[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

**Questions and Answers**

Consider the following scenarios, each of which necessitate some kind of written correspondence. Based on mediums(genres of writing) and their relative appropriateness.

**A.** state which medium you’d use and

**B.** explain why you chose that medium(i.e. what is it about the context/setting informing your decision).

For example, if a close colleague suffered a death in their family I would likely utilize a sympathy card. My reasoning for this choice is that I want to express compassion and a card is not only nonintrusive (allowing the recipient to read it at their leisure) but it also shows initiative on my part for writing and sending a card to express my sympathies.Be specific about the medium.

Assume all mediums of communication are available and Feel free to use multiple mediums

1. Due to an increase in rent, you’ve decided you need to increase prices for your services. You want to send a message to your customers conveying your gratitude for their patronage but also informing them of the price increase.
2. An advertisement in the local newspapers.
3. The news will reach to the maximum number of people. The negative impact of such information is minimized when communicated through some mass media. A huge chunk of the population will have the information.
4. The president and the vice-president of the company are giving a presentation in just half-an-hour. While on the subway, the vice-president says they cannot attend due to an emergency. You must tell the president they will be presenting alone.
5. We will call the president and also send an email to the official address of the person.
6. The person will be able to transfer a clear and concise message. There will be no delay in the communication since the person does not have time at hand.

3. You’re the CEO of a clothing company and you want to begin brainstorming the summer collection at a company-wide meeting. Because the project is in its early stages, you want to include the opinions of essentially every department within the company (finance, marketing, research & development, etc). How will you reach out to these departments to inform them of a meeting?

1. An email on all the official addresses. Memos will also be sent to the heads of all the departments.
2. The memos are the most practical source of communication within the offices. The emails will help the spread of information to all parts of the office without much hassle.
3. Consider, what comprises persuasive rhetoric.The relationship between goal, audience, rhetoric and voice.

Please select one of the following videos and analyze the use of persuasion within the video you select. Please discuss the following ideas regarding persuasion within the video you selected:

**A. Key questions regarding persuasion:** What is the goal of the speaker? i.e. what is the speaker hoping to gain? Who do you believe is theintended audience for the video? Based on the audience you believe the video is aimed at, how does the speaker attempt to appeal to this audience? In other words, how is the argumentation they deploy related to their audience?

**B.** Please **define** what *your*definition of **persuasive rhetoric** is. You may use the traditional **ethos, pathos, logos terms**, if you want, but you don’t need to. If you find it easier to define your perception of effective rhetoric through other terms, you’re free to do so. **4-6 sentences should suffice.**

**C.** Based on your definition of effective persuasion, assess the speaker you selected. Did they meet your definition of good rhetoric? Why or why not? Do you feel you’re part of the intended audience? There should be consistency between your definition and your assessment of the rhetoric within the video. Please use specific examples of the speech in your assessment. My hope here is that you become aware of what is persuasive to you and that you’re able to evaluate others’ rhetoric with this definition in mind. Some of these video are long, so you don’t need to watch the entire thing but select a period within the video of approximately 10-15 minutes.**8-10 sentences will suffice.**

Please select one of the following speakers to assess and analyze:

* [Sana Amanat (editor of Marvel comics)](https://www.youtube.com/watch?v=o9lev9739zQ)

1. The goal of the speaker is to communicate that the people should respect the differences in personalities of various people. The speaker is trying to communicate that the society and people should identify the differences between various people. Some particular group of people should not be considered as stereotypes. The audience of the video is the general public in the USA. This is because the Muslims have been seen as showing some particular behaviors and traits by the people out there.

B. The persuasive rhetoric is defined as some conversation that is needed to clarify certain aspects related to a person or a community. The person in the video firstly used ethos by telling that she is an American so she cannot hate the Americans. The person shared the whole life story and concluded logically that the person under consideration was lonely so she was attracted to the super heroes.

C. Yes the speaker communicated the rhetoric in an impressive way. She warned the audience about the consequences of joining some stereotypes to a particular set of people. The role of the media in this regard has also been highlighted. The community will apply the image developed for the group of people to every individual. Thus the speaker had to face this situation when her class accused her of killing the Americans.

The following statements **deliver various modes of communication**. However, the manner in which the ideas are conveyed isn’t ideal. **Rewrite each statement** so as to convey the message more effectively/clearly/less harshly.

5. The Friday’s meeting was attended by a majority of the marketing employee, however, some of the employees could not join in because of other responsibilities.

6. All the candidates are equally qualified but we have to choose one from the lot. The chosen candidate will be communicated via an email.

7. Vacancies at our office are full at this time, we will get back to you soon.

8. The warranty period has expired but as a goodwill gesture, we will offer u 25% discount on your next purchase.

9. The following is the opening to a university letter informing an applicant that they will not be admitted. Please critique this document.

**A.** What do you feel—based on our discussions of bad news messages—the writer could have done for this letter to be more effective? In other words, what doesn’t work about this letter?

**B**. Rewrite this opening—adding, subtracting or rewording anything you deem appropriate.

**Dear Ms. Jenson,**

**Unfortunately we cannot offer you admission at this time.We thank you for applying**

**Sam Brown,**

**Director of Admissions**

1. The bad news messages should not be given up front. The letter should have thanked the candidate in the first line and given the bad news later.
2. Thank You for applying in our institution. We are unable to offer you admission this time but we will stay in touch and will offer you admission to some related field as and when available.

10. Typically in business communication you’ll be writing **using a direct approach pattern.** However, there are a few situations when **you’ll want to use an indirect approach**. Please name **one of these situations.**

Sales messages are delivered with an indirect approach. This is because the seller prepares the mind of the target audience in the first paragraph. The offer is communicated in the middle and further information is provided at the end of the message.

11. Please, **explore the cultural facets of JAPAN**with regards to written business etiquette. But in this question, I’d like you to **meta-cognitively explore the etiquette, rules and ideas** that comprise your own style of business writing.

1. Please examine two pieces of writing. First, examine an email you have sent to a boss, professor or somebody else In a professional setting. Then, please look at a message (email, Facebook message, text, etc) that was sent in a more personal context. Compare the high-context VS. low-context nature of these messages. Is one more high context than the other? Do the circumstances that the messages were written under have any bearing on how you wrote the message?

**(about one paragraph)**

1. What do you feel influences these preferences? How much influence—if any at all—does your home culture have on your writing/reading within these contexts? When considering this question, you may consider your home culture, but you don’t necessarily need to do so. Perhaps there are other influences that influence the way you write.

**(about one paragraph)**

1. A high context culture is the one in which there is a clear difference between the official and private conversation. A low context culture is the one that has very little difference in the official and private conversation.

In a high context culture, one should expect more formal language and business tone in the email in the office. The language or tone in the private messages will not be too formal in a high context culture. The low context culture is the opposite to the above mentioned characteristics. There will be some informal tone in the official conversation as well. The private conversation in this case will be completely informal

1. Yes the type of culture does affect the preferences in the communication style. This is because the people living in the high context cultures automatically adapt to the formal style of communication. The tone in politer, there is less use of slangs. The people living in a low context culture adapt to more informal talk style. This is also reflected in their writings as well.

12. Consider our discussion on the elements of an argument.

The motive for the text is to criticize the social media websites for spreading the fake news. These news can create havoc as seen in the India elections in 2014. The audience of the article are the general public that uses the social media site. The people should not believe the news spread by the social media. The advertising is the main source of income for the social media website. The rhetoric here is negative and persuasive as well. The company has not reacted as it should have to the problem which allows it to continue earning profits.

# References

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