

Assignment Prompt: Guide to Effective Written Communication

In this assignment, your goal is to produce a guide to effective written communication, designed for an audience of college students. To do this, you should use the insights gained from your previous essay drafts. You should address what you believe the key elements of effective written communication are, with the goal of instructing others in the methods you believe will make them the most effective communicators possible.

Unlike most essays, including your previous essay in this course, you have room in this assignment to determine for yourself what content this will include and how you will present that information. This means that you've been tasked with understanding the rhetorical situation you're writing to, and crafting a response to address it.

When you're writing this assignment, consider the following aspects of the rhetorical situation:

- **Audience:** College students who want to become more effective communicators
- **Genre/Form:** A "How To" guide
- **Message:** "Here's how you communicate effectively, including what to think about, what to include, and how to do it."
- **Context:** All the material we've covered in our class, up to this point

Also remember the final aspect of any rhetorical situation: the speaker—meaning *you!* This is *your* guide to what it means to be an effective communicator, so I want it to represent your own perspective on how to approach that topic, in some way.

Technical Details:

- 1200-1500 words long – page formats may vary
- Format as you see fit – remember that your goal is to create a convincing guide, so your final project should appear *as a guide!*
- You are welcome to incorporate other media than text, including images, video, or audio
- Include a header with your name, my name, the class, and the date
- Include a title for your essay that communicates something about its content (i.e. not "Essay 2" or "My Guide")
- Citing outside sources for this essay is optional; you may choose to cite any of the readings or resources from our class, or any outside resources you've found on your own.

For **Draft 1**, focus on writing the text of your guide. For **Draft 2**, focus on revising that text to meet your audience. For **Draft 3**, focus on making the layout / design of your guide appealing.

At a glance:

First Draft Due: **Thurs., October 17**
Second Draft Due: **Thurs., October 31**
Third Draft Due: **Thurs., November 14**

Portion of Final Grade: 5% each for Drafts 1 and 2; 10% for Draft 3

Assignment length: **1200-1500 wds.**

Submit by uploading to Canvas.