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ENG 306: Persuasive Memo Assignment

Writing Requirements:

- Memo Format: Follow the Persuasive Memo on p. 77 (Figure 3-3)
- 12 point, Arial font
- 1 single-spaced page (approx. 300 words)

Due Dates & Submission Requirements:

- Peer review: **02/24/2017**
- Final draft: **02/27/2017**

Assignment Prompt:

Imagine that you work for a company where many of the new hires have been using text messaging and social media to pass on confidential material to each other or relay emergency information. This greatly concerns the chief executive officer (CEO), who especially has a problem with employees using text messages/social media to convey such sensitive information over unsecured and unregulated networks. Draft a company memo that persuades employees to adhere to company protocol and to stop sending company information via social media or text message.

Though you are free to invent company information (names, protocol numbers, etc.), you will have to consider how audience, purpose, context, and scope affect your memo.

Additional Help

You have several resources if you would like additional help:

1. Reread *Writing that Works*, pp. 298-300 (“Designing Memos”), pp. 276-279 & 279-289 (“Developing Style & Tone”; “Structuring Effective Correspondence”), and pp. 110-119 (“Point of View; Conciseness; & Plain Language”).
2. Contact me via phone, email, or make an appointment to meet with me.

ENG 306: Persuasive Memo Grading Rubric

Subject Requirement	Point Distribution
Format	
1. Left-justified paragraph alignment; 1-inch margins; 12 Point Arial font	/5
2. Single spaced paragraphs	/5
3. Standard form (tabbed once and flushed left); initialed	/10
4. Header	/5
Subtotal	/25
Persuasive Strategy	
1. Clear introduction to problem	/20
2. Persuasive strategy that requests or instructs (Direct or Indirect Strategy)	/30
3. Logically organized paragraphs with supporting facts and information (HINT: One topic per paragraph. Keep scope in mind.)	/35
4. Demonstrates familiarity with readers' needs and shows readers respect	/20
5. Clearly admits negatives where applicable	/15
Subtotal	/120
Writing Style	
1. Clear and direct writing style (HINT: Plainly worded sentences. No flowery, passive, or confusing sentences. They should be effective, not impressive.)	/20
2. Clear, coherent topic sentences in each paragraph	/10
3. Appropriate tone and style	/10
4. Demonstrates goodwill and reflects the "You" perspective	/10
5. Grammatically competent	/5
Subtotal	/55
Persuasive Memo Points Total	/200
Instructor Comments:	



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