Chapter 1 Response:

1. TO: Sean Maddox, Professor

FROM: Justin L’Heureux, Student

DATE: October 5, 2014

SUBJECT: Bass Pro Shops Website Review

After thorough review of the company, Bass Pro Shops, website, we have come to the conclusion that the website is clearly guided towards Outdoorsman, Hunters and Fishermen. This decision was based on some of the tabs and links to click on such as; Fishing, Hunting, Camping, to list a few. On the site customers can buy equipment like; fishing rods and reels, hunting rifles, and even boats and atvs.

If you have an issue that needs to be solved they offer helpful links at the bottom of the site which will either direct you to different forums about the subject or even contact you directly to an agent over the phone. You can also find local store locations near you if the problem needs to be solved in person.

Bass Pro Shops serve the purpose of providing people with helpful information and equipment for any outdoors plans they have. They do this very effectively by having an easy to navigate site and well designed product placement.

1. The Bass Pro Shops Outdoor Rewards Program is a very useful program offered to any customers of the shop. It is very easy to sign up and in this document, http://www.basspro.com/webapp/wcs/stores/servlet/CMSContentView?storeId=10151&catalogId=10051&langId=-1&fileName=rewardsAboutOurProgram , they very clearly outline all the services and rewards provided and how to receive those rewards. They are honest in how to receive points and what you can and can’t do with the program.

The entire document is concise and straight to the point, even providing helpful links for further explanations. The overall appearance looks very professional much like you would see with any other business document.

**TO**: Sean Maddox, Professor

**FROM**: Justin L’Heureux, Student

**DATE:** October 5, 2014

**SUBJECT**: Syllabus and Grading Contract Response

The following questions will pertain to the Syllabus and the Grading Contract. Starting with the Syllabus, question one is, Are the Workshops held in class or are these held during non-class hours? The next question is in regards to the portion of the syllabus titles Attendance, specifically the part where it says “the student is responsible for providing written notification of any absences during the first two weeks of class” it says during the first two weeks of class, Does this mean that if you are absent due to a university-sponsored events and military duty for any part of the quarter you will have to notify the teacher within the first two weeks of class? Finally for my last question about the syllabus, Is the Writing and Rhetoric Center free for students who need help or is there a nominal fee?

As for the Grading Contract, Will all assignments be eligible for revisions or only certain ones? Next, for the Course Portfolio, Is that going to be a print out of the years work in which we turn in or is it just like the other assignments turned in online? And lastly under the Breach of Contract title where it says pay deduction, Are those points being deducted from the total points we can earn?

**TO**: Sean Maddox, Professor

**FROM**: Justin L’Heureux, Student

**DATE:** October 5, 2014

**SUBJECT**: Literacy, Discourse, and Linguistics Response

According to Gee a Discourse, with emphasis on the capital D, would be the accumulations of social behavior over time and being able to not only fit in to a certain social environment or “community” but thrive in it as well. What he means by this is that if you are out somewhere and in a certain environment or scene you are expected to act and communicate in a manner that is suitable for that said environment or scene. Some examples that he uses are being a teacher, a member of a certain socioeconomic class, and many more, all of which can be found in the second paragraph of page seven of his writing *Literacy, Discourse, and Linguistics: Introduction*.

A gathering of people with the same Discourse that operate and communicate smoothly would be a Discourse community. These people have been trained and now mastered that Discourse and so are able to function fluently. An example of this would be a school, where the teachers are the masters and the students are their apprentices that are training in that discourse.

Being proficient in fantasy football would be a Discourse community that I am involved in. The NFL is a major industry which contains many Discourse communities, for instance every team would have their own Discourse which is part of a larger Discourse community, being football, and another which I am a part of is the fantasy football community. In order to thrive in this Discourse community you need to keep up to date with players and teams and know terms that may not be in other communities.

One term involved in this Discourse community would be the waiver wire, which is a “wait time” to pick up a player for your team. After you submit your attempt to pick up a player you have to wait a certain amount of time, this time is pre-determined at the start of the season, and if someone in a lower league standing attempts to pick the same person the lower standing person will get that player. Once you have filled your team you can compete against others and hope your team does better than theirs. Even if you pay attention every week to what is going on in the NFL in the end you just have to be luckier than the guy you are playing against that week.

**TO**: Sean Maddox, Professor

**FROM**: Justin L’Heureux, Student

**DATE:** October 5, 2014

**SUBJECT**: Sequence 1- Deconstructing an Industry

Ever since fishing has been around people have needed bait and tackle in order to catch those fish and ever since then people could either scavenge for their bait or buy it from a seller. John Morris knew this and with his popular homemade bait he capitalized on it back in 1971 starting with a mail order catalog. Since then this business has expanded to a multi-billion dollar company providing hunting, fishing, and outdoor merchandise. Bass Pro Shops is now a leader in the fishing, hunting, and outdoor industries. These three industries are all their own Discourse communities and Bass Pro Shops is able to hang and thrive in all three with much success.

Starting with the Discourse of the business side of Bass Pro Shops, John Morris learned all he needed to know from his father who owned a liquor store. Some of these things included certain lingo needed in business and certain protocols used in management. His father was the master and John being the young apprentice, learned how to successfully manage a company through hard work and dedication. He also learned how to appeal to other Discourse communities such as Fishing and sporting goods by working in the sporting goods section of his dads store and selling homemade bait and worms. He would later learn how to be successful in other industry communities after working with them throughout the years.

The Fishing industry or Discourse community is one that would pertain to mostly men some women who are more outdoors than most and aren’t afraid to get a little dirty in order to catch a fish for either dinner or just recreational purposes. These men and women may be a bit more rustic and country then some but definitely do not consist of the entire community. Having stores located in more Southern and Midwestern states appeals to this community seeing that a larger majority of its customers come from these states, however there are some stores in other places such as California, Arizona and Pennsylvania.

The Hunting Discourse community, I would say is closely related to that of the Fishing community in that the people associated with both groups would be very similar if not the same people. These people in my opinion tend to be a little more conservative and have some beliefs strongly associated with the second amendment. Again not all the people in the community would feel this way but for the majority it is. Bass Pro Shops offers a plethora of guns to choose from all ranging in different prices and quality. They also offer an assortment of equipment you will need with the guns if you were hunting such as ammunitions, gear, and licenses.

The Outdoorsman Discourse community is again closely related to the other two in regards to the persons related to each community. These people are more rugged and bottom line love the outdoors. To help with their love of the outdoors Bass Pro Shops offer nearly everything you will need if you want to go on a hike, camp overnight or even RV across the country. These items would include hiking gear, backpacks, tents, cooking equipment, luggage, coolers, even kayaks and boats.

Bass Pro Shops is able to manage all the needs of these three Discourse communities in a successful manner and provide adequate arrangements for all their shops across America. From a managerial stand point John Morris has done everything right to keep his many customers satisfied and coming back. If someone wanted to do something similar to what he has accomplished you will have to take into consideration the Discourse communities that you have in mind and properly and efficiently appeal to them and create a sort of “identity kit” which would come complete with appropriate costume and instructions on how to act, talk, and write, so as to take a particular role that others will recognize (Gee, Page 7) and in this case that role would be the seller of equipment necessary for your Discourse.