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Week 8 Exercise Assignments

Choosing a Persuasive Approach (based on exercise 10.6 12th ed.)

1. Asking for an extension on a project

Problem-Solving Pattern

2. Requesting a job interview

Direct Request Pattern

3. Requesting a free trial of service

Direct Request Pattern

4. Inviting customers to a store opening

Sales Pattern

5. Reporting a co-worker's poor work performance

Problem-Solving Pattern

6. Requesting a new office computer

Direct Request Pattern

7. Asking co-workers to participate in a charity event

Sales Pattern

Choosing the Best Pattern of Organization

Read each of the following scenarios and decide whether the situation being described calls for a message patterned like a (a) informative/positive message, (b) negative message, (c) direct request message, or (d) problem solving persuasive message.

1. You work for the EPA and you have tested the effluent (run-off) for the Jone's Trailer Park to see if it complies with EPA regulations on water quality. The results of the test indicate that the trailer park is in compliance and does not violate the law.

Informative/Positive Pattern, because there is no step to change any action or condemn any action. Rather to elevate and reflect positivity on the EPA regulations on their water quality.

2. You are a graduate school administrator and have received an application for grad school from Ralph Morris. His grades and GRE score are too low for him to be admitted to your school.

This would be considered a negative message, simply because It is just informing bad news.

3. You want funds to develop a new product. The person who must approve your request believes that the firm should focus all its energies on strengthening existing product lines.

This would be considered a problem solving persuasive message. Since their was an identified issue that the developers want to create a new product, but they were persuaded to focus their energy on a different route.

4. You want a graduate school to send you a promotional packet so you can learn about its programs in your field.

Direct request message because they are requesting information on a promotional packet.

5. You've become aware of a job opening in a company you'd like to work for and need to send your resume and write a letter outlining your qualifications for a job.

This could be an informative message because you are sending them information on yourself. Yet it could also be considered a problem solving persuasive message. Since the issue is that they are short an employee and the solution could be the hiring of this person.