

WRITING “BAD-NEWS” MESSAGES IN THE “REAL” BUSINESS WORLD PRESENTATION GUIDELINES

You will be interviewing a businessperson about the kinds of negative messages that he or she writes. You will be conveying this information to the class in a 5-7 minute presentation using PowerPoint. Make sure that your presentation includes the following:

1. Context

Describe the main business sector of the company (NOT the name of the company) where the businessperson works and the position that the person holds. Also, state whether the company is a local, national, or multinational company. This is not the focus of the presentation, so this part should be concise.

2. Types of bad-news messages

List the types of negative messages that the person **writes**. With this you need to explain the channel used to convey the messages (email, memo, letter; combined oral/written).

3. Authentic written document

Present an authentic document that the person wrote giving bad-news. First, give background information to explain the who (job position, NOT the name), what, and when of the situation. Please blackout sensitive information such as the person’s name, address, company’s name, etc. Then, focus on the **how** of the message by analyzing the channel used (memo, email, letter), the structure of the message, and the specific language used throughout the negative message.

If permission to show an authentic message is not given, you must describe the message in detail and discuss the same aspects described above.

4. Evaluation of the message

Discuss the strengths and weaknesses of the message, if your opinion. Make recommendations for improvement.

While the other students are presenting, take notes to be able to draw conclusions and show trends about writing negative messages in the “real” business world.