

## Key: Rhetorical Analysis: Nike VP E-mail to Workers

1. Which category/type of message is the e-mail? Support your answer.  
[Informational/neutral message, a direct announcement to build goodwill and buy-in. Main idea is voiced in first paragraph because audience is likely to respond neutrally or positively to content; persuasive techniques not used.]
2. In which paragraph do you find the main idea, and why is it placed there?  
[Paragraph 1: "Here, we'd like... coming months." Direct messages begin with the main idea because the intended audience will be receptive to the message's information.]
3. In which paragraph(s) do you find the details supporting the main idea?  
[Paragraphs 2-8, the bulk of the message.]
4. How does the e-mail end?  
[A closing paragraph in which the author states appreciation.]
5. Examine the salutation. Why does Nichols address the readers as he does?  
[Helps build goodwill by using inclusive wording.]
6. What purpose do the headings serve?  
[Highlight information, improve readability, separate major ideas, provide quick preview.]
7. Why does the author use short paragraphs?  
[Short paragraphs are more readable than long ones. Long paragraphs discourage readers.]
8. Which writing strategies does the author use to build buy-in to the new procedures?  
[Uses inclusive language such as pronouns "we" and "our"; shows enthusiasm with exclamation mark; chooses words and phrases to build community.]
9. What writing techniques add to the message's readability?  
[Sentence variety/use of plain language instead of jargon/conversational tone. However, use of bulleted points would have helped readers key in on some points that are buried in wordy prose.]
10. What have you learned from analyzing this real-world example? How will you incorporate what you've learned into your writing process for business documents?  
[Student answers will vary.]