1:Preparing:

Purpose

Audience

Channel selection

Purpose:  
-To inform:

5ws format: who, what , where, when, why

+How

Writing rule: be professional

-To persuade:

-To entertain:

-To explain:

-To describe:

For talking to the audience use familiar language: you/ your

Avoid jargon…keep it simple

Visual/audio\*\*

Keep in mind relationship: formal/informal

Take care of diction: word choice

//exercise one

Informal/Announcement: Header: Have to say no

Negative start: can’t support

Informal: Cheers

Familarity: stupendous

Bias language: Disabled

Diction: luxury

Jargon/idiom: belt buckle

Redundancy: say no

Center focused writing: we, I

Use you/your

Overall tone: negative

Announcement: to inform you

Negative start: unable to support good work

Filler words: as a matter of fact

Unfamiliarity/bias: ’ serious’ afflicition

Informal: quite touching

Entitlement/Proving themselves/Center focus: we have done in previous year

Repetitive rejection.

Poor diction : unrelated work/luxury

Centre focused: We, I believe we have doen in previous years

Wrong address(assumption too miss/mrs gender bias), ms scott instead of Lincoln County

Break bad news in indirect way\*\*\*\*

Greeting

Capital letters