

ENGLISH 3771 CLASS ASSIGNMENT
Section E264

Dates: 8/28/2013 to 12/23/2013



Portfolio Assignment: Negative Message
Draft due: 10/23/13

Directions

Please review the following thought problems found in Module 11 of your text. Choose one of these problems and complete the exercise using an appropriate letter or memo template.

1. A Difficult Negative Message – Taking Away Extra Pay (p. 182)

Part-time employees will no longer be compensated for extra work done on behalf of the organization. (memo)

2. Telling Retirees They Must Switch to HMOs (p. 183)

Explain to company retirees how changes to their health insurance plan will affect them and how to make the necessary adjustments. (letter)

3. Rejecting a Suggestion (p. 184)

Explain to an employee why his suggestion for a new photocopier will not be implemented. (memo)

4. Announcing Cost-Savings Measures (p. 184-185)

Your company must eliminate employee perks and comforts to reduce costs during a time of economic difficulties. (memo)

Rubric

The rubric below will be used to assess the draft of your assignment. Note, because this is a draft assignment, you will not receive a grade. Instead, you will receive a response designed to help you improve your document for submission as part of your portfolio:

Objective:	Points Earned	Points Possible
Document gives negative information clearly.		
Document gives reasons for negative information appropriately.		
Document offers alternatives and goodwill as appropriate to the situation.		
Rhetorical features (e.g., subject line, buffer, etc.) and information structure are appropriate for a negative message.		
Tone is effective to convey negative information.		
Grammar and stylistic decisions do not interfere with meaning or reception of document.		
Total:		