

STAGE 2 ENGLISH COMMUNICATIONS

Applications: Workplace Writing

PART A: Research Assignment (Formative) 250–500 words

For this section you will need to choose a workplace in the community to study. If you have a part-time job this may be a great place to start, others people may need to negotiate suitable sites with me. Make sure that the workplace is able to provide a variety of written examples, and that you have checked with the appropriate person to make sure that they do not mind.

Make an appointment at the workplace and explain what your assignment is and what you require. You may need to make another appointment to actually look through the range of writing produced in that workplace.

Letters, reports, information bulletins, newsletters, press releases, requests for information, quotations for clients, customer surveys, agenda and minutes for meetings, policy documents, advertisements, signs, facsimile (fax), email and telephone messages will all be useful for this exercise. You should ask if you can have **copies** of these.

1. Structure of the workplace:

Investigate (perhaps draw a map of) the employment structure of the organization. How many staff do they have and what are their respective roles? What is the nature of the business (eg. hairdressing, supermarket, hospital etc.)

2. The language of the workplace:

How does the formal or official language of the workplace differ from the casual language of its employees? Study some official documents circulated to the workplace as well as internal policy documents, publications, notices or memos. How do members or groups within the workplace communicate with each other?

3. The writing of the workplace:

What are the types of writing produced by the workplace? What are their various purposes? Who are their intended audiences?

4. The public image or public relations of the workplace:

Does your workplace have a website, brochure or flier to promote it in the community? Comment on the visual layout as well as the language used.

5. The letterhead or logo used by the workplace:

How does this relate to the workplace? Does it have any special significance?

PART B: Formal Reponse (Summative) – 6 pieces of writing totalling 800-1000 words.

- Your task is to create your own company, of which you will be the Managing Director.
- Think of a name for your company.
- Design a letterhead or logo for your company.
- Outline the purpose of your company (ie. To sell TVs, to repair computers, to cut people's hair, to promote Australian bands etc.).
- Describe the structure of your company (draw a diagram showing how many employees you have and their respective roles).

Now to the most important task of all...

Produce **six** examples of writing that relate in some way to your company. These may include:

- ? Letters
- ? Internal memoranda or information bulletins
- ? Reports of various types (eg. accident reports)
- ? Press releases
- ? Requests for quotations or information from other companies
- ? Quotations for customer orders

- ? Stocktaking and inventory requirements
- ? Customer surveys or feedback sheets
- ? Replies to customer queries or complaints
- ? Agenda and minutes for management or staff meeting
- ? Telephone messages
- ? Facsimile (fax) and email messages
- ? Websites
- ? Signs
- ? Brochures

Your writing must be original and suitable for the purpose and audience you have chosen. Clear and accurate writing is essential to any workplace, so you should focus on the conventions of each form of writing (eg. spelling, punctuation, grammar, syntax, layout and appropriate vocabulary).

Rough copies must be kept for every piece of writing so that I have clear evidence of the drafting process. These need to be pasted into a 96 page exercise book, and your 6 final copies placed into a plastic envelope in the front of the book.

PART C: Oral Presentation (4-6 minutes)

You will be required to reflect on the process of researching and developing each of your six pieces of writing. Your oral presentation should include:

1. The name of your company and why you chose it.
2. The purpose of your company.
3. The structure of your workplace.
4. How and why you designed your letterhead and how it relates to your company.
5. An explanation of the characteristics of each form that you chose for your six pieces of writing, and how closely your example followed these conventions.
6. What you learned about language and workplace writing during this assignment.

<i>Criteria for Assessment</i>	<i>Well Done</i>	<i>Partly Done</i>	<i>Needs Work</i>
Demonstrated awareness of the range and scope of written and verbal communication in the workplace.			
Use of appropriate form to suit purpose and audience.			
Use of appropriate conventions for each form of writing.			
Ability to edit and polish each written piece to an acceptable standard.			
Use of clear and accurate written language (eg. spelling, punctuation, vocabulary, grammar).			
Detailed and fluent oral presentation			
Comment:			
Grade: _____			