

One Stone Kills “Three Birds”: Practicing Claim Letter, Memo, and Audience Analysis in One Interrelated Assignment

My Favorite Assignment

ABC 88th Annual International Conference 2023

Xiaoli Li, Ph.D., University of Dayton, USA

Yingqin Liu, Ph.D., Cameron University, USA

Context of the Assignment

- Learning to write effective **business memo**
 - not only **involves** students in understanding the **conventions** for it
 - but also **requires** students to identify the appropriate **audience** so that they can make **appropriate** recommendation(s) to the audience.
- However, **the latter part of memo** often appears to be **a challenge** for many technical and business writing students.

Objectives of the Assignment

1. To **review** the conventions of writing a claim letter and to **evaluate** the effectiveness of a given claim letter
2. To **learn** the conventions of writing memos
3. To **practice** on how to write a **proper audience-oriented** recommendation in a memo

The Assignment

- We spend **about 75 minutes** in class for this assignment.
- **First**, we use **group work** for analyzing the problems on the sample claim letter.
- **Then**, we **ask** each **individual student to write a memo** to the instructor to reflect on or report his/her analysis on the problems of the claim letter.
- **During** the memo writing, **the instructor explains** the recommendation part – **how to meet the real audience's need** in this memo.

NOTE: Please see the handouts on the actual assignment description and a good sample of student memo from this assignment.

Questions?

- **Thank you!**