

M1.2 Exercise: Correspondence Analysis

Instructor Note: This exercise helps students apply what they are learning about purpose, audience, and design by analyzing existing correspondence. The term “effective” is used to help them understand that correspondence should give the audience the information they need to do a job. You may wish here to return to the statement in the textbook that professional writing should result in action.

Exercise

The goal of this exercise is to give you the opportunity to apply what you are learning about purpose, audience, and design (PAD) by analyzing existing correspondence. This work will help you think through how to create your own effective correspondence.

Below are three examples of professional correspondence, a letter, and email, and a memo:

- Example Letter - Download File Here (See file M1.2_Example Letter)
(From:<https://images.examples.com/wp-content/uploads/2018/04/Formal-Immediate-Resignation-Letter.jpg>)
- Example Email - Download File Here (See file M1.2_Example Email)
(From:<https://www.groovehq.com/attachments/support/how-to-handle-angry-customer-service-complaint-on-twitter/3.png>)
- Example Memo - Download File Here (See file M1.2_Example Memo) (From:
<https://in.pinterest.com/pin/645844402803907169/>)

All of these correspondences have strengths and weaknesses. Using what you have learned about purpose and audience, consider how these correspondences are written and how they look. Consider whether the correspondence effectively achieves its goals. Review the correspondence, then address the following for each example:

1. Describe the letter's/email's/memo's strengths and weaknesses in terms of the following:
 - Format—Is the design of the correspondence effective?
 - Organization—Is the order in which the information is presented effective?
 - Style—Is the writing style and tone effective?
2. Identify the most effective and least effective correspondence of the three, and explain why you picked the ones you picked.
3. Choose one correspondence and rewrite it so that it more effectively accomplished its goals.