July-October 2010 : _____
- August-September 2009 : _____

Honours & Awards Received:

- Received the rating of "Outstanding Tutor" from the participants of the 'Psychology for living' Programme in 2011.
- Special certificate for arranging picnics successfully

Work experience:

- August 2015-December 2018: _____
- July 2012-July 2015 : _____
- April 2010-June 2012 : _____

Skills and Aptitude:

- An optimist with a strong belief in lateral management

- Fluent in Hindi and English; conversational Arabic and Spanish.
- Competent in computational skills including Microsoft Office, HTML, and Cloud computing
- Possess International Car Driving License

References:

- 1.
- 2.

Cover Letter

From

To

Dear Sir,

I would like to apply for the post of 'Junior Executive' advertised in The Hindu of August 2nd.

Please find enclosed my latest CV. My particular interest lies in working for an

established concern like yours. With my strong belief in the concept of lateral management, I would exhibit my skills successfully and bring success and development to customers and also to the prestigious company.

I would be available to appear for an interview at any time from now.

Looking forward to hearing from you,

Yours sincerely,

Enc.: CV

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