



Fan Correspondence

# **Types of Routine Correspondence**

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By  
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**Inquiry**

**Response**

**Cover  
(Transmittal)**

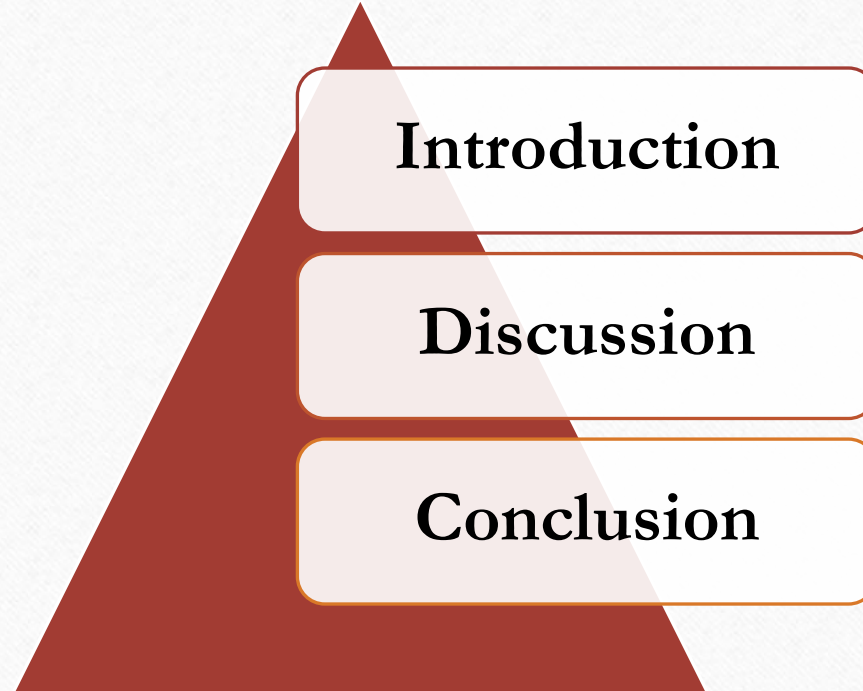
**Complaint**

**Adjustment**

**Confirmation**

# Generic Structure

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## FIGURE 6 Cover Memo Prefacing Attachments

Date: November 11, 2014  
To: COMRMed Management  
From: Bill Baker, Human Resources Director  
Subject: Information about Proposed Changes to Employee Benefits Package

As of January 1, 2015, COMRMed will change insurance carriers. This will affect all 5,000 employees' benefits packages. I have attached a proposal, including the following:

- |  |           |
|--|-----------|
| 1. Reasons for changing from our current carrier         | page 2    |
| 2. Criteria for our selection of a new insurance company | pages 3–4 |
| 3. Monthly cost for each employee                        | pages 5–6 |
| 4. Overall cost to COMRMed                               | page 7    |
| 5. Benefits derived from the new healthcare plan         | page 8    |

Please review the proposal, survey your employees' responses to our suggestions, and provide your feedback. We need your input by December 1, 2014. This will give the human resources department time to consider your suggestions and work with insurance companies to meet employee needs.

Enclosure: Proposal

# Types of Adjustment Response

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Complete  
Negative

Partial  
Negative

Complete  
Positive

**TABLE 2** Differences Among Adjustment Messages

	100 Percent Yes	100 Percent No	Partial Adjustment
Introduction	State the good news.	Begin with a buffer, a comment agreeable to both reader and writer.	State the good news.
Discussion	Explain what happened and what the reader should do and/or what the company plans to do next.	Explain what happened, state the bad news, and provide possible alternatives.	Explain what happened, state the bad news, and provide possible alternatives—what the reader and/or company should do next.
Conclusion	End upbeat and positive.	Resell (provide discounts, coupons, follow-up contact names and numbers, etc.) to maintain good will.	Resell (provide discounts, coupons, etc.) to maintain good will.



## FIGURE 9 100 Percent No Adjustment Beginning with a Buffer Statement

Thank you for your May 10 letter. Gulfstream Auto always appreciates hearing from its customers.

The Trailhandler Performance XT shock absorber that you purchased was discontinued in April 2014. Mr. Blanton, the mechanic to whom you spoke, correctly stated that Gulfstream was no longer honoring the warranty on that product. Because we no longer carry that product, we cannot replace it with a comparable model or refund the purchase price. Although we cannot replace the shock absorber for free, we want to offer you a 10 percent discount off of a replacement.

We appreciate your business, Mr. De La Torre. I'm glad you brought this problem to my attention. If I can help you in the future, please contact me at hlang@gulfstream.com.



# **Instant Messaging and Netiquette**

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# Instant Messaging

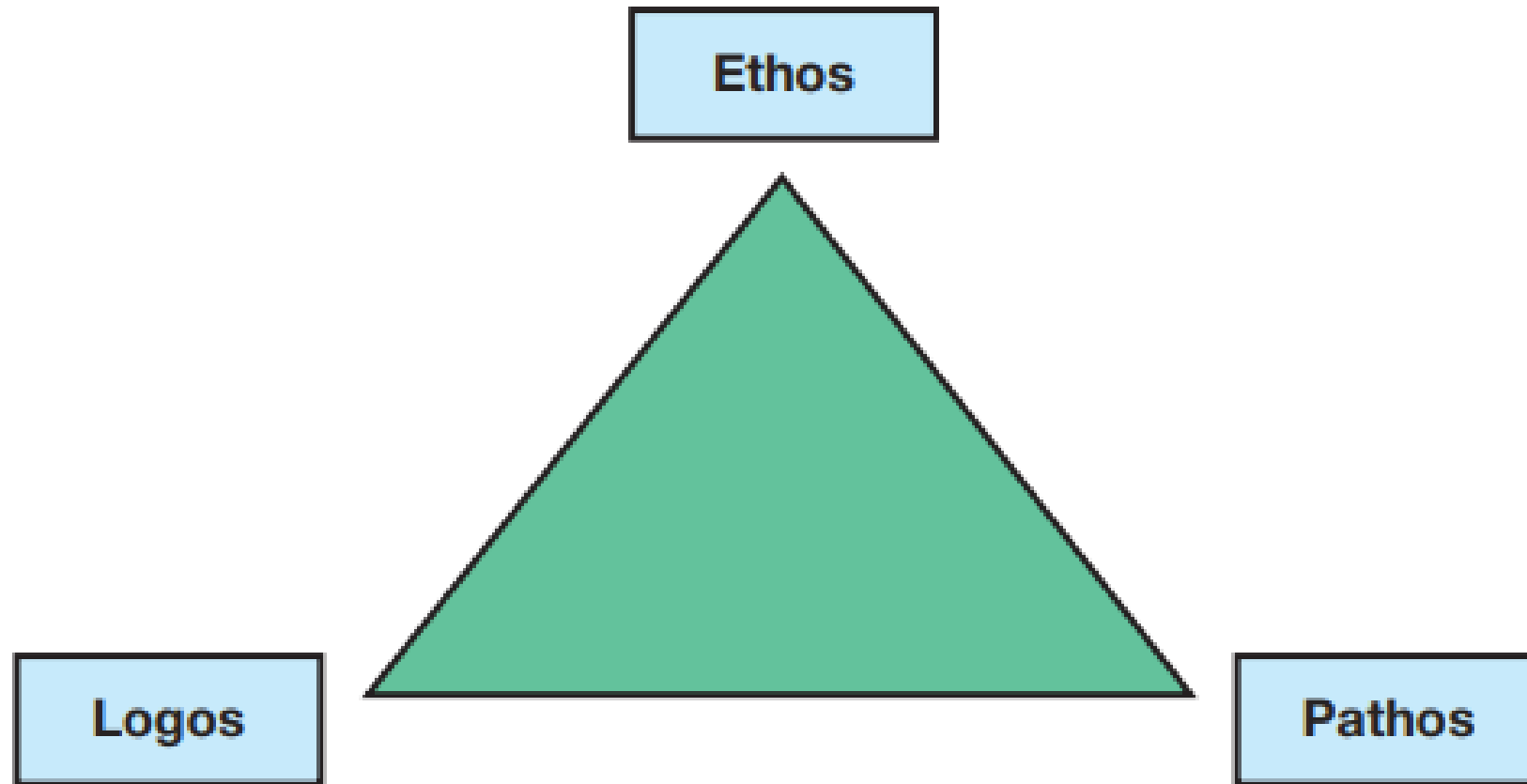
Pros	Cons
<ul style="list-style-type: none"><li>• Increased speed of communication</li></ul>	<ul style="list-style-type: none"><li>• Security issues</li></ul>
<ul style="list-style-type: none"><li>• Improved efficiency for geographically dispersed workgroups</li></ul>	<ul style="list-style-type: none"><li>• Employee abuse</li></ul>
<ul style="list-style-type: none"><li>• Collaboration by multiple users in different locations.</li></ul>	<ul style="list-style-type: none"><li>• Distraction</li></ul>
<ul style="list-style-type: none"><li>• Communication in real time.</li></ul>	<ul style="list-style-type: none"><li>• Spim</li></ul>
<ul style="list-style-type: none"><li>• more cost-efficient</li></ul>	<ul style="list-style-type: none"><li>• Lost productivity</li></ul>
<ul style="list-style-type: none"><li>• More personal link than e-mail.</li></ul>	
<ul style="list-style-type: none"><li>• less intrusive than telephone calls</li></ul>	
<ul style="list-style-type: none"><li>• allows for multitasking</li></ul>	

# **Persuasive correspondence**

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**FIGURE 2** The Rhetorical Triangle





# **Activity: Identify ethos, pathos & logos**

John, it's time for my annual performance review. Though I've attached a lengthy evaluation of my achievements (Individual Development Plan), let me highlight reasons why I deserve a 5 percent raise this year and the \$2,000 bonus promised by management for "superior work."

- I exceeded the departmental sales goal of 10 percent over last year's sales. In fact, my 15 percent increase makes me the departmental leader in sales.
- In 8 out of 12 months, I was the department's top seller.
- My customer evaluations are outstanding. I received scores of 4.8 out of 5 on all criteria.

I realize that our company is trying to freeze wages due to an overall loss in corporate sales. However, our CFO also stated in her annual meeting, "Outstanding work must be and will be rewarded." Based on the facts I have presented, I am confident that my contributions to Assoc.com exceed her standards for excellence. John, I am happy to meet with you at your convenience. Please let me know when you are available.

# ARGU approach

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- *Arouse* audience involvement—grab the audience's attention in the introduction of your communication.
- *Refute* opposing points of view in the body of your communication.
- *Give* proof to develop your thoughts in the body of your communication.
- *Urge* action—motivate your audience in the conclusion



# Attention getters:

Use an anecdote

Start with a question

Begin with a quotation

Facts and figures

Appeal to the 5 senses

Use comparison or contrast

Invoke nostalgia, comfort or ease

Create discomfort, fear, or anxiety

# Refutation

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- Recognize and admit conflicting views.
- Let the audience know that you understand their concerns.
- Provide evidence.
- Allow for alternatives.



Dear Ms. Lee:

In response to your advertisement in the *San Antonio Daily Register*, please consider me for the position of marketing accounts associate. I have enclosed a resume elaborating on ways I can benefit your company.

Your advertisement requires someone with a BA in marketing. Though I do not have this degree, my experience and skills prepare me for this position:

- Worked for ten years in marketing.
- Prepared press releases and created public service announcements.
- Created 30-second spots for local radio and television stations.
- Participated in press conferences providing corporate information about declining stock values and company layoffs.
- Created PowerPoint presentations for local governmental agencies.
- Enrolled in a Marketing class at the University of Texas.

My experience and abilities will make me an asset in your marketing department. I would be happy to meet with you to discuss ways in which I can benefit PMBR. Please contact me at arosa22@hotmail.com.

# Supporting an Argument

Provide facts  
and figures

Persuade  
through  
graphics

Give  
testimony  
[satisfied  
customers,  
vendors, or  
coworkers]

Document  
your  
credentials

Give  
examples

Cite rules  
and  
regulations

Attach an  
expert's  
name.

**TABLE 2** Techniques for Motivating an Audience to Action

Give due dates.	Please respond by January 15.
Explain why a date is important.	Your response by January 15 will give me time to prepare a quarterly review and meet with you if I have additional questions.
Provide contact information for follow up.	Please submit your proposal to Hank Green, project director. You can e-mail him at hgreen@modernco.com.
Suggest the next course of action.	We need to plan our presentation before the next City Council meeting, so please attend Tuesday's meeting at 9:00 a.m.
Show negative consequences.	You must repair your sidewalk within 30 days to comply with city laws regarding pedestrian safety. Failure to do so will result in a \$150 fine.
Reward people for following through.	Following these ten simple steps will help you load the software easily and effectively.



# **Avoiding Unethical Logical Fallacies**



**Inaccurate  
Information**

**Unreliable  
Sources**

**Sweeping  
Generalizations**

**Using Either . .  
. Or**

**Circular  
Reasoning**

**Inaccurate  
Conclusions**

**Using Red  
Herrings**

# **Task: Removing logical fallacies**

Read the following logical fallacies and revise them, ensuring that the sentences provide logical, ethical, and correct argumentation.

- 1. All marketing experts believe that social media is an effective way to communicate persuasively.
- 2. Either all employees must come to work on time, or they will be fired.
- 3. The contractor lost the bid, so he cannot expect to have increased revenues this fiscal year.
- 4. Because the manager is inexperienced, the report will be badly written.



## EMAIL SKILLS

### **12-40. Message Strategies: Persuasive Business Messages**

**[LO-2]** While sitting at your desk during lunch break, slumped over as usual, staring at your computer screen, you see an online article about the dangers of sitting at your desk all day. Yikes. The article suggests trying a standing desk—or even better, a treadmill desk, which has an exercise treadmill built into a standing desk. You'd love to lose a few pounds while being healthier and feeling more alert during the day. Plus, you know the company is encouraging employees to live healthier lifestyles to improve their overall well-being and to reduce its health-care costs.

**Your task:** Research treadmill desks and write a persuasive email message to your boss, requesting that the company buy or rent a treadmill desk for you to try out. Offer to serve as a research subject for the whole office, tracking your weight loss, alertness levels, and any other relevant variables you can think of.

# For Reference see

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“Chapter 6 & 11 from Technical Communication Product & Process”