

How to Write an Audience-Centered Writing Assignment

Students will be most successful in performing writing assignments when they are given focused assignments to work with. Broad, unfocused assignments make writing difficult for students. In the College of Business and Economics, students should gain experience performing audience-centered writing assignment assignments they might get in the workplace.

1. Identify the person or persons who made the assignment.
2. Identify the writer's role in the situation
3. Identify the primary and secondary audiences for the writing assignment. The primary audience is often the person who will make a decision about the information provided and the secondary audience is other stakeholders inside or outside the organization.
4. Explain the purpose of the assignment.
 - a. What is the writer attempting accomplish in the communication?
 - b. How will the writing be used in the workplace?
5. Present the writer's specific task.
 - a. Is the writer analyzing, evaluating, summarizing, or critiquing?
 - b. Define the outcome of the document (next action)
 - i. Recommendations
 - ii. Findings
 - iii. Conclusions
 - iv. Return Response
 - c. Sometimes, students need help in understanding the task. The instructor or assignment could define the meaning of words such as analyze or evaluate to help students understand the task.
 - d. If the assignment is designed to help students learn course concepts, the instructor should spend time discussing the concept to be applied in the writing assignment.
6. Tell the writer what the main issue is and what question or questions he or she should answer.
 - a. Discuss with students the possible questions that need to be answered
 - b. Lists of possible questions for students to answer in a paper
 - c. Help students prioritize the questions

7. Identify the deliverables and formatting.
 - a. Explain the format: memorandum, report, line spacing
 - b. Tell the writer what citation format and style to use, We suggest APA

8. Provide the evaluation standards.

The standard we use is the CBE writing rubric. Giving the student a copy of the rubric as a guide will help student provide a better paper.

Writing Assignment #3 Business Cornerstone, Spring 2012
Due Thursday, February 23, 2012 by 11:59 pm

How to send to instructor

- One Memo (E-mailed to Professor) and hard copy for class
- Email Subject Line: WA3_Section 010
- File name: Team1_WA3_010

Your role

- Junior Analyst at Little Templeton Investment, a wealth management company in New York City.

Audience

- Tyra Wise, Managing Partner, Little Templeton Investment, Inc.; Wise made the assignment for use in a partner's meeting.
- Firm Investment Committee.

Task

- Ms. Wise has asked your research team to analyze performance of individuals companies in the music industry. Your team is to submit a memo to Ms. Wise.

Questions

- Issue: Wise has read reports on changes in technology in the industry and wants to know how these changes have affected company financials.
- Revenue
 - Company Market Shares and Market Share Growth
 - Warner Music Group, Universal Music Group, Sony Music Revenue from 2008-2010

Evaluation

- Use the CBE Writing Rubric for the evaluation standards.