



# **Tutorial Letter 201/2/2018**

## **Practising Workplace English ENN1504**

**Semester 2**

**Department of English Studies**

**IMPORTANT INFORMATION:**

**Feedback Tutorial Letter for Assignment 01**

BARCODE

Dear Student

In this tutorial letter, we provide information relating to Assignment 01 and guidelines relating to the October/November examination.

Some of your responses to Assignment 01 were creative and meaningful, with particular emphasis on relevant content, correct structure, appropriate style, register and language usage. However, there were many responses that did not meet these criteria.

We believe that you will find the following comments and sample answers useful in preparing for the forthcoming examinations. Please note that the sample answers are by no means definitive solutions to the assignment questions. Furthermore, each response was marked on its own merit, provided it consistently fulfilled the required criteria for workplace writing correspondence.

## **SECTION A: QUESTION 1**

### **WRITING SKILLS IN WORKPLACE CORRESPONDENCE**

*The purpose of this question is to assess your ability to write an apology. This requires you to do the necessary preparatory reading so that you can answer the question convincingly and adequately. Ask yourself, "Would the intended reader of this document accept this apology?"*

*Work through Unit 1 in the Study Guide and Learning Unit 1 in the Workbook before attempting to answer this question.*

### **BACKGROUND**

You are the Customer Service Manager for Drago Group, an internet security software company. You have been tasked to write an apology to your client, Target Imagery Enterprises.

Target Imagery Enterprises sells cameras with free cloud storage. Drago Group's software is installed on the client's server, but hackers have illegally accessed it. Millions of images and videos have been stolen and the hackers threatened to distribute it on the internet. Fortunately, the Drago Group were able to prevent the hackers from distributing the images and videos.

Mr Kenji Fujiyama, the Chief Executive Officer (CEO) of Target Imagery Enterprises, has demanded an apology and is threatening to take his business elsewhere.

You have drafted a memorandum that will be sent to the client.

**INSTRUCTIONS**

Read the draft memorandum critically and improve on it by revising, editing and proofreading. This means that you should write an improved version of the memorandum, and may add or leave out information.

In your revised version, you should have grammatically correct English, appropriate style and well-structured paragraphs.

Your answer should not exceed ONE page in length.

**DRAFT MEMORANDUM**

To: Target Imagery Enterprises

From: Mr Smith

Subject: So sorry!

I am really really sorry that this has happend. We know that you are upset and we feel badly about it.

We will make amends, we are doing our best to investigate this case to prevent it from hapening again.

Yours Faithfully

Mr Smith.

**SUB-TOTAL: 50 MARKS**

**ASSIGNMENT FEEDBACK**

For this question, you were assessed in terms of content, context, structure, style, register, language accuracy, editing and proofreading. You may have needed to perform some research on the information technology industry to answer this question adequately. The ability to write to apologise was considered in assessing the merits of each of the criteria mentioned above, in relation to a specific audience and purpose (refer to page 20 of your Study Guide). The style needed to be formal and the tone polite and conciliatory. Refer to pages 6-8 of your Study Guide, which provide general guidelines on the use of appropriate language (grammar), style and register.

Due consideration was also given to responses that adopted the narrative approach with well-structured paragraphs, correct grammar and sentence structures with a formal register. Research on the legal implications of cloud storage, online distribution and hacking on customer

service would have benefitted students in addressing the tone and register in restoring the relationship between Target Imagery Enterprises and Drago.

The draft memorandum was fundamentally flawed because:

- The addressee, date and position of Mr Smith are missing.
- The subject of the memorandum is too vague and informal.
- The language used throughout the memorandum is too informal (it does not appear that the writer is genuinely apologetic).
- There are spelling and punctuation errors.
- The memorandum is incomplete (and thus it is not accurate). The apology comes across as insincere and there is no reason given as to why the client should not to take their business elsewhere.
- In a memorandum, there is no salutation or a complimentary close such as “Yours faithfully”. These are applicable in apologies that are formatted as letters and emails.

In the possible answer outlined below, the structure of a text follows the outline provided below:

- Begin by stating what and why you need to apologise. (paragraph 1)
- Describe the context or background. (paragraph 2)
- Give accurate information in support of your motivation for the client to continue doing business with your company. (paragraph 3)
- Offer possible compensation to the client to restore the client’s confidence. (paragraph 4)

**POSSIBLE ANSWER**

**DRAGO GROUP**

**MEMORANDUM**

To: Mr Kenji Fujiyama  
Chief Executive Officer (CEO)

From: Mr Smith  
Customer Service Manager

Date: 5 August 2018

**APOLOGY FOR THE DATA THEFT**

We would like to express our sincerest apologies for the recent hacker infraction on your company's server.

We have thoroughly investigated the breach and have identified the problem. The issues have been resolved and we are confident that such occurrences would not recur. We can also assure you that none of your customers' data was distributed on the internet.

We understand that Target Imagery Enterprises no longer trusts Drago Group and wishes to hire another organisation, but we would like to remind you that Drago Group has ensured the security of our customers' data for over two decades. This is the first time that such an event has occurred and we are prepared to take additional security measures to protect the rights of our clients.

As Target Imagery Enterprises is a valued customer, Drago Group offers your company a year's internet protection free of charge. It is hoped that this offer would be accepted as a token of our apology, as well as, our sincere acknowledgment of continuing doing business with Target Imagery Enterprises.

Jeremiah Smith  
Customer Service Manager

**QUESTION 2**

**MINUTES OF A MEETING**

*The purpose of this question is to assess your ability to record minutes accurately and objectively, using formal language. This requires you to do the necessary preparatory reading so that you can answer the question adequately.*

*Work through Unit 2 in the Study Guide and Learning Unit 2 in the Workbook before attempting to answer this question.*

## **INSTRUCTIONS**

Read the transcript below (exact words written down) of what was said under agenda items 3.1 of this meeting, presented in the form of a dialogue. Write the minutes of this discussion, which covers only ONE agenda item, and not the whole meeting. This means that the complete format for minutes is not required. Minute the discussion under the following subheading:

### **3. 1 Gala Night and Award Ceremony**

Remember that in taking minutes we carefully select and summarise information, and make changes to style and grammar. Note that it is usually not necessary to record what each person has said in turn.

Your answer should not exceed ONE page in length.

(Please refer to Tutorial Letter 101 for the transcript.)

**SUB-TOTAL: 50 MARKS**

**TOTAL: 100 MARKS**

## FEEDBACK

We have highlighted the key aspects of the instructions. Hence, in Question 2, you were expected to record the minutes of only one of the items discussed at the meeting. Therefore, your competencies in the following were assessed:

- selection of relevant factual information (Content);
- correct and consistent formatting (Structure);
- use of strictly formal business language, reported speech (Style and Register);
- correct grammatical structures (correct tenses, spelling, punctuation, sentence structure).

Whilst we received many responses that reflected a sound understanding of the key criteria in recording minutes accurately, we would like to draw your attention to the following challenges that a few students experienced:

- failure to adhere to the specific instructions given in the question;
- inability to distinguish between relevant and irrelevant information regarding the challenge faced by the company;
- misconception that the use of reported speech in the actual transcript constitutes the minutes;
- inability to record the minutes in past tense;
- inclusion of other items of the minutes such as Welcome, Attendance, and Apologies;
- inconsistencies in the structure of the minutes;
- inaccurate recording of the resolution taken in this segment of the meeting;
- poor presentation- lack of Correctness, Completeness, Coherence, Conciseness and Clarity.
- Failure to use the third person in reporting

Once again, there should be some evidence that the process of editing and proofreading of your revised version of the minutes of a meeting was carried out before the final submission.

**‘POSSIBLE ANSWER****3.1 Gala Night and Award Ceremony**

- 3.1.1 During the discussion of the item on the Gala Night and Award Ceremony, Mpho requested that members of the board be briefed on the progress of the event.
- 3.1.2 Asnath indicated that the preparations for the event were progressing well and that 90% of the arrangements had been completed. However, the outstanding matter to be dealt with was the gifts. Tikah reported that he had ordered scarves, ties and diaries for all employees of the company and those would be packed before the trip was undertaken.
- 3.1.3 Adams requested more information with regard to the sponsorship for the company's trip to Korea. The Chairman conceded that there were difficulties experienced, but reported that a new sponsorship from Zip-Zap Ando Bank had been secured.
- 3.1.4 Tika's report on the booking of the venue for the Gala Night and Award Ceremony indicated that Three Little Star Hotel would accommodate them for five nights and they would be served three meals: breakfast, lunch and dinner.
- 3.1.5 As a reminder, Asnath suggested that they should prepare their passports on time and prior to finalising the flight bookings.

## SECTION B EXAMINATION GUIDELINES

### ASSESSMENT

Evaluation of your answers to examination questions will be carried out in much the same way as for assignments. Your marks will be determined by considering the four broad areas reflected in the following table:

<b>ASSESSMENT CRITERIA</b>			
<b>Content</b>	<b>Structure and organisation</b>	<b>Language accuracy and editing</b>	<b>Style and register</b>
<p>The revision of the text as a whole in order to improve the content through the:</p> <ul style="list-style-type: none"> <li>• identification of the main purpose and audience</li> <li>• selection of relevant details</li> <li>• omission of irrelevant details</li> <li>• inclusion of additional relevant details</li> </ul>	<p>The revision of the text as a whole in order to improve the structure and the organisation of the information.</p>	<p>Technical writing skills in using correct language / grammar structure.</p>	<p>The appropriate level of formality and tone to establish purpose and audience.</p>
<p>Criteria to be considered:</p> <ul style="list-style-type: none"> <li>• correctness (relevancy &amp; accuracy)</li> <li>• completeness</li> <li>• coherence</li> <li>• conciseness</li> <li>• clarity</li> </ul>	<p>Criteria to be considered:</p> <ul style="list-style-type: none"> <li>• correctness of format</li> <li>• logical sequencing/ paragraphing/ subheadings/ visuals (if applicable)</li> <li>• handwriting/ typesetting/ layout</li> </ul>	<p>Criteria to be considered:</p> <ul style="list-style-type: none"> <li>• grammar (vocabulary)</li> <li>• spelling</li> <li>• punctuation</li> <li>• sentence structure</li> <li>• expression</li> </ul>	<p>Criteria to be considered :</p> <ul style="list-style-type: none"> <li>• usage of words/ phrases</li> <li>• sentence structures</li> <li>• punctuation aimed at supporting appropriate</li> <li>• style and register</li> </ul>

Ensuring compliance with the 5C's of good business writing skills (Correctness, Completeness, Coherence, Conciseness and Clarity) should always culminate in the following tasks:

- editing of your revised content, structure, language usage and business writing style;
- proofreading to correct minor mistakes that might distract attention from what you are communicating to the reader.

## EXAMINATION GUIDELINES

Your answers must meet the specific requirements of each question. Although we do not require that you show your planning or drafts, you need to carefully consider the instructional key words of each question. Questions and instructions are often complex, and need to be analysed systematically. You will be tested partly on your ability to interpret the questions correctly and to provide well-planned responses to specific instructions.

Remember to make your answers as realistic as possible by including sufficient 'factual' information. You may invent (i.e. make up) relevant and appropriate necessary details.

If you need to do some rough work, use the back pages of your answer book and draw a line through it so we can see it is not to be marked. Be sure that you have enough time to complete all the answers. But, you should also try not to rush so much that you do not use all of the time available to you. Depending on the mark allocation, you should be able to estimate how much time you can spend on each question. You will write a 2-hour paper containing three sections worth a total of 100 marks.

Note that your examination mark will contribute **60%** of your final mark; the remaining **40%** will come from your semester mark as derived from your assignments. However, if you get less than 40% in the examination itself, your assignment marks will not be considered at all.

The ENN1504 team wishes you all the best for your next assignment!

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