

Assignment II: Functional Writing

(suggested time—40 minutes)

Read the situation below and complete the assignment that follows.

Situation

Imagine that your name is Candace Winters and that you have recently purchased a product such as one of the following four products:

hair dryer

calculator

in-line skates

CD player

The product that you purchased has become defective in some way. You have used this product for only a short period of time. Alert Manufacturing Limited, the company that made the product, included the guarantee statement below with the packaging. Mike Gibson is the company's public relations officer who deals with complaints about products.

Guarantee

We want you to be completely satisfied with your new purchase. If you are not entirely satisfied with this product, return it to us along with proof of purchase and an explanation of the problem you have experienced. We will gladly either refund your money or replace the product.

Assignment

Write a business letter to Mike Gibson identifying the product you are returning and providing your reasons for doing so. Explain how the product was used appropriately and request a refund or a replacement.

When writing, be sure to

- **identify** the purpose of the letter
- **explain** the details of the situation and request
- **organize** your thoughts appropriately in sentences and paragraphs
- use **vocabulary** that is appropriate and effective
- **sign** your letter Candace Winters—do not sign your own name
- **address** the envelope on page 13

Assignment II: Functional Writing

Address Information

Use the following information for your letter and to address the envelope below.

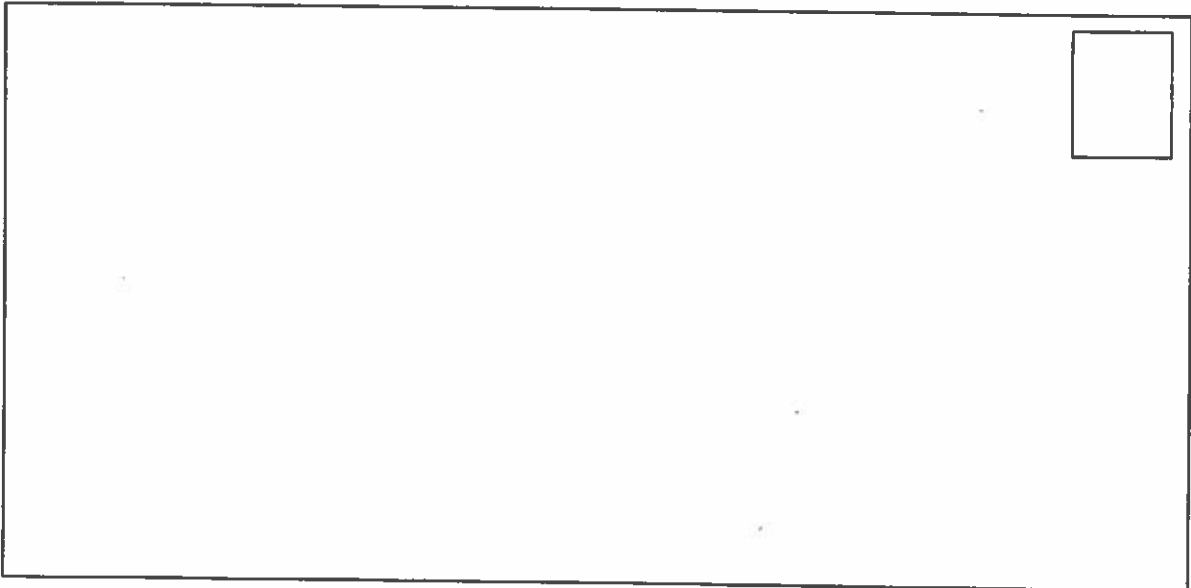
Mike Gibson

Mike Gibson is the public relations officer for Alert Manufacturing Limited. His office is located in Rangeview, Alberta. The address is 929 Main Street. The postal code is T7J 3E9.

Candace Winters

Your name is Candace Winters and you live in Centreville, Alberta. The postal code is T0A 2E3. Your mailing address is P.O. Box 123.

Envelope



Student Exemplar 3

Address Information

Use the following information for your letter and to address the envelope below.

Mike Gibson

Mike Gibson is the public relations officer for Alert Manufacturing Limited. His office is located in Rangeview, Alberta. The address is 929 Main Street. The postal code is T7J 3E9.

Candace Winters

Your name is Candace Winters and you live in Centreville, Alberta. The postal code is T0A 2E3. Your mailing address is P.O. Box 123.

Envelope

<p>CANDICE WINTERS PO BOX 123 CENTREVILLE, ALBERTA T0A 2E3</p>	<p>MR GIBSON PUBLIC RELATIONS OFFICER ALERT MANUFACTURING LIMITED 929 MAIN STREET RANGEVIEW ALBERTA T7J 3E9</p>
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Student Exemplar 3

Use this page to plan in whatever way you choose.

R - Candice Winters

A - Mike Gibson

F - business letter

T - Defective Products

S - To Inform

Student Exemplar 3

Candice Winters
P.O. Box 123
Centreville, Alberta T0A 2E3
May 10, 2006

Mike Gibson
Public Relations Officer
Alert Manufacturing Limited
979 Main Street
Rongevue, Alberta T2J 3E9

Dear Mr. Gibson:

As a customer of your business Alert Manufacturing Limited I am writing to inform you of a product that I purchased from you that went defective in a week of use.

I bought your Zenon blow-dryer from my local Walmart two weeks ago. It worked great for a period of about seven days. After those seven days the blow-dryer wouldn't turn on. I think it is necessary that I get

Student Exemplar 3

a full refund on this product.

You may send the refund confirmation by email at CandiceWinters@shaw.ca or by telephone at 243-6301.

I thank you for taking the time to read this letter and I hope that I get a full refund on this defective product.

Sincerely

Candice Winters

Candice Winters

Rationale for Student Exemplar 3

Score	Reporting Category
3	<p>Content</p> <ul style="list-style-type: none"> 3 • The ideas are appropriate—as demonstrated in “I am writing to inform you of a product that I Purchased from you, that went defective in a week of use”—and development of the topic—in statements such as “I think it is necessary that I get a full refund on this Product”—is adequate. 3 • Relevant information, such as “I bought your Zenon blow-Dryer from my local walmart two weeks ago,” is presented, and this information is supported by enough detail (as in “It worked great, for a period of about seven days. After those seven days The blow-dryer wouldnt turn on”) to fulfill the purpose of the assignment. 4 • A tone appropriate for the addressee is evident in “as a customer of your buisness Alert Manufacturing Limited” and “I thankyou for taking the time to read this letter and I hope that I get a full refund on this defective Product” and is clearly maintained.
3	<p>Content Management</p> <ul style="list-style-type: none"> 3 • Words and expressions used are generally accurate, as seen in “as a customer of your buisness Alert Manufacturing Limited, I am writing to inform you” and “from my local walmart two weeks ago,” and occasionally effective, as seen in “I think it is necessary that I get a full refund” and “I thankyou for taking the time.” 3 • The writing demonstrates basic control of correct sentence structure—“You may Send the refund confirmation by email at candicewinters@shaw.ca or by tellephone at 243-6301,” usage—“a product that I Purchased from you,” “After Those seven days,” and “I hope that I get a full refund on this defective Product,” and mechanics—“It worked great, for a period of about seven days.” Errors such as “CANDICE,” “buisness,” “walmart,” “wouldnt,” “necessary,” and “this Product” occasionally impede meaning. 3 • Occasional format errors and omissions are contained in the envelope (as in the return address in “CENTREVILLE ALBERTA” and in the mailing address in “RANGEVIEW ALBERTA) and letter (in the heading—the inclusion of “Candice Winters”—in the inconsistent use of block format in the body of the letter with the indentation of “You may” and “I thankyou”—and in the absence of a comma in the closing “Sincerely”). <p>Proportion of error to length and complexity of response has been considered.</p>

Student Exemplar 4

Address Information

Use the following information for your letter and to address the envelope below.


Mike Gibson

Mike Gibson is the public relations officer for Alert Manufacturing Limited. His office is located in Rangeview, Alberta. The address is 929 Main Street. The postal code is T7J 3E9.

Candace Winters

Your name is Candace Winters and you live in Centreville, Alberta. The postal code is T0A 2E3. Your mailing address is P.O. Box 123.

Envelope

CANDACE WINTERS P.O. BOX 123 CENTREVILLE AB T0A 2E3	
MIKE GIBSON PUBLIC RELATIONS OFFICER ALERT MANUFACTURING LIMITED 929 MAIN STREET RANGEVIEW AB T7J 3E9	

Student Exemplar 4

P.O. Box 123
Centreville AB T0A 2E3
May 9, 2006

Mike Gibson, Public Relations Officer
Alert Manufacturing Limited
929 Main Street
Rangeview AB T7J 3E9

Dear Mr. Gibson:

I had just recently bought a CD player that was manufactured by your company and after a short period of time a defect developed and the CD player no longer works.

The defect is that the CD player no longer reads the CD's in it. The CD player will be on and the CD will be spinning but nothing will play. I have tried everything from changing the batteries to changing the headphones to fix it. But whatever I do nothing seems to work.

When I had bought the CD player there was a guarantee with the packaging stating that if I am not satisfied with the product I could either replace the product with a new one or refund my money. So, I would like to replace this product with a new one. If this is not

Student Exemplar 4

possible, I would then like a refund of my money. I will send the CD player along with the receipt with this letter.

Thank you for your time.

Sincerely,

Candace Winters

Candace Winters

Rationale for Student Exemplar 4

Score	Reporting Category
4	<p>Content</p> <p>4 • The ideas are thoughtful (as is evident in “When I had bought the CD player there was a guarantee with the packaging stating that if I am not satisfied with the product I could either replace the product with anew one or refund my money”), and development of the topic (in statements such as “I had just recently bought a CD player that was manufactured by your company and after a short period of time a defect developed and the CD player no longer works”) is generally effective.</p> <p>4 • Significant information, such as “The defect is that the CD player no longer reads the CD’s in it,” “So, I would like to replace this product with a new one,” and “I will send the CD player along with the receipt with this letter,” is presented, and this information is substantiated by specific details—“The CD player will be on and the CD will be spinning but nothing will play” and “I have tried everything from changing the batteries to changing the headphones to fix it”—that fulfill the purpose of the assignment.</p> <p>4 • A tone appropriate for the addressee is demonstrated in “If this is not possible, I would then like a refund of my money” and “Thank you for your time” and is clearly maintained.</p>
4	<p>Content Management</p> <p>4 • Words and expressions used are usually accurate—such as in “a CD player that was manufactured by your company” and “there was a guarantee with the packaging stating that if I am not satisfied with the product”—and effective, such as in “The defect is that the CD player no longer reads the CD’s in it” and “But whatever I do nothing seems to work.”</p> <p>4 • The writing demonstrates competent and generally consistent control of correct sentence structure (as in “I have tried everything from changing the batteries to changing the headphones to fix it”), usage (as in “the CD will be spinning but nothing will play” and “So, I would like to replace this product with a new one”), and mechanics (as in “I will send the CD player along with the receipt with this letter”). Errors that are present (such as in “I could either replace the product with anew one or refund my money”) rarely impede meaning.</p> <p>5 • The envelope and letter are essentially free from format errors.</p> <p>Proportion of error to length and complexity of response has been considered.</p>

Student Exemplar 5

Address Information

Use the following information for your letter and to address the envelope below.


Mike Gibson

Mike Gibson is the public relations officer for Alert Manufacturing Limited. His office is located in Rangeview, Alberta. The address is 929 Main Street. The postal code is T7J 3E9.

Candace Winters

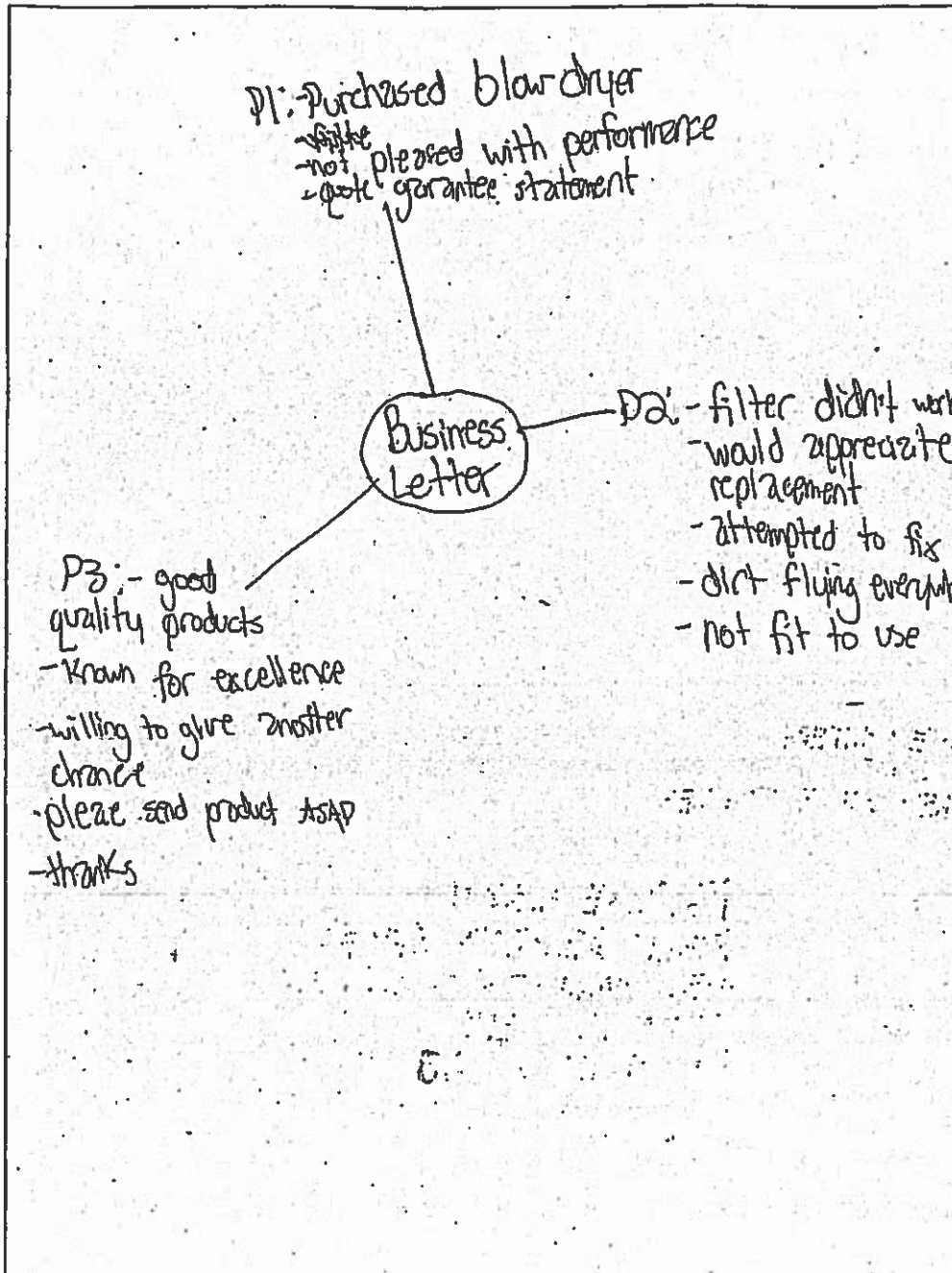
Your name is Candace Winters and you live in Centreville, Alberta. The postal code is T0A 2E3. Your mailing address is P.O. Box 123.

Envelope

CANDACE WINTERS PO BOX 123 CENTREVILLE AB T0A 2E3	
MR. MIKE GIBSON PUBLIC RELATIONS OFFICER ALERT MANUFACTURING LIMITED 929 MAIN STREET RANGEVIEW AB T7J 3E9	

Student Exemplar 5

Use this page to plan in whatever way you choose.



Student Exemplar 5

Candace Winters
P.O. Box 123
Centreville, AB T0A 2E3
May 3, 2006

Mr. Mike Gibson
Public Relations Officer
Alert Manufacturing Limited
929 Main Street
Rangeview, AB T7J 3E9

Dear Mr. Gibson:

I recently purchased a blow dryer from one of your Quick Mart branches located in Centreville, Alberta. When I began to use it the day after it was purchased, it was not performing like it should have been. I located the guarantee statement that assured me that if the product I bought was not entirely satisfying, I could return it along with the proof of purchase and an explanation of the difficulty I experienced. I would like to use this guarantee to its fullest extent.

I believe that the filter within the blow dryer is the cause of the problem. I propose that it was not fastened onto the blow dryer properly, and now it has no use. When I turn the blow dryer on, the dust from the air, the inside of the blow dryer, and my hair itself, flies everywhere and creates an unsanitary room full of allergens. I tried my best to fix it, using a small hammer to knock the filter into place, but that came out with no positive result. I don't think I would be able to fix it myself and I would greatly appreciate a replacement.

I know your company, Alert Manufacturing Limited, is well known for their good quality products and excellence in service. I am willing to give the company another chance and I would love to enjoy a quality blow dryer from your inventory. Please send one to the address enclosed at the top of the letter. I would like to get it as soon as possible. Thank you very much and I hope to receive my blow dryer shortly.

Yours truly,

Candace Winters
Candace Winters

Rationale for Student Exemplar 5

Score	Reporting Category
5	<p>Content</p> <ul style="list-style-type: none"> 5 • Perceptive ideas are evident in “I believe that the filter within the blow dryer is the cause of the problem. I propose that it was not fastened onto the blow dryer properly, and now it has no use,” and development of the topic is clear (as demonstrated in “I located the guarantee statement that assured me that if the product I bought was not entirely satisfying, I could return I along with the proof of purchase and an explanation of the difficulty I experienced”) and effective (as demonstrated in “I know your company, Alert Manufacturing Limited, is well known for their good quality products and excellence in service”). 5 • Pertinent information, such as “I recently purchased a blow dryer from one of your Quick Mart branches located in Centreville, Alberta” and “I don’t think I would be able to fix it myself and I would greatly appreciate a replacement,” is presented, and this information is enhanced by precise details—as in “When I turn the blow dryer on, the dust from the air, the inside of the blow dryer, and my hair itself, flies everywhere and creates an unsanitary room full of allergens”—that effectively fulfill the purpose of the assignment. 5 • A tone appropriate for the addressee is illustrated in “I would like to use this guarantee to its fullest extent,” “I am willing to give the company another chance and I would love to enjoy a quality blow dryer from your inventory,” and “Thank you very much and I hope to receive my blow dryer shortly,” and is effectively maintained.

Rationale for Student Exemplar 5

Score	Reporting Category
5	<p>Content Management</p> <p>5 • Words and expressions are consistently accurate (as illustrated in “I recently purchased a blow dryer,” “an unsanitary room full of allergens,” and “with no positive result”) and effective (as illustrated in “it was not performing like it should have been,” “I propose that it was not fastened onto the blow dryer properly,” and “well known for their good quality products and excellence in service”).</p> <p>5 • The writing demonstrates confident and consistent control of correct sentence structure—as in “I tried my best to fix it, using a small hammer to knock the filter into place, but that came out with no positive result” and “I would like to get it as soon as possible,” usage—as in “the guarantee statement that assured me that if the product I bought was not entirely satisfying” and “and now it has no use,” and mechanics—as in “I am willing to give the company another chance and I would love to enjoy a quality blow dryer from your inventory.” Errors that are present such as in “I could return I along with the proof of purchase” and “the addressed enclosed” do not impede meaning.</p> <p>5 • The envelope and letter are essentially free from format errors other than the inclusion of “Candace Winters” and a comma in “Centreville, AB” in the heading.</p> <p>Proportion of error to length and complexity of response has been considered.</p>