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WRTG 293 7361 Introduction to Professional Writing (2175)

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Rough Draft- Persuasive Email Message

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## Submitted Files

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 [Persuasive Email.doc](#) (27.5 KB)

Jun 23, 2017 5:49 PM

My persuasive email..

Feedback

Feedback Date

Jun 24, 2017 5:15 PM

Submission Feedback

Hi Mark!

You are off to a great start on your persuasive letter to Mr. Kurzwell! You gain his attention from the beginning and name the issues. Your tone is polite and professional. The paragraphs you do have are unified. Great work!

My suggestions for improvement:

-Remember to address Mr. Kurzwell in the beginning like a letter: Hello, Mr. Kurzwell and Associates...or Dear Mr. Kurzwell,

-You don't need all of the spacing in between :The Provost, :Dean, Undergraduate School, ect. You can space those together like a family.

-If you read your work aloud, some of your sentences could be smoother in presentation. Rearranging words and reading it aloud can help with this. It will also help you with correct punctuation. Let's start with the first sentence:

You have: Two years ago our institution, Johnson College, wanted to change its learning management system to enhance our services in providing online education to our students from different parts of the world and we signed a contract to work with LEO inc." Read this aloud.

It's quite a mouthful, yes?! :) How about something like: "Two years ago, Johnson College adopted LEO as its learning management system to enhance learner experience." You don't have to use this suggestion, but do you see how the sentence is much simpler, concise and uses a comma in the right place? Sometimes just reading your work aloud can make you see sentences that need cleaning up so that what you are trying to say comes out in the smoothest way possible to the audience.

Let's take a look at another sentence: "However, given the two years, we have been using LEO software; we have noticed some issues that we are concerned about." Read this one aloud. I

think you might be unsure where to insert semicolons and commas, which is ok! A lot of people have this issue and that is what you are here in this class for! Here is a correct way:

However, we have noticed some issues in the past two years while using the LEO software that we would like to bring to your attention. Do you see how that sentence is a lot more concise when reading it aloud?

In regards to semicolons, you do not need one after "institution include;" You would want just a regular colon there: before a list.

Here is a great resource to learn more about when you should use a semicolon. I promise it won't take but a minute or two to read through it to better understand how to use it:

### Using Semicolons

Also, I think you would benefit from a quick review on using commas, too :) I promise it will be painless:

### Comma Usage

Using a list is a great idea because it saves Mr. Kurzwell time and gets straight to the point. I like this about your letter. With that said, I do think you could add a sentence at the end of point number 2 and 3 that mirrored after your last sentence under point 1. "We feel that it would be a major boost if....." That is an excellent sentence. It provides a solution/suggestion. Instead of just naming the issue, a point or suggestion added shows that you care about improving LEO and want to give constructive criticism to get there.

-Your last paragraph looks good, but you should take out "The above are some of our concerns regarding LEO...." this is redundant. How about starting out that paragraph with something like..."I appreciate you taking the time to read through my concerns and I hope you will take my thoughts under consideration." It's wonderful you set up a meeting opportunity.

Let me know if you have any questions, Mark. Good luck on your final draft and have a nice weekend!

-Michelle

Done