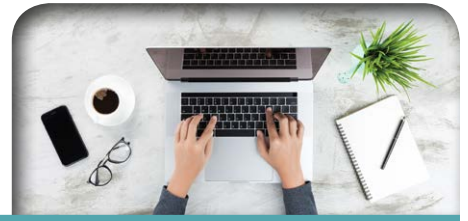


On the Job **WRITING**



BASIC EDITION

Lesson 3

In this lesson, you will learn to:

- Identify your purpose
- Match the writing method to the purpose
- Learn about multiple-purpose writing

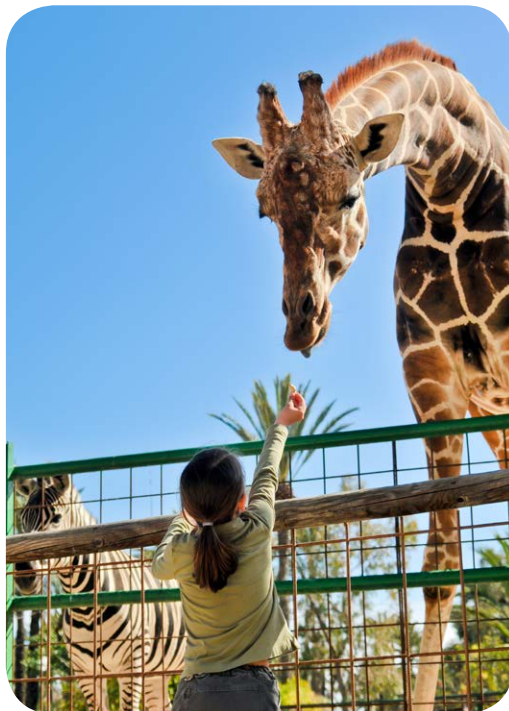
WHY ARE YOU WRITING?

Anna is applying for a job as an animal caretaker at the Hardin City zoo. As a small child, she dreamed of a career working with animals. A caretaker position blends perfectly with her interest in biology, and it is excellent training for her career goal to be zookeeper, the top job at zoos.

Anna knows she'll need a graduate degree and experience before she is ready for the top job, but this is a great start. She loves animals, is responsible, takes instructions well, listens carefully, gets along with people, has a great attitude and never considers a task too large or small.

She recently completed a three-month internship in a veterinary office. Before she left, the vet said he would be pleased to write Anna a letter of reference for the zoo job.

The zoo's human resource manager tells Anna that everyone who applies for the position must write a cover letter and a résumé. The applicants selected for interviews will come from these written documents. Anna understands that what she writes in her résumé and cover letter will influence whether she is invited for an interview.



DEFINE IT! Purpose

The reason you write a message or document is known as its purpose. This is the “why” you are writing.

IDENTIFY YOUR PURPOSE FOR WRITING

What you want a reader to learn from your words determines the purpose of your document. Anna's challenge is to write a résumé and cover letter that shows she is qualified for the caretaker's job at the zoo. She wants to make a good impression so she will be asked to come for an interview.

On the job, people usually write for one or more of the following four purposes:

- Deliver information
- Make requests
- Persuade
- Express goodwill

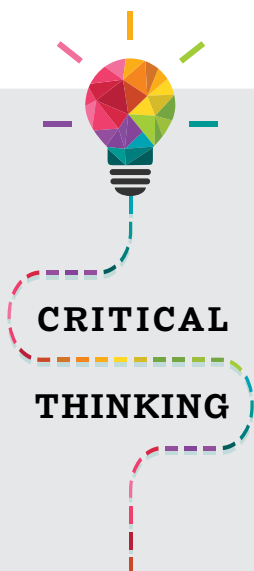


DELIVER INFORMATION. Shannon, a medical assistant, is asked by his supervising physician to write a brochure for parents about the dangers of flu in children. The doctor tells Shannon to keep it simple. Shannon's purpose is to deliver information to parents.

MAKE A REQUEST. Azar, a grocery owner, needs to change the bread delivery from Monday to Tuesday and will email the distributor his preference. Azar's purpose is to make a request.

PERSUADE. A potential client asks Laura, a web designer, to explain her ideas before she can be offered a contract for the work. Laura's purpose is to persuade her potential client to accept her ideas.

EXPRESS GOODWILL. Pedro, head mechanic at an auto shop, plans to write an email of appreciation to send to his customers after each service. Pedro's purpose is to express goodwill.



What is the purpose of the letter that Ryan, a customer service representative, will write to a woman who has complained about the delayed delivery of a computer she purchased online from his company?

MATCH THE WRITING METHOD TO THE PURPOSE

Now that you have decided on your purpose for sending a communication, what will you say and what method will you use to motivate the reader to pay attention to your words? The chart below lists the four purposes of writing, gives advice on methods to use when writing for each purpose and suggests several types of documents that can be helpful for delivering your message.

PURPOSE	METHOD	TYPES OF DOCUMENTS
Deliver information	Inform, describe, instruct, explain.	Emails, letters, texts, report
Make a request	Give the reason for the request and state the action requested.	Emails, proposals, letters, business-related items
Persuade	Get the reader's attention. Say why you are writing. Show how the reader will benefit.	Advertising, websites, sales letters
Express good will	Say why you are writing. Use words of appreciation, approval, congratulations and other.	Birthday and occasion cards, congratulations for promotion, acknowledgments of success

MULTIPLE-PURPOSE WRITING

Any document may be written for more than one purpose, but one purpose is usually the most important. First, identify the primary purpose so you fully understand why you are writing. After that, think of your secondary purpose.

Examine the following purposes that answer readers' different needs.

- A hospital brochure delivers information about the hospital's services and also communicates good will.
- A cover letter and résumé request an interview and also provide information about the applicant.
- A magazine advertisement for sneakers is persuasive and also delivers information about the product.
- An invitation to a company picnic creates good will and gives information about the time and place.

LESSON 3 ACTIVITY



What is the purpose of each of the following?

Leann, a new supervisor at a recycling firm, is directed to write a flyer to homeowners asking them to cover their recycle containers.

Ashton, a new hire at a cyber security firm, is asked to write an email to the staff describing the five most dangerous threats to computer files.