Introductory Communication Assignment (15%)

## Due Date and Submission:

* Submit your Introductory Communication Assignment before class in Week 4.
* Your submission must adhere to the rules of Academic Integrity.
* All assignments must be submitted through Brightspace/D2L as a Word doc: work on this document and upload it. DO NOT cut and paste into “Comments”.

### Purpose: Students compose an effective professional communication (e.g., email) that demonstrates an appropriate understanding of audience, purpose, and tone.

## Learning Outcomes and Objectives:

CLO 1: Apply a set of strategies to create short pieces of organized, coherent, clear, and concise writing with an understanding of one’s audience and purpose.

* Develop strategies to identify reader and purpose.
* Complete stages of the writing process (e.g., prewriting, drafting, revising, editing, publishing, and reflection).
* Apply correct grammar (e.g., use varied sentence types; create complete, grammatically correct sentences).
* Apply standard punctuation rules/conventions.
* Make appropriate and effective vocabulary choices

Instructions:

While applying your knowledge of audience, purpose, and tone, respond to 2 of the 3 scenarios below. Each scenario requires you to identify problems with audience, purpose and tone as well as revise the poorly constructed communication using the correct audience, purpose, and tone.

You will also be asked to identify the audience, purpose and appropriate tone for each scenario as well as identify 3 key issues with the communication before drafting your revision.

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| In this assignment, **Gen AI cannot be used** to circumvent (get around) the learning outcomes and skills that you are expected to practice in this assignment. **This means you cannot use Gen AI to answer the following questions**. Use of Gen AI will be considered a breach of academic integrity. |

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| ***Start of Scenario 1*** |
| **Carefully read and analyze email Scenario #1 below and answer the following questions:**  You are the manager of a small business. Lately you’ve noticed staff members are calling in sick at the last moment (less than 1 hour before their shift).    This leaves you understaffed and annoyed. It also means your remaining staff members are stressed out due to their workload.    While you don’t want sick staff coming to work, you also need as much time as possible to help cover the sick person’s shift.    How would you communicate this message to your staff? So far all you have is the following:  **“*Hi All,***    ***It has come to my attention that Jaeeun and Sal have been calling in sick a lot lately. It is totally inappropriate to call in sick one hour before your shift. It makes me want to book you for less shifts to avoid the stress. Take better care of yourselves and try to give me as much notice as possible before calling in sick.***    ***Thank you.*** |
| 1. **For Scenario #1 -** Consider what you know about audience and purpose and how they should work together. Is the email for Jaeeun and Sal (the two employees who are calling in sick) or is the audience all staff? What should the author do to clearly indicate audience and purpose? |
| **Circle or highlight the correct answer:**   1. If the audience is all staff, they need to remove Jaeeun and Sal’s names from the body of the email. 2. If the audience is all staff and the purpose is a reminder about the sick policy, the email should provide details of the sick policy. 3. Both A & B are good advice. It would make the email’s audience and purpose much clearer. |
| 1. **For Scenario #1 - Consider the tone of the communication.** In sentence form, give 2 examples of words, phrases or sentences from the email that show the writer's tone. Be specific. |
| **Write your answer here:** I think it is rude because of this sentence.  ” ***It has come to my attention that Jaeeun and Sal have been calling in sick a lot lately.”***  Second I think it is unprofessional because of this sentence.  ” ***It makes me want to book you for less shifts to avoid the stress.***” |
| 1. **For Scenario #1 - Consider the tone of the communication.** What would be an appropriate tone for this email? List (using bullet points) two adjectives that might describe a more appropriate tone. |
| **Write your answer here:**   * Professional: I think it is a communication email to the public. Let the people know shouldn’t call in sick one hour before the shift. * Polite: It feels bad finding someone who always leaves early before the shift. But I think we still need to say it in a polite way to let the public know the sick’s policy. |
| 1. **For Scenario #1 -** If you are feeling angry or emotional while drafting an email, given our class discussion, what should you do to ensure **appropriate** communication? |
| **Circle or highlight the correct answer:**   1. Send an angry email. 2. Draft an email and then leave it alone for a little bit. Re-read it when you are feeling calmer and revise the tone, if needed to ensure your purpose is clear but your feelings don't impact the purpose. |
| 1. Identify 2 specific things that are wrong with this communication based on the intended audience, purpose and tone. (Use full sentences) |
| **Write your answer here:**  I think there are two things that are wrong in this communication. First, it is not an appropriate way to write emails for the public and point someone’s fault. It should write to the specific audience, which is *Jaeeun and Sal. Secondly, the tone is a little rude, and it should be a professional and polite way to notice everyone.* |
| 1. **For Scenario #1 -** Using what you know about audience, purpose and tone, re-write the email. Make clear choices about who your audience is, make your purpose clear and use the appropriate tone. Don't forget to include a subject line to get the attention of your audience.   (Remember, emails are concise. Your revision cannot be longer than 150 words) |

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| **Write your revision here:**  **“*Hi All,***    ***I hope this email find you well.***  ***I’ve noticed that lately, a few of coworkers have been calling in sick a lot. Sick leave calls made an hour before the shift It is totally unacceptable. Please take better care of yourselves and try to notice me as much as possible before calling in sick.***    ***Best Regards,***  ***Eric*** |
| **End of Scenario 2** |

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| **Start of Scenario 2** |
| **Carefully read and analyze email Scenario #2 below and answer the following questions:**  **Scenario 2:**  You received a 5*/100* on an assignment and are upset and confused by this mark.    You draft an email to your professor and show it to your friend before you hit “send.”    Your friend replies “Woah, you’re going to send *that?*”    After your friend leaves, you decide to revise it before sending.    Here is the email you drafted:  ***“Hi. Why is my mark 5/100? I put a lot of work into this assignment and there is no way that I deserve only a 5/100. I don’t know if you think I cheated, but I didn’t. If you don’t change my mark I am going to email the president of the college. I can’t believe you want me to fail.***    ***I demand to re-write the assignment right away.***    ***Thanks.”*** |
| 1. **For Scenario #2 - Consider audience and purpose.** Who is the audience for this email? Circle or highlight the correct audience below: |
| **Circle or highlight the correct answer:**   * Professor * President of the college * Another student from the college * Boss |
| 1. **For Scenario #2 - Consider the tone of the communication.** In sentence form, give 2 examples from the email that show the writer's tone. Why is the current tone of the email inappropriate? |
| **Write your answer here:**  1. I think it is rude because of this sentence.  **“*If you don’t change my mark I am going to email the president of the college.*”**  **2.** I think it is anger because of this sentence.  **“*I put a lot of work into this assignment and there is no way that I deserve only a 5/100.*”** |
| 1. **For Scenario #2 - Consider the tone of the communication.** What would be an appropriate tone for this email? List (using bullet points) two adjectives that might describe a more appropriate tone. |
| **Write your answer here:**   * Inquiring: I think it is a good way to ask what you are concerned about and using an inquiring tone to check something. * Polite: It feels bad getting a bad score on what you work hard for. But you should ask the professor politely what you have hesitated about. |
| 1. **For Scenario #2** - Do you think an email is more effective if... (Choose 2)   Select the two tones that you think are most effective. |
| **Circle or highlight the correct answer:**   * The tone is calm and respectful * The tone is angry * If communication is unprofessional (contains errors in grammar, reads more like a text to a friend). * If communication is professional? (ie correct grammar). |
| 1. **For Scenario #2 -** Audience, purpose and tone need to work together. Considering the current tone of the email, explain in sentence format how you think the professor might respond to the student's request? |
| **Write your answer here:**  **I think the professor will be really angry and respond to this email.**  ***“HI, Eric***  ***I’m pretty sure you get the 5/100 in this assignment. I think you need to check your attitude and tone when you want to make sure something.***  ***Thanks.”*** |
| 1. **For Scenario #2** - In approximately 150 words (or fewer) revise the original email keeping in mind the purpose and use a more appropriate tone. |
| **Write your revision here:**  ***“Hi Professor Wong***  ***I hope this email finds you well.***  ***I’m concerned about the assignment. I worked really hard, but unfortunately, I got 5/100 in this assignment. I’m wondering if I’m writing in the wrong direction or if I have some paragraphs and haven’t checked yet.***    ***Best Regards***  ***Eric”*** |
| **End of Scenario 2** |

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| **Start of Scenario 3** |
| **Carefully read and analyze email Scenario #3 below and answer the following questions:**  **Scenario 3:**  Your instructor has forced you to work in pairs on an upcoming assignment, and you don't get to choose who to work with. You’ve been partnered with a classmate you don’t trust to do a good job. You’ve seen his work when taking up in-class exercises; he gets a lot of questions wrong, and his writing contains a lot of grammatical errors. Plus, he doesn’t take criticism well. If he answers a question in class and the teacher says he’s wrong, he quietly sulks for the rest of the period.  The first thing you need to do is decide who is responsible for which parts of the project, so you write the following email to the classmate to divide tasks:  ***Hi XXXX,***  ***Here is how we’ll divide the work for this assignment. First, I’ve written a quick outline of what our project should look like and what research questions we should try to answer. I’ve attached the Word document to this email. Please read it. I’m going to put you on research duty. Look into the questions I came up with. Find five or six good articles that we can use. Don’t use ChatGPT or Google to do the research. Use the library’s search engine, and enter exactly the search terms I wrote in the document. When you’re done, send me the links so I can look at the articles and make sure they’re good. Then I’ll pick out the most relevant information from them and compile it into another Word doc. I’ll send it to you, and you can write the rough draft. I’ll go over your draft afterwards to make it sound better and fix any mistakes. Let me know if you need me to explain this further.***  ***[Your name here]*** |
| 1. **For Scenario #3 -**  Consider audience and purpose. What is the purpose of your email? What do you ultimately hope to achieve? |
| **Circle or highlight the correct answer:**   * To scare the classmate into doing the assignment exactly the way you want him to because you feel he won't do the work properly without your instruction. * Connect with the classmate and complete a successful group project. * To be a responsible group member by assigning all duties. |
| 1. **For Scenario #3 - Consider the tone of the communication.** In sentence form, give 2 examples of words, phrases or sentences from the email that show the writer's tone. Be specific. |
| **Write your answer here:**  1. I think it is information because of this sentence.  **“*First, I’ve written a quick outline of what our project should look like and what research questions we should try to answer.*”**  **2.** I think it is professional because of this sentence.  **“*Firstly….Then…*”and “Let me know if you need me to explain this further.”** |
| 1. **For Scenario #3 - Consider the tone of the communication.** What would be an appropriate tone for this email? List (using bullet points) two adjectives that might describe a more appropriate tone. |
| **Write your answer here:**   * Information: I think it is a good way to ask and organize the team. Let the team still have a great operation; even one of the teammates sulks for the rest of the period. * Professional: It shows the attitude and how you want the things to be perfect. But the email is not concise. It seems a little too long and complex. |
| 1. **For Scenario #3 -** Do you think an email is more effective if... (Choose 2) |
| **Circle or highlight the correct answer:**   * The tone is calm but demanding. * The tone is polite. * If communication is concise. * If communication contains lots of details that make the message long. |
| 1. **For Scenario #3** - In approximately 150 words (or fewer) revise the original email keeping in mind the purpose and use a more appropriate tone. |
| **Write your revision here:**  ***Hi All,***  ***Here is how we’ll divide the work for this assignment.***  ***First, I’ve written a quick outline of what our project should look like and what research questions we should try to answer. I’ve attached the Word document to this email. I’m going to put you on research duty. Look into the questions I came up with. Find five or six good articles that we can use.***  ***When you’re done, send me the links so I can look at the articles and make sure they’re good. Then I’ll pick out the most relevant information from them and compile it into another Word doc. I’ll send it to you, and you can write the rough draft. I’ll go over your draft afterwards to make it sound better and fix any mistakes. Let me know if you need me to explain this further.***  ***Best Regards***  ***Eric*** |
| **End of Scenario 3** |