

COM 211 Individual Assignment 1 – Writing Project Overview

You will create a writing project which will demonstrate your ability to understand the Analyze/Compose/Evaluate method of strategic communication described in the textbook and discussed in class. This project will also demonstrate your ability to write in an academic style. You will complete this writing project in two phases:

- The first draft or version of your essay – **October 8**
- A revised version of your essay based on instructor feedback – **October 29**

You will be able to submit both first draft and revised versions of your writing project to the Individual Assignment 1 dropbox. Be sure to take note of instructor feedback for each version.

The project will consist of writing an essay between 1000-1200 words that addresses the nature of strategic communication using the “ACE” concept developed by the textbook authors. Your essay should be written equally, more or less, about each step of the ACE process, organized into the following sections:

- **Introduction** - provide a brief introduction of your essay
- **Analyze** – explain the process of how certain key questions are posed in order to determine the best communication strategy for a given situation – specifically, the information needed to create the ideal message
- **Compose** – describe what considerations are necessary in order to take the information developed in the Analyze step to actually create the message
- **Evaluate** – provide an understanding of the ways in which the completed message should be reviewed to maximize its effectiveness. You can choose to either offer a theoretical explanation of each of the strategic communication steps or use a hypothetical example of a strategic communication message in order to provide your response
- **Conclusion** - provide a summary or conclusion based on what your essay contains

Each work will be evaluated by using the following rubric:

- **Writing Quality** – What is the writing like? Do the sentences make interesting statements or ask pertinent questions? Do the sentences connect ideas together to form paragraphs that address a particular situation or concept? Do the paragraphs in the work lead the reader to some kind of outcome or conclusion? In short, do the words fit well together in the sentences, do the sentences fit well together in the paragraph, and do the paragraphs fit well together in the work?
- **Spelling, Punctuation, and Grammar** – Are all the words spelled properly? Are the words used correctly (i.e. there, their, they’re)? Do the words convey the proper meaning? Are there commas either absent or used in the wrong places? Do sentences end in a period? Are there sentence fragments or run-on sentences? Do the phrases and sentences make sense as they are written?
- **Organization** – Is the work organized in a meaningful way that aids the reader in being able to follow along with what is written? Do paragraphs follow each other in a logical order?

- **Content** – Does the work address the topic in a meaningful way? Is it clear what the topic is and what is to be covered? Are all parts of the topic represented in a way that makes it clear which parts are more significant than others?