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## Employment Project Revision: Digital Textual Analysis

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# Employment Project Revision Exercise

## - Digital Textual Analysis –

Professional & Technical Communications Assignment  
Amanda Boczar, Ph.D.

### Assignment Overview

The Employment Project requires careful attention to detail, asking you to research the needs of a certain market, mine job advertisements to uncover what employers seek in an employee, and then to present yourself to a company through an attractive and effective resume and supporting document.

Several reoccurring weaknesses that arose in the draft submissions. The top three weaknesses, highlighted in yellow, represented the most common mistakes for producing an effective application package.

- Support document fails to address the companies desired jobs qualifications.
- Support document fails to use key language from the company.
- Support document fails to address the mission/vision statement of the company.
- Support document does not properly address the company or reader.
- Poor organization, presentation, or overall aesthetic.
- Resume does not highlight relevant skills.
- Resume is too cluttered or too empty.

This revision exercise is designed to help you target these weaknesses by allowing you to see your words differently, outside the context of the resume or supporting document formatting. You will be asked to run up to three text reports using a digital tool that will provide raw analysis of the language you used in your documents. Using [Voyant-tools.org](http://Voyant-tools.org), you will generate several data visualizations of the text used in your job advertisement, resume, and supporting document. Your task is to then critically analyze those reports in relation to your job advertisement, and revise your assignments using the information you learned.

### Assignment Outline

#### Part 1: The Job Advertisement

- I. Using the website [voyant-tools.org](http://voyant-tools.org), copy+paste the complete text of your job advertisement.
- II. Review your results, especially your summary on the bottom left, and the word cloud on the top left. Experiment with showing more or less terms on the word cloud by using the slider next to "Terms."
- III. Take a screen shot of your Voyant results (instructions can be found online).

## Part 2: The Resume

- I. Using the website [voyant-tools.org](http://voyant-tools.org), copy+paste the complete text of your resume.
- II. Review your results, especially your summary on the bottom left, and the word cloud on the top left. Experiment with showing more or less terms on the word cloud by using the slider next to "Terms."
- III. Take a screen shot of your Voyant results (instructions can be found online).

## Part 3: The Supporting Document

- I. Open a new tab and, again using the website [voyant-tools.org](http://voyant-tools.org), copy+paste the complete text of your supporting document.
- II. Review your results, especially your summary on the bottom left, and the word cloud on the top left. Experiment with showing more or less terms on the word cloud by using the slider next to "Terms."
- III. Take a screen shot of your Voyant results (instructions can be found online).

## Part 4: Analysis

- I. Open the job advertisement for the position and compare your results to the advertisement.
- II. Respond to the following questions in a critical analysis of your employment project and the data visualizations (150-350 words):
  - a. How well does your resume match the language used in the job advertisement?
  - b. How well does your supporting document?
  - c. What word(s) do you overuse in the documents that you might be able to limit or eliminate?
  - d. What do you need to add to better match the job's desired qualifications or the company's overall mission/vision statement?
  - e. Do you feel like Voyant provides you with a fair assessment of the quality of your documents? If not, what are these tools missing?

## Part 5: Revisions

- I. Once you have completed Parts 1-3, you are welcome to revise your resume and/or your supporting document, keeping in mind the rules we discussed in class for maintaining a professional and appealing aesthetic.
- II. Compile your Voyant screen shots (for both documents even if you only revised one), your critical analysis, and your revised documents into a single PDF document (again, instructions can be found online).
- III. Upload your assignment to Canvas before the deadline.