Neutral News Email Assignment

Purpose and Goals

This assignment has three main purposes: 1) to allow you to practice writing a professional email, 2) to help me learn more about your goals for the course, and 3) to help me create groups for the assignments that will come later in the semester. Professional correspondence can broadly be divided into three categories: good news, neutral news, and bad news. You can learn more about the types of correspondence in the "Professional Correspondence" video on Scholar. (This video will be available Wednesday July 8th.)

As you work on this assignment, you will start by **analyzing your audience**. This includes **using the appropriate tone** and **including all of the expected information**. Your email should 1) **discuss** what you would like to learn from this course, 2) **explain** your previous experience with technology, and 3) **list** software programs you are comfortable using. You will use appropriate professional and academic language, the neutral news format, a descriptive subject line, and well-formed content, following the conventions of the professional email genre. (See samples on Scholar)

Requirements

Length: Your final emails will each be at least 150-200 words. *When submitting your **draft**, your email should be formatted correctly and be **at least 150 words** in length.*

Audience: I am your audience for this email. Write like you would for any other person of authority in your professional life.

Medium: You should write your drafts of this email in a word processor, such as Microsoft Word. You will be submitting a .doc, .docx, or .rtx format file of your draft to the class Scholar site.

Draft Due Date: July 10th (by 11:59pm)

Tips and suggestions

❖ Using a bulleted list may be effective if you have more than two software programs to include.

❖ Professionals get MANY emails every day. You want to make sure that yours stands out and presents you in a positive light. Make sure to include a descriptive subject line and proofread well.

❖ You can visit the Writing Center (Newman Library 2nd floor) to have a writing coach conference with you about this assignment. (You can make an appointment to brainstorm, to review a finished draft, or to get assistance at any point in between.)

❖ As you work, make sure you review the sample emails that are posted on Scholar.

Assessment

Content (35%): Your emails should clearly and professionally communicate what you would like to learn from this course, your previous experience with technology, and the software programs you are comfortable using. Furthermore, your emails should include your contact information, including the best times to contact you.

Organization and Format (25%): You are expected to follow the genre conventions for professional emails that are discussed in our textbook and in the "Professional Correspondence" video. Your email should have a greeting, an introduction, body paragraph(s), a closing, and a signature. You should follow the models of professional emails that are listed on Scholar.

Vocabulary (15%): When corresponding with teachers, supervisors, or other authority figures, it is especially important to use appropriate professional or academic language and vocabulary.

Grammar/Mechanics (15%): This email should be free of grammatical and mechanical mistakes. Professionals get countless emails every day, and you don't want yours to be overlooked because of careless errors.

Draft Submission (10%): You are expected submit each major assignment as a draft. This draft should meet the minimum requirements for the assignment, but you will have the opportunity to revise this assignment based on instructor feedback.