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ENGL 365 – Technical Writing

Secs. 007, 008, 011, 012

16 January 2024 (updated 16 January 2025)

Memo and Letter (MAL)

**Write a letter and a memo about two (2) different issues. For the memo you will have to imagine a scenario in which you work for a company and you’re writing to other employees in that company. For the letter, you may choose between writing as an employee to a customer or writing as a customer to a company. Your memo (and possibly your letter) should each have a visual logo of your own design.**

Business scenario

Since memos are almost always written on behalf of a business, you will need to create your own scenario as an employee of a fictional company writing to your fellow employees.

The sector of the company is your choice but the scenario in which you write should make sense. For example, if you use the memo to inform customers of incoming layoffs because of the rise in beef prices, your company and its products should be related to the beef industry in some way (restaurant, pet food manufacturer, etc.).

Remember that the memo and the letter must reflect different issues. You cannot reuse the same company nor the same logo for both the memo and the letter.

Memo genre choices

Your memo should be one (1) of the following:

* Transmittal
* Summary/Follow-up
* Informational

The genre of your memo will dictate the content. Remember that memos are always written by an employee to other employees within the *same* organization. All memos require a logo.

Memo requirements

In addition to the logo, the title of “MEMORANDUM” or “MEMO” should be centered at the top of the page as the first line after the address of the company. All memos require the following sections:

* To:
* From:
* Date:
* Subject:
* Body paragraphs
* End salutation
* Cc:

Memo writing style

Memos should generally be direct and to the point but, in instances where the memo relates bad news to the recipient, it may be advisable to use an indirect approach. In an indirect approach, the writer should contextualize the bad news and explain why the bad news must be conveyed. In contextualizing the bad news, the writer should appear sympathetic to the recipient.

Letter genre choices

Your letter should be one (1) of the following:

* Inquiry
* Claim
* Sales
* Adjustment

The genre of your memo will dictate the content.

Letters are communication from one employee in one business to another employee in another business, or else from a company representative to a customer or from a customer to a company or company representative.

Letters in which the writer is a representative of a company writing to a customer or to another business require the company’s logo.

Letters in which the writer is an individual writing to a company (whether real or invented) do not require a logo as individuals generally do not have their own logos.

Letter requirements

All letters require the following:

* + Date
	+ Recipient address
	+ Sender address
	+ Beginning Salutation
	+ Body paragraphs
	+ End salutation
	+ Signature
	+ Sender email
	+ Sender phone number

The signature should be either a digital scan of a print signature or a computer mouse or trackpad drawn signature using the “Draw” feature in the main menu of Microsoft Word.

The email and phone number of the sender can be anonymized for reasons of security. For anonymized phone numbers, please use a (555) area code. Students may use UL Lafayette’s address for fictionalized companies. Letter signatures should be digital scans of your print signature (preferred) or, alternatively, typing your name in a cursive font.

Letter writing style

Regardless of the intention of the writer or the scenario which impels the writer to write a business letter, the tone should be respectful and professional.

If you write as an employee, it is important to remember that you’re representing a company and you cannot take the anger of a customer personally. Likewise, if you write as a disgruntled customer it is important to remember that anger rarely helps resolve a situation through writing. It is possible to explain why the company failed you while remaining courteous as your recipient wants to resolve your issue (if they can) so they won’t lose you as a valued customer.

If you write the letter as a representative of a company then there should be a logo centered at the top of the document.

Logo basics

Your designed logo should reflect your sense of visual aesthetics while respecting the need for reader usability. Part of class time for the MAL will cover creating free logos using online tools like Canva. You will not be expected to pay to create your logo. If you plan on ever running your own business, however, this assignment is a good opportunity to invest in your own personal visual brand.

You may find it helpful to get inspiration for your logo by consulting existing logos and design aesthetics. The [Consumer Aesthetics Research Institute](https://cari.institute/) compiles examples of design aesthetics from previous and current eras. [Chris Creamer’s Sports Logos](https://www.sportslogos.net/) archives logos, uniforms, and wordmarks of a variety of professional and collegiate sports teams.

Length requirement

The MAL (the memo and letter combined) should be approximately 500-750 words total (about 2-3 pages). Since the page length obviously does not reflect the size of your logo (in the memo and possibly also in the letter) focus on the word count instead of the page count. The letter should generally be longer than the memo since memo writers and recipients know each other in real life whereas letter writers and recipients may be strangers.

Due dates

|  |  |  |
| --- | --- | --- |
| SECTION  | ROUGH DRAFT | FINAL DRAFT |
| 007 | 17 March 2025 | 24 March 2025 |
| 008 | 17 March 2025 | 24 March 2025 |
| 011 | 27 February 2025 | 18 March 2025 |
| 012 | 27 February 2025 | 18 March 2025  |

Students should bring print or digital copies of their work to class for peer review, as stated in the syllabus. The final draft should be submitted to Moodle as a .pdf (ideal), .doc or .docx file.