

# MEMORANDUM

**To:** ENC 3249 Students  
**From:** Dr. Malesh  
**Subject:** Your Keyword Report and Job Ad  
**Date:** 30 January 2023

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The purpose of this memo is to acquaint you with the Keyword Report micro genre. Your keyword report will include all the necessary top matter (To, From, Subject, Date, plus Memo headline), an introduction which explains the purpose of your memo (Hint: go look at the assignment brief, which basically spells it out), and then provides a list of keywords that you will put to work in your job documents.

The list of keywords, below, includes both good and bad keywords. Note that some of these keywords are in fact key *phrases*. I have chosen these keywords for purpose of illustration – they are not from a job ad per se, but instead exemplify what you might find. Each keyword includes a brief rationale which will help you to write rationales of your own.

## Keyword List

- **Java** – This is a bad keyword. While it's no doubt going to appear in numerous job ads, it is so ubiquitous that it is essentially meaningless. The same goes for words like Python, C++, and really just the name of any single application, operating system, or language.
- **Work with a team** – This is not bad – better than simply repeating a single word, but a little generic. It's a skill we're studying in this class so of course I will take favorably to it, but the lack of specific verbiage means this is still a little generic.
- **Illustrate technical documents using Excalidraw** – This is a goldilocks keyword, and while you probably won't get this perfect of a "gimme," it has the flavor of what you're looking for. It aligns specific tasks with specific tools. Bingo. Note that in a pinch you could extract just "Illustrate technical documents" or the "Excalidraw" application from here if it's not a perfect match for you.

Aligning your skills, education, experience, and all the rest to what an employer is looking for can be a tall order. Work methodically and try to put your best self forward at all times. Think about what you offer, and also think about ways to offer more. Finally, think of how to express that in a way that is appealing to your potential employer.

If you have questions concerning the content or format of this memo, please contact Dr. Malesh by email: [vmalesh@fiu.edu](mailto:vmalesh@fiu.edu)