

Rhetorical Analysis – Memo/Letter

Topic: Behemoth Games, a video game developer, is delaying the release of their latest game, PolyPong. They have sent out the memo to everybody within the company the day after announcing the delay in a meeting, and sent out a letter informing all of the supporters who pre ordered the game the same day.

Memo

The memo starts off by clearly stating what it is and all of the correspondence details (to, from, topic, etc.). The first sentence, separated from the rest, also explains the topic. These combine to allow for anybody to easily see if the memo is relevant to them. Throughout the rest of the memo the tone is kept very appreciative and hopeful so as to not discourage any employees. It also very quickly lays out all of the known facts and explains what isn't know/when it will be. The memo also ends by offering the acceptance of feedback from a professional standpoint.

Letter

The letter on the other hand avoids a summary keeping things a little more personal and sincere while still maintaining the professional tone. Starting off with an address and date is clear to the reader if this letter is relevant to them. The salutation is kept open, but could've been more personalized by using each customers' name. As the letter actually starts giving information the entire thing is used almost as an optimistic apology. No customer enjoys delays but the letter presents it in a very "glass is mostly full" kind of light rather than "there's still a little room for more" kind of light. It also starts off as a thank you which makes the letter a little more personal and would make the customer feel more involved in the development of this product. As the letter turns to the bad news under optimistic feelings it also appeals to the customer when speaking of the quality of the end product. "It will be worth the wait" in essence. Transparency is also quoted as a primary concern, again appealing to the customer. Along with that is the openness to feedback, especially on such a heated topic as a product delay. The letter then closes with contact information which is why the feedback statement was left until the end.