WR227 Homework Assignment

Persuasive Email (Final)

Format: This assignment must be emailed as a “real” email message, not as an attachment, to EganB@LinnBenton.edu. Do not double-space this (or any other) email.

Task: Using peer review comments, the graded first draft of the assignment, and your own learnings, revise your persuasive email. Ensure that it meets its purpose, that it is written correctly and compellingly, and that it follows all the rules for persuasion and email format.

In the subject line of the email, between the closing parenthesis and the descriptive content of the message, put [Final] in square brackets to indicate that this is the final draft. Example:
(WR227 Jones, John) [Final] Rental application for an apartment

Review the instructions on the draft’s assignment sheet and the checklist on the reverse of this page to ensure you fully understand the intent and requirements.

Important: Do not turn in your final version until you have included revisions based on instructor grading comments, in-class peer-review comments, and concepts from the lectures and reading.

Due date: Your assignment must be emailed to EganB@LinnBenton.com no later than 11:59 p.m. on Wednesday, January 29. IMPORTANT: This is the first assignment under the revised Late Assignment Policy. Late assignments will be penalized one full letter grade for each full or partial day late. Late assignments will not be accepted after four days. (Be sure to cc: yourself on the message so that you can confirm that it was actually processed by the mail system. You may also wish to set “delivery receipt” and “read receipt” flags, if your email program provides them.)

Weighting: This final version is worth 20 points (the first draft was worth 10 points), for a total of 30 points toward the course total of 600).
WR227 Persuasive Email (Final) Checklist

Note: The points below are not equally weighted, but all are important. The various ratings below will be considered within the context of the overall effectiveness of the email. That overall effectiveness is what will determine the “holistic” grade.

Format:
- Sent as email message to EganB@LinnBenton.edu
- Subject line exactly as specified, including [Final] in proper place
- Salutation is appropriate and correct format, and is NOT to your instructor
- Complimentary close is appropriate
- Message is “signed” with your typed name after the complimentary close

General Writing Style:
- Grammar, spelling, and punctuation are correct
- Sentences are constructed well
- Paragraphs are constructed well, sequence flows in body
- Writing is clear and unambiguous
- Writing is concise (no extraneous words or topics)

Technical Writing:
- All instructions were followed explicitly
- Subject line clearly reflects purpose of email
- Subject line is aimed at scenario’s recipient, not the instructor
- Has distinct A-G O and C-T-A C, as well as full details in the body
- Reader’s attention is captured immediately, and reader is immediately aware of purpose of message
- Author’s requested outcome is clearly described
- Arguments are compelling
- Arguments are based on audience’s needs (4SQ answers) rather than author’s
- Audience clearly knows what action is expected when they finish reading
- Expected action is consistent with objective of the email
- Formality and vocabulary are appropriate for the audience
- Reader knows how to reach you with a response

Writing Process:
- You completely read, fully understood, and explicitly followed instructions.
- In planning, you carefully considered what the reader needs and wants to hear (based on the 4SQ)
- You proofread and spell-checked the assignment after writing it
- You had this final version peer-reviewed before you turned it in
- Assignment will be turned in on time