

Business Communication in its Rhetorical Contexts
SPRING 2018

Take-Home Final: Annotating a Letter & Writing an Email

Purpose:

- To reflect critically on the rhetorical choices involved in the communication process
- To discuss rhetorically-based revision
- To write a "negative" email using appropriate strategies and without offending the recipient

Topic:

This two-part assignment asks you to imagine that you are the manager of Pioneer Cable. Your new assistant manager, Tandy Shaw, has just written the first draft of a letter responding to a video conference between Pioneer Cable and AmRep Andorra. You instructed Shaw to write a follow-up letter to AmRep, summarizing the discussion and outlining what AmRep has agreed to do. AmRep could be very helpful to your company's expansion overseas and the situation needs to be handled carefully. You are dismayed when you read your assistant manager's letter, which needs to be substantially revised before you would consider sending it.

Part I: Annotate your assistant manager's letter (this is the letter on the next page), indicating what needs to be changed, why it should be changed, and suggestions for making the improvements.

Part II: Write an email to your assistant manager in which you explain why you made the changes you did. Your goal in writing this email is to help Shaw learn how to write more effective letters, in particular to companies from other countries.

Guidelines:

- There are TWO PARTS TO THIS ASSIGNMENT: the annotated letter to AmRep (written by your assistant manager, Tandy Shaw) and the email to Shaw, your assistant manager.
- The explanatory email should be about one-two pages. Use bullets to make your points more readable. Be specific when you explain the changes that should be made to Shaw's letter.
 - Address the email to your assistant manager, Tandy Shaw.
 - End the email with an action statement.
 - The email will come from you—use your own name.
- This assignment must be handed in as part of your FINAL PORTFOLIO, which should also include your RESUME (with job advertisement) and REFLECTION. The PORTFOLIO CHECKLIST must also be submitted.

Pioneer Cable

567 Westwood Blvd.

Woodland Hills, CA, 90210

310-555-7700

www.pioneercable.com

May 11, 2018

Michael Zumay, CEO
AmRep Andorra
2467 Mountain Avenue
Andorra

Hey Mike:

Subject: Videoconference Info

It was great seeing and talking with you and your crew at the April 30 videoconference. Everyone here at Pioneer Cable is totally stoked about having AmRep Andorra hook us up with an Andorran cable supplier. We're sure you'll keep the ball rolling to find us a terrific supplier!

Because of all the heavy accents, it was a little hard to understand some speakers in our videoconference, so let me go over some things we agreed on. AmRep Andorra is going to look for a cable supplier for Pioneer. Right? You'll make no bones about getting us the best price/quality ratio you can possibly manage. This is obviously easier for you to do than for us because you'll be communicating in your home language. (Is Andorran your country's main language? Or is it Catalan? I'm not sure.)

Unless I misunderstood, I heard one of your staff say that there would be continuous feedback on quality control and that your company would provide technical conformance to the specifications that we submit. Is that right? These things are important to us. There was also quite a discussion on ISO standards and procedures, and you said that AmRep would definitely find a supplier that adheres to those standards. This is super important to us. I believe I also heard that AmRep would help us manage production and delivery schedules with our Andorran supplier.

The manager says that we must have confirmation of these points before we can continue our negotiations. Hope to hear from you soon! Cheers!

Tandy

Comments on the letter.

Tandy Shaw

Assistant Manager, Pioneer Cable

E-Mail: tshaw@pioneercable.com
