

## Teaching Audience and Tone to Business Writing Students: INSTRUCTOR SCRIPT

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**LECTURE/SETUP:** *Next we are going to do an exercise in listening. The exercise will consist of three parts. I'll give you the instructions for each part immediately before we do it.*

*In a moment, I'll be playing a recording for you. Your job will be to listen to the piece in its entirety (about 3 minutes).*

*After that, I will ask you to write your impressions of this piece of music. As you are listening, feel free to jot down notes. I will NOT collect these initial reactions.*

### **ACTIVITY:**

1. **PLAY SONG** (Should be something melancholy)
2. *Now, writing as if you were sending them a text message, compose a few sentences to a friend describing this music and indicating whether you like it.*
3. *Next, imagine I am your boss, and we are working on finishing up the radio ad you just wrote.\* I have suggested we use this piece of music in the ad. I am very excited about this, but I want to know what you think. Please write me a brief e-mail giving me your recommendation.*

### **DEBRIEF:**

*I'd like to ask you a few questions about this activity.*

1. *Did the e-mail you wrote to your boss differ from the text message you wrote to your friend?*
2. *How so?*
3. *Does anyone want to read the two different messages as an example?*
4. *What was the point of this activity?*

**POSSIBLE ANSWERS TO QUESTION 4:** We adjust our message to our audience; we use a more formal tone with our boss; we are more diplomatic when we write to our boss; we are less censored when we text our friends.

**\*CONTEXT OF THIS ASSIGNMENT:**

In the beginning of the semester, I have students organize and create “corporations.” Before this assignment, the students have already defined their organizations, the products/services they provide; their company mission statement, and so forth. This activity comes after an assignment in which each corporation has created a radio script targeted at a particular consumer. Sample corporations have provided such products and services as: sportswear, pastries, financial services, and cab companies. Pretty much anything goes!