

MANAGEMENT COMMUNICATION 320

Writing in Organizational Settings

Bad-news and Persuasive Letters

Letter 1—Bad News

Action Respond to one of the students you interviewed last class period informing him that he did not get the job. Apply the principles we discussed in class regarding bad-news letters (i.e., indirect approach, neutral opening or buffer, explain the situation, explain the rationale, positive or forward-looking closing).

Letter 2—Persuasion

Action Write a formal letter to one of your professors persuading him or her to reconsider a grade you received on a particular assignment or test. Use one or more of Aristotle's persuasive strategies (logos, ethos, pathos).

Grading 15 points each

Rubric Design (headings, typography, spacing)
Organization
Content
Style

Format

- Use the letter styles discussed in class and in the textbook
- Limit your letters to one page each
- Letters should be addressed to real people (no fictional characters)
- Make up an address of your choosing
- Use headings where appropriate
- Include your section number next to your name block

Due Dates Draft—October 18
(Peer review, please bring a hard copy)
Final—October 23
(Bring a hard copy to class and post an electronic copy to Learning Suite)