

STUDENT # _____ NAME _____

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| College of Engineering, University of Saskatchewan | | |
| GE 300 Oral and Written Communication | | |
| March 2003 | MID TERM EXAMINATION | All Sections |

*Write all your answers in complete and grammatical sentences.
You may use your dictionary to check your spelling.*

Time: One Hour

**An additional fifteen minutes will be allowed for those who require it.
Please budget your time accordingly.**

***TURN IN THIS PAPER ALONG
WITH YOUR ANSWER BOOKLET***

SECTION I. Definitions. DO ONLY FOUR. 5 points each.

Explain any **FOUR** of the following fully and completely and in your own words, giving examples where possible and showing the significance of each to the study of communication. If two terms appear in the item, explain their connection and distinguish carefully between them. Write your answers in complete sentences. **Do NOT use point form.**

—constraints

— advertiser's stance

communication and ethics

— any 3 of the 7 Cs

extemporaneous delivery

message of apology

— all communication involves an element of relation as well as content

SECTION II. Creating an Effective Message. 15 points.

Using **full-block format**, write a letter in response to the situation described below. Be sure to pay attention to tone and to proofread carefully. Your response will be graded on content, layout, structure, grammar, diction, sentence structure and spelling.

You and your classmate have worked together on several projects and have a good professional relationship. You have recently found yourselves in competition for an attractive internship in your field. You feel certain that you are the better qualified candidate, since your grades are slightly better than your classmate's, and you have a full year more experience in this kind of position. When you compared notes following your recent interviews for the position, he even remarked to you that he expected you to get the job over him. If truth be known, you sort of expected so yourself. Nevertheless, you have just learned that your classmate has been offered the job, while you have received a polite letter of rejection. Of course you are happy for your classmate, but you are more than a bit disappointed for yourself. Write a message of congratulations that also recognizes the potential interpersonal risk and awkwardness for both of you. Format your message as a full-block letter.

SECTION III. Assessing a Message. 15 points.

Study the cover letter below. It has been sent to you by your friend Louise MacDonnell, and it appears below just as you received it. Lou has asked for your advice on her application. She is applying for a night manager's job at a restaurant, and has plenty of experience managing employees, handling cash, and keeping books. She is perfectly suited to the job and has excellent recommendations. Assuming that you have already looked over Lou's resume and found it acceptable, write a message to her in memo format in which you offer suggestions for improving her cover letter. Drawing upon what we have learned about purpose, structure, audience, and self-presentation, and using the theoretical principles advanced by Booth, Bitzer, and MacLennan, identify at least five distinct weakness in this letter and explain

- 1) why these elements are weak and
- 2) how they might be improved.

To assist you in your analysis, you may make notes directly on the letter if you wish to do so; however, note that only your written analysis will be graded. Present your message to Lou **in memo format**.

23 Brock Road
Riverdale, Ontario
L90 P8P

Attention: Personal Manager

Re: Louise Claire MacDonnell

Dear Sire/Madam:

Further to your recent advertisement, I enclose my resume for your review and very kind consideration.

As a result of my career qualifications and acquired skills, I would courteously express my confidence in being able to reflect the qualities required for satisfying this position.

In addition, the ability to learn new procedures quickly, cope well with pressure and to interact effectively with the public, management, and colleagues have been helpful personal traits throughout my working career.

Your consideration and the opportunity of a personal interview would be most appreciated. Thank you for your time and consideration and I look forward to hearing from you.

Thank you

Yours very Truly

Lou MacDonnell

Louise Clair MacDonnell