FEEDBACK TUTORIAL LETTER

1ST SEMESTER 2019

ASSIGNMENT 1

PROFESSIONAL WRITING
(PWR611S)
DEAR STUDENTS

Here is the feedback on your first assignment for 2019.

The first question was a complaint letter.

The problem with this question was that many students did not give any details about their phones eg make, serial number and the exact problem.

Another problem was that the TONE of the letter was often wrong. You are complaining in order to have the problem solved. Some students were threatening in their letters and other students complained about bad service. If you did this you have missed the point.

Please check the FORMAT of the letters in your workbook i.e the addresses and salutations, closing section etc.

Please check that your letter consists of the required sections and that the sections contain the correct information.

When you know the name of the person you are writing to end with Yours Sincerely. If you do not know the name end with Yours Faithfully

Students who chose to do the bad news letter did well. The sections contained all the relevant information as was shown in the workbook. There is not much to say about this section of the assignment.

The persuasive letter on the sport fields was, on the whole, done quite well by most students and there was some very inventive and sensible writing. Once again, some students were unsure about the format of the letter. Please refer to the workbook whenever you are doing an assignment on a certain type of letter. There is no excuse for getting the format incorrect (addresses, subject line, salutation, date, appropriate sign off, title and signature).
Remember that the attention paragraph must get the reader’s attention and show a benefit to the reader. Use rhetorical questions in this section.

In the interest paragraph, explain the benefits and appeal to the reader’s logic or emotions. Many students did not do well in this section as they failed to explain the benefits thoroughly.

In the desire paragraph you need to show how the decision can really help the reader. Here some students also failed to show how having a sports field can benefit NUST. Examples were needed eg cost savings because NUST does not have to pay for the use of other fields etc. Saving of transport costs if students do not need to be transported elsewhere for games etc.

Unfortunately most students did not have a good action paragraph. There was no call to action or explanation of how the next step can be taken by the reader (Vice Chancellor).

As has been said often in the past, you are penalised for errors in language and style. When we look at the style of a piece of writing we look at the format and the general TONE of the letter. Is it persuasive? Is it motivatory? If you wish to have a form of redress for a problem (complaint letter) are you respectful, yet firm? Do NOT threaten the recipient, as you can be sure then, that you will get negative feedback. If you use threats (legal action etc) this usually follows your second or third attempt at being met by the person you are writing to. Never threaten on your FIRST attempt to solve a problem, as you will endanger the recipient- this will not help you solve the problem!

As far as language is concerned, clumsy errors in sentence construction as well as spelling errors will cause you to lose marks. In an assignment there is no excuse for clumsy language errors, as you can proofread your work, or have it proofread.

All the best with your second assignment

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