To: Professor

Date: Thursday, March 12, 2010

From: [customer.relation@globeair.com](mailto:customer.relation@globeair.com)

Subject: identify audience of the response letter to Lyn Smith

In a case study Lyn Smith’s negative letter that complain about the service of Globe Airlines. I will analysis and identifies five discrete audiences in this letter with reasonable reasons.

First of all, I think the initial audience is the course professor. Because professor assigned this case as an assignment, which purpose is to analysis the audience of the letter to practice rather than send the real response letter to Lyn Smith.

Second, the gatekeeper is the supervisor Rita Simmons. Since she is the person who copied the letter to me and want me to draft the response letter to Lyn Smith. Hence, it’s sure that she will need to go through the letter in the first place after I finished and has the power to decide whether to send the draft back to Lyn Smith.

The primary audience of the response is definitely the client, Lyn Smith and her husband. It’s obvious that she is the one who complain the globe airline and want to have a reasonable, honest apology letter from the Globe Airline Company.

Moreover, the secondary audience is the supervisor of Rita Simmons or other colleagues or even the lawyer. As those people can be asked to comment on the response letter. If Lyn Smith and her husband are not satisfied with the result, they may use the letter as an evidence to sue the Globe Airlines.

Last the social media play the watchdog role. Since this complaint can be a social news that people get inconvenient service from the airline company and the way of the airline company handle this things not going well, which may cause more attention from the society.

Above is my analysis of the audience of Lyn Smith’s letter. I hope professor can give me some good, accurate advise to me, because I feel there are some problems of my writing that I can’t see and realize by myself. I hope professor can point that out so I can improve my English writing skill. As English is not my native language, but I am willing to learn more about English writing. Thank you.