



STUDYDADDY

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Assignment 1: Audience Analysis

Due Date: Monday, September 26

Length: approximately 300-500 words

Primary Audience for your Memo: your instructor

Assignment format: memorandum, double-spaced

Assignment Value: 10% of final grade

Your first task in this class is to draft a memorandum to me (your instructor) from you, in which you do the following with reference to the Globe Airlines case materials (in the case pack).

Imagine that you are the “you” referred to the case, employed in the Customer Relations office at Globe. You have been assigned the task of drafting the company’s response to Lyn Smith’s email letter of March 11, 2008.

As you begin working on the matter and developing the background necessary for you to draft the letter of reply, you should think about and analyze the various audiences that you will have to keep in mind (Locker/Findlay, Chapter 2). You are turning to me—in the context of this exercise, your former Professional Writing instructor—for some confirmation that your audience analysis is accurate and your writing correct.

Consequently, you are writing a memorandum directed to me in which you

- a) identify the several audiences (actual and potential) implicated by your response, using the analytic scheme found on page 26 of your text (“Identifying Your Audiences”). Comment briefly on how each will affect your response.
- b) give a slightly more extended analysis of the obvious intended primary audience (Lyn Smith) for the letter, using the materials given to you in the case report and applying some or all of the principles of audience analysis set out in Chapter 2 to the evidence about Ms. Smith that is available to you. Remember: in this assignment, you are NOT drafting Globe’s reply to Ms. Smith; you are preparing to do so. Some questions that you can ask yourself include the following:

What kind of person is Ms. Smith?

What is her education level?

What might be the appropriate channel for your message to her, and why?

What might be an appropriate tone to adopt, and why?

Use the analysis questions on pages 31 to 33 to help guide you in formulating your analysis.

Your purpose in writing this memo is to obtain comment from me regarding not only the accuracy and usefulness of your analysis itself but also your writing, both in general (e.g., overall coherence, paragraphing) and at the level of the sentence (e.g., grammar, punctuation). Convey

your text to me in memorandum format (with one exception, which I address below). You will find an example of this format at page 151 of your text (Figure 7.3).

Please note, too, that the syllabus asks that students double-space their assignments. Business documents (as you can see from the examples in the textbook) are typically single spaced, but double-spaced assignments are easier to mark. **When double-spacing paragraphs in the body of your assignments, please indent each new paragraph one tab space (conventionally, one tab space equals ten space-bar spaces).** You do not, however, have to double-space the introductory matter (the “To/From” block for memos and address block for letters).

Please do not exceed the five-hundred-word limit.



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