

class #7

- return memo punctilio & quiz 2
- clip of the day
- jokes
- danglers
- informative messages
- bad news workshop
- business plan video

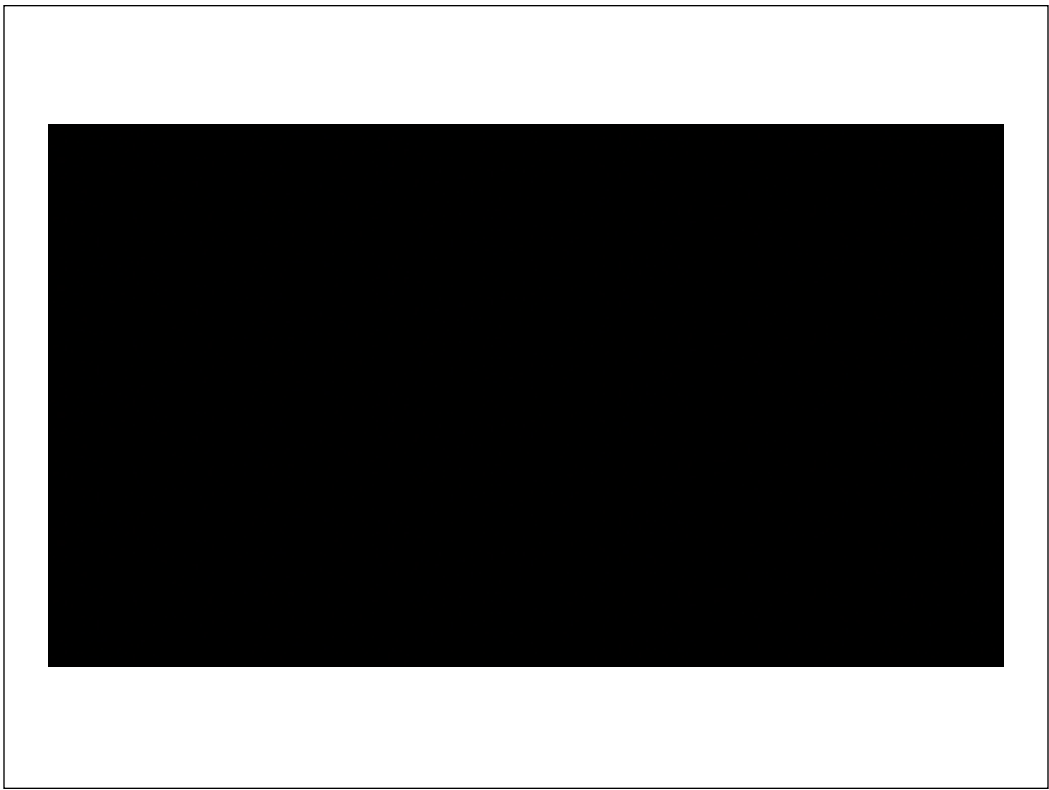
memo punctilio

criteria/objectives:

- background, purpose, preview opening
- effective use of headings and lists
- adequate, useful content that deals with boss's need
- your summary is more useful than original article
- model

clip of the day

from *Wall Street* 1987



danglers

Walking down the street, the fire
hydrant sprayed John and Mary.

As the marketing director for the
Seattle Times, I know you want what's
best for your readers.

Dumpy and overweight, the vet says our
dog needs more exercise.

At the age of ten, my father bought me a
puppy.

sentence style

coursepack p. 17

yang vs. yin
hot vs. cool

active = yang

passive = yin

informative messages

(p. 25 in coursepak)

the business plan

OLD
NORTH
FACE

