

Overview

This second assignment asks you to analyze the rhetorical situation to provide your reader with the information she asks for. The request is that you analyze a company webpage. Here is the information you will need to complete the rough draft and the final draft of your second assignment: the informative memo.

Scenario

You work at your dream company or organization (choose a current real organization or company that has a web presence for which you would love to work). Your manager, Jen Brighton, has asked you to send her a one-page memo that includes the following:

1. What you think the most important service or product the company offers is and why?
2. What on the home page draws attention to the company's most important product or service or what is missing from the home page to draw attention to the product or service?
3. What general image does the company's home page portrays and how does it do that?

Jen needs this information because *her* boss has asked whether the home page accurately represents the company. Jen has not asked you to determine whether the home page reflects the company, just to provide your insights about the areas above. If you choose, and with an appropriate tone, you might be able to indicate what would make it better or why it works well, but keep in mind that you are to focus on what the reader has asked for—your main purpose is to respond to the Jen's request.

Writing Task

In addition to determining your purpose for writing the message and analyzing your audience's needs and expectations, you must gather the information by analyzing your own thoughts about the company or organization and analyzing its home page. The message is to inform your boss about the information she has asked for, so review the information, the channel, and the format Jen Brighton has asked for.

Spend time gathering that information and organizing it into an outline (this will be submitted ahead of your rough draft). Use that outline to create a body that has unified paragraphs with concise wording so it all fits onto one page—that's a challenge. Then, you can create an open (purpose and summary statement) and close (forward-looking statement) that are appropriate for the message.

Use the readings, lectures, and exercises to help you evaluate your purpose, audience, and context (rhetorical situation) and determine what to include, what to omit, how to organize the information, and what tone to create. Use *EBC* p. 116-119, 231 to choose a memo format.

Audience

Jen Brighton is your superior, so create a tone that is appropriate for your boss and address the memo to her and refer to her request. Although she might forward this to her boss if she thinks it will help in the long run, Jen is your main audience, and she is professional and friendly—think business casual, but not informal. She has worked for the company or organization for a long time and believes it is great.

Checklist for Evaluation and Revision

To receive a “Complete” on the Negative Letter Assignment, accomplish each of the following tasks:

- Is the format correct? See *EBC* p. 116-119, 231 for memo formats.
- Are the purpose for writing and the summary statement in the opening paragraph?
- Is the open brief, providing only the context and saving the details for the body?
- Do the paragraphs in the body connect with the reader’s request?
- Is each paragraph in the body unified (on only one topic)?
- Are the paragraphs divided into manageable chunks (not too long)?
- Does the close connect the information in the body to the reader’s needs or interests?
- Is the memo free of grammar and punctuation errors?

Submission

When you have evaluated and revised your draft based on the draft feedback from your peers, and when you are ready to submit the memo, **save it as a PDF**. Upload the PDF to the assignment link at the end of Unit 2 with a transmittal to Jen Brighton.

Use the comment area to type a transmittal to Jen, letting her know what you are attaching and providing the link to the site you evaluated. See Model Document in *EBC* p. 231 for a sample transmittal. Use the comment area as the text of an email.

Submit the rough draft on Canvas by **11:59p on Thursday 3/2**.

Submit the final draft on Canvas by **11:59p on Monday 3/6**.