

**Exam Portfolio – Professional Communication I – SFB 51015**  
**Autumn 2019**

**Written responses to a range of  
Professional Communication contexts**

**This Exam Portfolio consists of four Writing Assignments PA2 to PA5 commenced in class over the semester. The grade for writing is based on completion and submission of these tasks as ONE PORTFOLIO FILE.**

**DUE:** 14:00, Monday 11 November 2019, (Week 46)

**LENGTH:** 5 – 7 pages maximum.

**Font size and spacing:** Equivalent to ‘Times New Roman 12’ – 1.5 spaced.

**Note:**

- Pictures/Images do not count as part of the portfolio 5-7 page limit
- References do not count as part of the page limit
- Additionally, the ‘Job Posting / Advertisement’ you use for PA4 (CV and Cover Letter), should be added as an appendix. It does not count as part of the 5-7 page limit

**There are four writing tasks you have worked on, for the portfolio, this semester. These are:**

1. PA2 – Motivation Letter
2. PA3 – Blog Entry
3. PA4 – CV and Cover Letter
4. PA 5 – Storytelling for Business

To fulfil the ‘Exam Portfolio’ requirements you shall complete and submit these four tasks as four finished writing pieces. **These are submitted as ONE PORTFOLIO FILE.** This ‘Portfolio’ is the written component figured into your final grade. It is the basis for assessment of the written part of the course.

**Following are the four portfolio assignments issued during the semester:**

# **1. Portfolio Assignment 2 (PA2) - Motivation Letter**

This task consists of **1-2 pages** submitted as part of your overall **PORTFOLIO FILE**. Choose EITHER a University placement application OR an internship application (see below).

## **Scenario:**

### **Alternative One:**

You would like admittance into a very prestigious communication program in English, and must write a motivation letter to the chair of the department about why you want to study English. The chair's name is Professor Foster. Write a short letter expounding on the following questions, and add more information if needed.

- Why you want to improve your English, learn to use professional language, and develop your communication skills. What do you think you will need it for, in the future?
- Your language background, previous language studies and experience.

## **OR**

### **Alternative Two**

You are applying for admission to an internship program at a well-known international organization (of your choice). The application period is currently open and you must write a motivation letter to the chair of the selection committee as part of your application. The chairperson's name is Ms. Foster. Write a short letter covering the following:

- Why you would like to gain an internship place with the particular organization you have chosen. This may relate to language and communication skills and other skill and competency areas associated with the organization you have chosen.
- Your language background, previous language studies and experience.

## **Reminder**

Keep in mind that you are writing for a professor at a university **OR** to the head of a selection committee. In an assignment that specifically asks you about yourself, you can usually be a bit less formal than in other assignments (you can say "I think," "I want," "I believe.>"). However, remember, the person you are writing to doesn't know you, nor are you a friend, so appropriateness is still important.

Also, although this is a letter, structure your writing thoughtfully. Choose what points you will develop and develop them in some semblance of order, so your writing doesn't meander about.

**Keep in mind discussion and readings in class related to writing a motivation letter.** If it helps, you can use this quick method as a model, the three S approach:

- Say what you're going to say (introduction)
- Say it (body)
- Say what you've said (conclusion)

See **Chapter 7 in Barker** for more information about writing persuasively. See also the documents and links posted on Canvas.

## **2. Portfolio Assignment 3 (PA3) - A Blog Entry**

This task consists of **2-5 paragraphs** (no more than a page) submitted as part of your overall **PORTFOLIO FILE** (Pictures/Images do not count as part of the portfolio 5-7 page limit)

### **Blog Entry Portfolio task instructions:**

Write a 2 to 5 paragraph blog entry (no more than a page of written text) related to achieving a career plan or strategy for personal or professional success that you advocate. Alternatively write about an area of special interest to you that you feel some passion or special regard toward.

**Use the various ideas and strategies related to writing a blog entry that we have considered in class (the readings are on Canvas).** You may also use images and bullet points. Try to adhere to a given structure or style advocated in the readings, or even a simple ‘three S approach:

- Say what you’re going to say (introduction)
- Say it (body)
- Say what you’ve said (conclusion)

Feel free to draw on friends, books, viewing experiences, personal adventures or peers for ideas. Aim to find an element that subtly or strongly helps your entry stand out. You may even consider an entry that could be added to our BIK blog!

### **Reminder:**

Keep in mind a specific audience and purpose in shaping your entry. Also keep in mind that a public blog may be read by anyone; including potential employers or programme leaders in future studies. Write your blog entry aware that its reception may enhance your opportunities for work or study in the future. It may even grow sufficiently popular to attract advertising revenue!

For such reason be professional and appropriate but don’t be afraid to attempt humour or an element of difference that will engage or attract the attention of your target audience. Try to stand out from the other million blogs in a way that you will attract an audience while still feeling true to yourself in what you express

Draw on experience and credible sources for content and **USE REFERENCES!** This contributes to the ‘ethos’ and the intellectual attractiveness of your blog.

## **3. Portfolio Assignment 4 (PA4) – CV and Cover Letter**

This task consists of **CV 1-2 pages; Cover Letter 1 page** submitted as part of your overall **PORTFOLIO FILE**

(Note: Include the Job Posting you use for this task as part of the appendix. The Job Posting does not count as part of the portfolio page limit).

Scenario

You are looking for employment with a new company or organization. Find a job posting in a field you might be interested in working, and write a Cover Letter to accompany your CV in order to apply for the position. Use models of both CV and Cover Letters posted on Canvas.

### **Reminder**

Keep in mind that you are writing for a professional company and therefore must adhere to rules of appropriateness, while letting your personality shine through. Choose what points you will develop and develop them in some semblance of apt structure and order, so your writing doesn't meander about. If it helps, you can use this quick method as a model, the three S approach:

Say what you're going to say (introduction)

Say it (main body)

Say what you've said (conclusion)

## **4. Portfolio Assignment 5 (PA5) Storytelling for Business**

This task consists of **2-5 paragraphs** (submitted as part of your overall PORTFOLIO FILE. (Note: Pictures/Images do not count as part of the overall portfolio 5-7 page limit)

### **Overview**

Storytelling is a vital element in the development of an organisation's public and self-image as well as their corporate culture. Following our discussions in class, regarding storytelling in business, do some further research on this important business communication tool and prepare to present a written overview of the story behind an organisation of strong interest to you.

### **Task:**

**Choose an organisation you know well or admire to think about and research. Look at how storytelling is important to their image and then write a concise half to one page summative text detailing the story of the organisation OR a story from a recent event or development directly related to the organisation.**

### **Audience, Purpose and Style:**

Present the story in your own words with an aim to promote the culture and reputation of the organisation for marketing, team-building and motivation. Imagine the story might be added to a public webpage or an annual report. Choose to write in first person (as if you are personally involved in the organisation – "we") or third person (writing about the organisation from an outside viewpoint). Use the 5 C's we discussed to help you with important content for the task. The 5 C's include: Circumstance; Curiosity; Characters; Conversations; Conflict.

### **Research, preparation, angle and technique:**

To help you prepare, look at the public stories of a range of different other organisations. Many organisations post stories about the development or various projects they are involved with. Your story does not have to be on the overall story of the organisation. Alternatively, it can be on a part of the organisation, a recent project or a recent event effecting the organisation. **Using one of these ideas may help you find a new and more original angle to write on.**

In your writing take note of the active voice, word choice and storytelling techniques used to engage the audience and promote the organisation. Remember one of the key objectives of this task is to improve your written communication skills. Hence **use your own words and include references that have helped you to develop your response.**

**Referencing**

As discussed in class throughout the semester – **be sure to research and reference** appropriately. Ideas should be developed from reading and research. Further, any credible sources that help inform your ideas and writing should be referenced. References demonstrate research and breadth of consideration which adds to the perceived quality of your work.

**(Please note:** All submitted work is checked through a plagiarism checking system).

Use your own words to better help demonstrate your writing skills. Include references for any sources used in your research or writing.

**Grading** - All Portfolio Assignments will be graded on your written English, spelling, grammar, word choice, formality, appropriateness to the professional situation. (See criteria below).

<b>Assessment Criteria includes:</b>
<p><b>Overall response to task</b></p> <ul style="list-style-type: none"> <li>• Relevance to task outline</li> <li>• Clear, appropriate development of ideas</li> <li>• Use of sources to inform ideas and <b>apt referencing of sources</b></li> </ul>
<p><b>Appropriate format, style and tone to audience and purpose</b></p> <ul style="list-style-type: none"> <li>• Active, personal but appropriately formal tone</li> <li>• Use of storytelling techniques and strategies</li> <li>• Descriptive and inclusive language</li> </ul>
<p><b>Structure and cohesion</b></p> <ul style="list-style-type: none"> <li>• Fluent expression</li> <li>• apt linking words/transition markers,</li> <li>• appropriate paragraphing</li> </ul>
<p><b>Broad and appropriately varied vocabulary</b></p> <ul style="list-style-type: none"> <li>• Appropriate Word choice</li> <li>• Language nuance</li> <li>• Use of adjectives and adverbs</li> <li>• Use of cohesive devices</li> </ul>
<p><b>Grammatical Range and Accuracy</b></p> <ul style="list-style-type: none"> <li>• Varied sentence length</li> <li>• Grammar, word order, sentence structure, conventions</li> <li>• Spelling and punctuation</li> </ul>