

Date: January 28, 2016
To: ENG 300 Students
From: Dr. Dominic Ashby, PhD
Subject: Memo Writing Project

Now that you have read about writing for technical audiences and the genre conventions for memos, emails, and letters, it's time to put those skills to work. This memo explains your first major writing project, which will consist of three memos responding to the case study "The Nastygram" on pages 126 & 127 in your textbook.

After reading chapter 4: Ethics in the Technical Workplace, read the "Nastygram" case study, keeping in mind the audience and ethical considerations we've been studying in class. Put yourself in Shannon Phillips' shoes. Your task is to compose three separate memos: one responding to Dr. Keenan's angry memo, another addressing the technicians you (as Phillips) supervise, and another to the CEO who was cc'd in Keenan's memo.

Memo One. For the memo to Dr. Keenan, do your best to diffuse the situation by responding professionally and tactfully. Address her concerns and explain what course of action you and your staff will take in the future. Keenan's memo has called for resignations and firings—consider how to address these demands. Review the conventions and models for responses, adjustments, and refusals found in chapter 5 as you plan your response.

Memo Two. The memo to your technical staff needs to address what happened during the accident and take steps to keep something similar from happening again. Explain any pending policy changes, additional training, etc. that you plan to implement. Workplace morale is important, so consider your style carefully.

Memo Three. Dr. Keenan's memo to you was cc'd to George Jones, the medical center's CEO. Given the demands Keenan makes, you need to let Jones know what happened and inform him of any steps you are taking.

Style and Conventions. For each memo, pay close attention to style. Decide when a "you" style is appropriate and when to avoid it. Avoid bureaucratic language. Consider your primary, secondary, and tertiary audiences. Be sure to follow memo format. Make each only as long as necessary, devoting no more than a page to each.

Due Dates.

Tuesday 2/2: Bring a draft of memo to class for workshopping.

Tuesday 2/9: Bring drafts of all three memos to class for workshopping.

Thursday 2/11: Final drafts due.

If you have questions about the assignment, please email me at dominic.ashby@eku.edu or stop by my office, Case Annex 388 during my office hours. Consider scheduling an appointment at the Noel Studio if you would like additional help and feedback as you write and revise.