

English 324: Internal Memorandum

To: English 324 Students
From: Professor Benninghoff
Date: 12 July 2004

Re: Grading the Introduction Memoranda

Overview: Grading the Intro Memo Project

This memo will lay out all of the features of the memo, and concepts and their applications that we have gone over in class. "A" memos will contain/apply nearly all of these items. "B" memos should still do several of these things well. "C" memos don't do very many and don't do them well. This memo is set up the way we have discussed in class, so it can be used as a model in quite a few ways. The first section will cover the Intro Memo itself, and the following sections will cover the project's Process Documentation Memo.

The Introduction Memo

The Basics: Minimum Requirements of the Memo Genre

- Memo Format: To, From, Date, CC, Re (last should be bold and spaced a bit)
- Memorandum in large letters at the top (often "Internal Memorandum" b/c they stay inside the company).

From Testing & Buddy McCormick Memos: Chunking, Organizing, Labeling

Scan I

- Does the Memo have headings? Are they "label" headings, "talking" heads, or both?
- Does the Memo have an Overview?
- Does the Overview actually give an Overview?

Examining each Section or "Chunk" of the Memo: Developing Purpose

- Are there several chunks, showing different facets or types of experience (school, work, writing, extra-curricular, hobby, etc.) of the writer?
- Do the Headings Carry the Claims of their chunks of text?
- Does said heading actually claim what it is supposed to – something about how this student can link his/her background (in school, work, or extra-curriculars) to Engl 324 (technical communication, writing, teaching, coaching, team-building, etc.)?
- Is there specific evidence (support) offered for each chunk?
- Is there explanation (warrant) of how the experience can link to 324?

The Process Documentation Memo

The first two sections here are the same – the big differences are in what the PDM is supposed to *do* – make the case that you are applying course concepts.

The Basics: Minimum Requirements of the Memo Genre

- Memo Format: To, From, Date, CC, Re (last should be bold and spaced a bit)
- Memorandum in large letters at the top (often “Internal Memorandum” b/c they stay inside the company).

From Testing & Buddy McCormick Memos: Chunking, Organizing, Labeling

Scan I

- Does the Memo have headings? Are they “label” headings, “talking” heads, or both?
- Does the Memo have an Overview?
- Does the Overview actually give an Overview?

Examining each Section or “Chunk” of the Memo: Developing Purpose – Apply Concepts

- Are there several chunks, each showing different types of changes or development of the memo?
- Do the Headings Carry the Claims of their chunks of text?
- Does said heading *actually claim what it is supposed to* – something about how, in/by going through the development process, feedback or test results lead to a reconsideration of the situation, purpose, audience, etc., leading to a re-designed text?
- Is there specific evidence (support) offered for each chunk?
- Is there explanation (warrant) of how the example can illustrate application of course concepts?