BUSI401 Mini-Presentations

For Negative & Persuasive Message Groups

Select a short business document (likely a page or less) that you believe follows the negative or persuasive message pattern. Prepare a 2-3 minute presentation during which you briefly introduce the document (including the audience and purpose), highlight the message pattern, and explain why you believe the message is or is not audience-centered. In addition, highlight the ways in which the document does or does not follow business writing best practices. Both members of the group should speak during your mini-presentation.

Please follow the guidelines below:

a) You may not be the author of the message.

b) If the message includes proprietary information, please ask permission to use the document or conceal the proprietary information.

c) Please protect the writer of the message (and mark through the writer's name) if the document is not a public document or if you don't seek explicit permission to share the document.

You'll need to be able to show the document to the class to support your presentation. You may want to embed a screen shot of the document onto a PowerPoint slide, or you could create a Word version of the document to share with us. Consider adding some highlighting or annotations to point out key features in the message that you noticed. Remember to pay close attention to issues of style and tone as you're evaluating the message.

For the Data Displays and Visuals Groups

Find a business document that includes either a data display (could be a graph or a table) or a visual that you believe provides value-added information for the target reader. Prepare a 2-3 minute presentation during which you briefly introduce the document (including the audience and purpose), highlight the data display or visual, and explain why you believe this visual element adds value to the text. In addition, highlight the ways in which the visual element does or does not follow business writing best practices. Both members of the group should speak during your mini-presentation.

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b) If the message includes proprietary information, please ask permission to use the document or conceal the proprietary information.

c) Please protect the writer of the message (and mark through the writer's name) if the document is not a public document or if you don't seek explicit permission to share the document.

You'll need to be able to show the document and the visual element to the class to support your presentation. You may want to embed a screen shot (or shots) of the document and/or the visual element onto a PowerPoint slide, or you could embed the information in a Word document to share with us. Consider adding some highlighting or annotations to point out key features in the visual element that you noticed. Remember to pay close attention to the way in which the visual element is (or is not) referenced within the document's text and the way in which the visual element is (or is not) labeled (for example, a caption or legend). You'll also likely want to talk about accessibility and the way in which the visual element enhances (or not) the accessibility of the message.