

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.

a. Informative/positive message

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.

b. Negative message

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.

c. Direct request message

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

a. Informative/positive message

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.

d. Problem solving persuasive message