

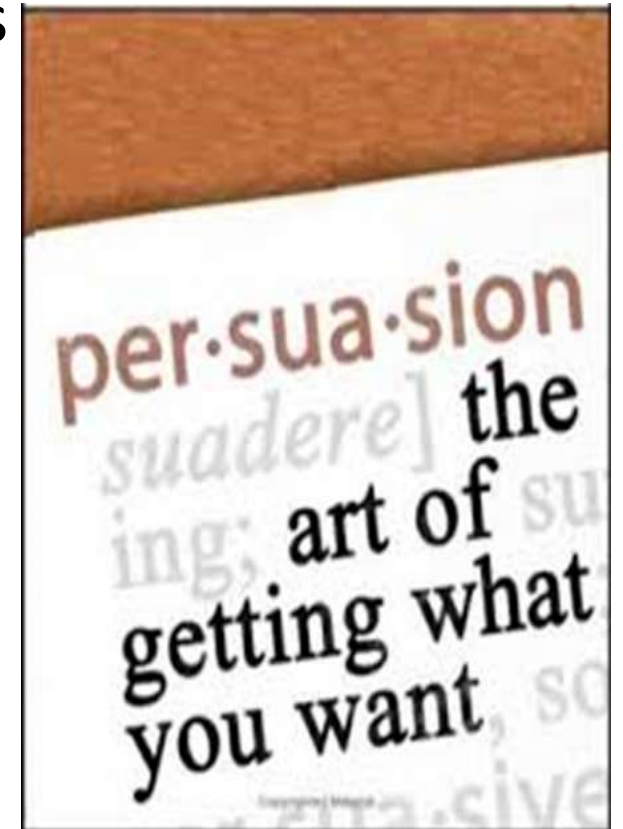
Al Quds University



Motivation Letters
By: Muhammad Sharia

What is it?

- A motivation letter introduces you and your resume to potential university positions / interns / research opportunities
- An important first impression that prepares the reader for your application, stating
 - why you are writing,
 - why you are the best person for the position,
 - and why you fit well.



Does more than that, though...

- Explains your experiences in a story-like format
- Allows you to go in-depth about important experiences/skills and relate them to position requirements
- Shows the university that you are individualizing this position application
- Provides a sample of your written communication skills

What is the difference between cover letter and motivation letter?

- The **motivation letter** is usually used when applying for something e.g. for acceptance to a university, to a student program, to a non-profit organization for voluntary work etc. ...
- The **cover letter** is used when you apply for a job. You send both a **letter** and your detailed CV.



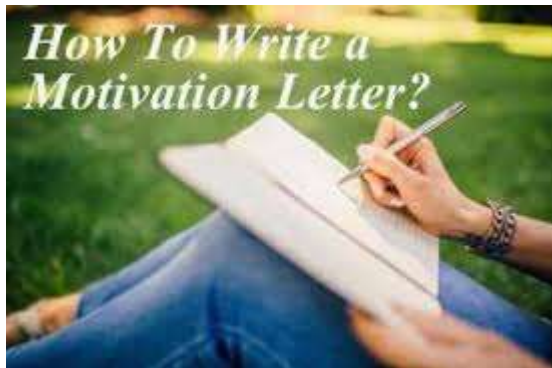
So; ML

- It should convince the reader to look further through the CV / research proposal



Four Steps:

- 1. Conduct Research on The University***
- 2. Deconstruct the position or internship description***
- 3. Consolidate and prioritize the key requirements you have extracted***
- 4. Plug yourself into the university and position requirements***



Four Parts

Heading

Provide your contact information.
Include the
Include the address of the university contact

Introduction

- Greet the specific person you address the letter to.
- State the position you are applying for, where you heard about
- State why you believe you are a strong candidate, including 2-3 key qualifications that you will address in the rest of the letter.

Argument / Body

- Tailor motivation letter for each position application.
- Focus each paragraph on one qualification.
- Give specific examples to prove skills.
- Tell a story; do not just list your skills.
- Refer to your resume; do not repeat it.
- Do not use contractions.

Closing

- Close with a strong reminder of why you are a good candidate.
- Concentrate on your request.
- Provide contact information.
- Thank them!
- Sign your name and print it underneath.

Formats

Length

Keep to one page!

- Write one paragraph of introduction,
- one-three paragraphs to prove your skills,
- and one paragraph to conclude

Spacing

- Single-space your cover letter.
- Leave a space between addresses and dates in the heading.
- Leave a space between your heading and greeting ("Dear...").
- Leave a space between each paragraph.
- Leave at least three spaces between your complimentary close ("Sincerely,") and typed name.
- Sign your name in ink between them

Margins & Alignment

- Use standard margins (one-inch margins, usually).
- Or smaller margins as long as you are consistent on all sides.
- Center your letter in the middle of the page.
- Align all paragraphs to the left of the page.

Showing off...

- Yes – show you know the university and that you are a good match for it
 - {Ankara University is committed to providing their students with superior high quality education and one-on-one assistance and collaboration. My experience shows I can work with students from different backgrounds and cultures, proving I know how to put integration and collaboration first.}



How do I find this?

- Read the ads
- Read the university web page
- Ask colleagues
- Call!
- If you find the name, but cannot crack the gender of the person, you may greet that person using their full name instead of their last name. For example:
 - Dear Ms. Kincaid, (For Amy Kincaid)
 - Dear Pat Thompson, (For Pat Thompson)



What Goes in the Introduction?



- the purpose of your introduction is to catch the reader's attention and make you stand out
- you need to be as specific as possible in this section.
 - State the university you attend, your major, and what position you are applying for.
 - Mention where you heard about the position.
 - Mention the name of a professor or other contact who has a positive connection with the university.

Examples

- As an Al Quds University student in Dentistry, I am applying for the Internship / Master program advertised on your website.
- Professor Elham Khateeb speaks highly of your university, and she urged me to write directly to you.
- I have been thinking about your requirements in the ad. I agree that a team spirit and strong work ethic are vital for success, and I believe I can bring these qualities to the proposed vacant.
- *(Practice)*



What Else?

- After gaining the initial attention of the reader, you must make a strong claim about your candidacy.
- Clearly state two-three qualifications you have that match the university/position.

Examples

- I agree that a team spirit and strong work ethic are vital for success, and I believe I can bring these qualities to the proposed position.
- I believe that my research experience, statistics, hard working and enthusiasm for writing make me a strong candidate for the Master / Internship position.
- *(Practice)*

What do I include in my argument/body?

- describe the most important qualifications to prove why you are the strongest candidate for the position.
- focus your cover letter's body around the two-three qualifications you mention in the introduction.

Answer these two questions...

1. How can I prove I am qualified for this position?
2. What have I done that sets me apart from other candidates?

How can I prove I am qualified?

- describe the experiences of how you received and grew your skills,
- mention specific places you worked and positions you held.
 - My communication skills in the workplace have grown because of my internships. When I was an intern at Al Amal Clinic, I wrote memos and reports to surgeons and colleagues on a daily basis. This experience taught me to write professionally and to-the-point.
- *(Practice)*

How do I set myself apart?

- Special projects
 - Explain course work that gives you a type of professional experience.
- Awards
 - Show that others have recognized the high quality of your work.
 - Include only those awards that relate to the position you desire.
- Accomplishments
 - Demonstrate how you improved efficiency/productivity at work or university.
 - Include what you did at university that proves your skills.
 - Explain how you set a goal and reached it.

Example

- While at Vella Vetta, I participated in a collaborative survey to diagnose severe dentistry problems in elementary schools. With two peers, I served as a team leader for girls schools, and diagnosed more than 30 severe cases. In order to make feasible reports and recommendations to surgeons, we conducted interviews with experts, searched the web sites, and consulted our professors for multiple analyses of the cases...
- (Practice)

What do I include in my closing?

- Close with a strong reminder of why you are a good candidate.
- Request an interview in some way or second round.
- Provide contact information.
- Thank them!
- Close your letter with “Sincerely” or “Respectfully Yours,”
- Sign your name and print it underneath.

Example

- I am eager to speak with you and discuss my possible contribution to your research project, as I feel my experiences in communication and research techniques will be an asset to the project. Please contact me at 05999999, or email me at anyone@students.alquds.edu. Thank you for your time and consideration.
- *(Practice)*

Finally...

- Proofread the motivation letter **after a few hours or days** (improve sentences, grammar, typos).
- Give your motivation letter to friends, professors, and/or colleagues for proofreading and suggestions.



Tips and Tricks: Don'ts



1. **“Average is not enough”**. Your motivation letter has to be different than that of others. A motivation letter is a personal letter, so use your own style to show who you are.
2. **“Stick to the point”**. Universities want to know why you want to join them. Be as concrete as possible.
3. **“Don’t let your motivation letter and your CV (echo)”**. The motivation letter should be complementary to your CV. Don’t list all the items of your CV in the motivation letter.
4. **“Don’t exaggerate”**. Make sure that you mention real facts.
5. In case of sending your letter via e-mail: Make sure that you have a **“serious” e-mail address**.

Tips and Tricks: Do's



1. Mention clearly why the university has to choose you. Be concrete, convincing, without being arrogant.
2. Start your letter with the name of the responsible person. This person will feel personally approached, which is always positive.
3. Start always with your positive points, weak points they will ask in the talk, so don't mention them in your letter.
4. Formulate your letter positive and future oriented.

Example: "I am eager to learn and prepared to adapt myself to the new research situation...", instead of "I have no experience in this research field."

Tips and Tricks: Do's



5. Motivate your statements with facts and experiences.
6. Collect information about the university / project.
7. Put only the most relevant facts and experiences in your motivation letter. Keep it brief, simple and clear.
8. Mention what you have reached for so far at educational and or professional level.
9. Tell in which way you distinguish yourself from others with the same education.

Check before sending your letter;



- ✓ Did I mention clearly the function I want to apply for?
- ✓ Did I motivated clearly why I want to apply for that function?
- ✓ Did I mention why I fit this job/ stage?
- ✓ Am I as concrete as possible, with examples where relevant (from my CV or other experiences)
- ✓ Did I gave an impression of who I am?
- ✓ Did I checked my motivation letter on errors?
- ✓ Did I checked if my CV is still up to date and relevant for the function?

Thank you for considering the University of the Western Cape as your university of choice

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To ensure the successful completion of your application please ensure that you submit the following supporting documents to the relevant Faculty:

- Certified copy of identification document
- Certified copy of Passport (International Applicants only)
- Official Academic Transcripts/record of results (All applicants)
- Certified copies of degree certificates (All applicants)
- SAQA Evaluation Certificate (International Applicants only)
- Short Curriculum Vitae (CV) (All applicants)
- One page letter of motivation (All applicants)
- Short research intention (Master and Doctoral applicants only)

Consent, faculties if additional documentation is required

ALL DOCUMENTS MUST BE UPLOADED TO:
<https://form.myjotform.com/81221243060541>

If the required documents are not received by

2

30 September 2018 your application will not be considered international applicants - All applicants who did not obtain their qualifications in South Africa please note:

- You need to submit all your qualifications to the South African Qualifications Association (SAQA) for an evaluation
- We cannot respond to your application until you submit a certificate issued by SAQA stating the NQF level of your qualifications.
- Please visit the SAQA website at www.saqa.org.za for more information about the process.
- Residential Services - If you have applied for university accommodation, UWC Residential Services Department will deal with this application in a separate process

3

- Only successful applicants will receive a written confirmation of his/her space in Residence by 10 December 2018. We therefore urge all applicants to make alternate arrangements in the event that the application to Residence is not successful. A list of private accommodation closer to the University is available on request via e-mail.
- All enquiries may be directed to one of the following contacts:
Telephone number: +27 21 959 2569/4298 or email resservices2@uwc.ac.za
- Alternatively, applicants may apply to Kovacs UWC Student Village on campus. A separate on-line application is required at www.kovacsuwc.co.za. For more information email kovacs@uwc.ac.za or contact the offices at +27 21 9599500/9502.

4

There is **NO** fee payable for your postgraduate application



Please make sure that you use the application number cited above in all future communication with the University and visit our website www.uwc.ac.za/students for further information.

Guidelines and Format for Submissions

Curriculum Vitae

- Your name and contact details (include preferred email)
- Work experience (include dates and places)
- Qualifications (include year obtained, institution)
- Research outputs (include conferences attended: presenting a paper or not, name of paper, conference; workshops, research projects and their titles)
- Co-curricular activities (e.g. sports)
- Awards obtained

Motivational Letter

- The letter of motivation should include why you want to pursue postgraduate studies. Draw on your past experiences to illustrate your level of preparedness to enter postgraduate studies.

Research Intention (5 pages)

- Background to the study (Context needed to understand the work)
- What is the problem? (What are the phenomenon, and/or your angle on it?)
- What do we know about the phenomenon?
- What do we not know about the phenomenon? (What is the gap in the literature / knowledge base?)
- Objectives of the study? (Research objectives, questions and/or hypothesis and/or research proposition)
- What methods and data will be used?

FACULTY	EMAIL ADDRESS	TELEPHONE NUMBER
Arts	artspostgrad@uwc.ac.za	+27 21 959 9257
Community and Health Sciences	chshelpdesk@uwc.ac.za	+27 21 959 2852
Dentistry	dentistry@uwc.ac.za	+27 21 937 3148
Economic and Management Sciences	ems-pg@uwc.ac.za	+27 21 959 3163
Education	nmartins@uwc.ac.za	+27 21 959 2276
Law	lawpostgradeng@uwc.ac.za	+27 21 959 9338
Natural Sciences	science-postgrad@uwc.ac.za	+27 21 959 2975

ALL DOCUMENTS MUST BE UPLOADED TO:
<https://form.myjotform.com/81221243060541>

For further enquiries contact our UWC Contact Centre on +27 21 959 3900/01 or
admissions@uwc.ac.za

Thank you for considering the University of the Western Cape as your university of choice

Example 1: Motivation Letter for a Masters of Science Degree (MSc)

- Dear sir /Madam,
- My name is [name] and most recently I have been working as a [job title] at [company name]. I hold a B.Sc degree in [subject] from [university name].
- The undergraduate curriculum in [subject], [university name], introduced me to a wide variety of subjects in the field of [subject]. Various courses like [course 1], [course 2], [course 3] (name all relevant courses) provided me with a strong footing in [subject of the masters degree].
- While offering both depth and breadth across this field, these courses put into perspective the importance and relevance of [subject] and the application of its fundamentals to the problems faced by the real world.
- I am much eager to adopt and know new technologies. I am really enthusiastic to attend a Master of [subject] at [university name] in order to understand different [subject] concepts and its applications to more complex real life situations. The good reputation of high-quality education standards, an extremely distinguished faculty members, and research facilities are the factors which have motivated me to apply for my masters studies at [university name].
- Moreover, I feel I am responsible for making a big move in this field and this scholarship will give me a big chance to be one day someone who is remembered for his innovations. I think it is our duty as people sharing life in this world to make our future better because the future is not only ours. The next generation should be proud of us one day when they look back and find how hard we worked to make the world a better place. I believe my qualification and your needs would be an excellent fit. I will be happy to provide any further information or documents if required. I look forward to your positive response. Thank you for your time and consideration.
- Kind regards,
- Name

Example 2: Motivation Letter for a Masters of Art Degree (M.A.)

- *Dear Prof. [name],*
- *I am writing to inform you of my interest in the Masters of Arts [name] program at [university name].*
- *I currently hold my Bachelor's of Arts in Art History [subject] from the University of [name], having graduated with cum laude with a GPA of 3.82 [grade]. After attending the University of [name], I completed a 3 month internship at the National Gallery in London (GB) followed by a 6 months internship at the Museum of Modern Art in New York (USA).*
- *During my studies and internships I developed a deep interest in Italian Art, with a particular focus on artists from the 17th century. Having worked under the supervision of Prof. [name] at the National Gallery enabled me to get a very deep understanding of [specific subject] and I see the Masters of Arts [name] program at [university name] as a unique opportunity to intensify my knowledge and continue my studies.*
- *Given my education and experience from [university name], National Gallery and Museum of Modern Art, I am confident that I am an excellent fit for the Masters of Arts [name] program at [university name]. I have researched the program and determined that the coursework and research profile of the college are a strong match. I'm particularly impressed by the volumes of [name] books in the university's library, which are of particular interest for me and which I would love to study in great detail.*
- *If you have any further questions, please contact me using the information at the top of this letter.*
-
- *Kind regards,*
- *Your name*

WWW.

- <https://www.studential.com/personal-statement-examples/dentistry-personal-statements>
- <https://www.dayjob.com/content/dentistry-degree-834.htm>
- <http://motivationletter.net/university/>

ANY QUESTIONS??

Muhammad Sharia
msharia@staff.alquds.edu

*Thank
you*

