

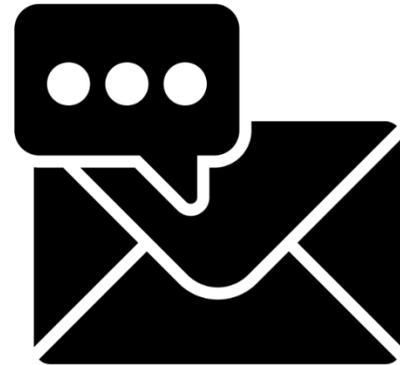
WRITING PROJECT 1

CORRESPONDENCE

Final Documents + Project Evaluation Memo Due Wednesday, 7/1, at 11:59pm

OVERVIEW & OBJECTIVES

Letters, in all their many forms, make up the backbone of business communication. Historically, letters have fueled the creation and growth of businesses and industries, fostered diplomatic negotiations and started wars between nations, established and broken relationships, and served as important historical record. As technology advanced—the printing press, national mail services, the telegraph, the typewriter, photocopying, personal computers, the internet—the format of letters changed, from handwritten documents to printed memos to electronic messages that combine text with images and symbols. But the function of correspondence—and its ability to make or break relationships and, thus, businesses—remained the same.



Writing an email or a letter might seem “easy,” but there are actually many considerations that go into even the most concise message—and what’s more, these types of correspondence take up a significant portion of our time as professionals. The average desk worker spends 28% of their day on email alone! Practicing these genres helps us to write them quickly and efficiently, and to better understand the types of choices that go into their wording, organization, and design.

GETTING STARTED

Choose one of the attached scenarios (see “Correspondence Scenario” document) and produce the requested documents for *one scenario only*. Each scenario asks you to prepare a range of correspondence documents. You will be responsible for determining the appropriate genre (e.g., email, memo, business letter, etc.), as well as the content of these documents. Use your course textbook, the examples and information provided on Brightspace, and your professional judgment to make textual, persuasive, organizational, and design decisions—and make note of these choices, as you will be asked to explain and justify them in a project evaluation memo accompanying your final documents.

WHAT WILL I TURN IN?

The deliverables and deadlines for WP1 are...

Week 1	-----	Select scenario and begin drafting documents
Week 2	Mon 6/22	Draft of documents due for peer review by 11:59pm
	Weds 6/24	Peer review feedback on classmates' drafts due by 11:59pm
Week 3	Weds 7/1	Final documents due (with project evaluation memo) by 11:59pm

WHAT WILL I BE GRADED ON?

- Selection of appropriate **correspondence genres** (i.e., email, letters, memos) for a specific communication situation
- Employing **professional style**, paying particular attention to concision, paragraph construction, and tone
- Addressing **purpose and audience** in your business correspondence, through demonstrating attention to the context and situation you are writing for
- **Document preparation** that includes attention to detail, consistency, and careful editing/proofreading
- A completed **project evaluation memo** explaining the goals you had for this project and the deliberate rhetorical, visual, and methodological choices that you made in service of those goals.

WP1 meets Purdue Professional Writing Learning Outcomes 1, 2, 3, and 5. For more information, see the [Professional Writing Program website](#). "Email chat" icon by Noun Project contributor Vectors Point, PK.

Some content, exercises, and language adapted from Dr. Lisa Melonçon.