Roberta Brown
BA305 web
Biweekly Written Assignment #2

Positive, Negative, and Persuasive Messages
Positive Messages

Example 1. Email Message

TO: n-smith12@mailplace.com
FROM: roberta.brown@mscompany.com
SUBJECT: RE: Open Work Order Request
Attachments: w/o request b-bus; w/o request t-trk

Dear Ms. Smith,

Your request to open work orders for annual services on vehicles B-BUS and T-TRK has been successfully completed.

B-BUS has been opened under work order # 13-100 and T-TRK has been opened under work order # 13-101.

Please review the attached documentation for accuracy, paying special attention to the vehicle service dates, registration number, and admin number. As of today's date (9-13-2013), B-BUS and T-TRK have been placed in an “in-shop” status, and are currently being serviced by Mechanic Shop employees. The estimated completion date is 9-15-2013; however, this date may fluctuate dependent on any additional needs of the vehicle. To obtain the current status of the vehicle, please call 1-800-STATS-NOW and enter your vehicle admin number at the prompt. You will be notified via email when the services are complete on each vehicle.

If you have any further questions or concerns regarding these work orders, please contact me at the email address or phone number listed below.

Thank you for your continued patronage of Mechanic Shop, and we hope to continue to assist you in any future service requests.

Sincerely,

Roberta Brown
Work Order Processor, Mechanic Shop

roberta.brown@mscompany.com

(253)-512-9999
Positive Messages

This is a type of message I write quite often and is somewhat loosely based off my real life occupation. I find this type of message quite easy to write, and it makes me feel helpful and useful. I like being able to process requests from customers and help them get whatever they need completed quickly. These types of messages make me feel like an effective employee by providing the necessary information and details to customers and those people outside of my organization. I also appreciate the courteous tone of this type of message. Sometimes I receive messages that are less than respectful or professional. I find that errors make message difficult to read and comprehend, and therefore that delays the processing of the request. When the tone is professional, the message is more effective and easier to read. I think when you have an occupation that is highly technical, it is especially important to clarify the language in the message as much as possible. Some customers (and fellow employees) may need a little extra clarification and that should always be kept in mind.

In my current career field, this type of message is fairly common. I get many customer requests daily, and by quickly processing the jobs, I can quickly and accurately complete the request. I see myself continuing to use this type of message, as it is the best way to convey what I need to customers and coworkers alike.
Negative Messages

Example 1: Voicemail message

This voicemail was left after n unsuccessful phone call attempt to reach an applicant for a job opening:

“Good morning Mr. Johnson, this is Roberta Brown at Mechanic Shop calling regarding your recent interview for a job opening in our facility.

I regret to inform you that you were not selected for the Inspection Supervisor position. While you skills and prior accomplishments were excellent, the selection board was concerned with your lack of supervisory experience and short job history. Supervisory experience is a key skill, one which is greatly needed on the inspection team.

Thank you for your interest and I wish you continued success on your career path. I encourage you to apply to any applicable job openings we may have in the future.”
Negative Messages

This type of message was more of a direct approach. I chose it because it’s one I have experienced before, and I think it typifies a professional rejection. Rejection and other negative messages are never pleasant to hear, and often can be doubly as sour when presented in an informal or unprofessional tone. It did not feel good to write this message nor did it feel bad. To me, negative messages (like positive messages) are merely tools used to convey some sort of idea. Whether the purpose is to deliver bad news, good news, constructive critique, or otherwise, the function to convey a message. In the case of a negative message like the example above, keeping the tone professional and respectful helps to buffer the negativity associated with a negative message.

Comparison of Positive and Negative Messages

I think the main difference between these two types of messages is the feeling of optimism found in the positive message and the lack thereof in the negative message. That’s not to say there’s no finality in the positive message and no hope in the negative, but instead refers to the limitations of the type of message. The implication in the positive message is one of opportunity – there is no limit of opening job orders or requesting assistance. It is always there. The negative message, on the other hand, conveys a feeling of decisiveness. A decision has been made and it is final. What was an opportunity no longer exists. The negative message delivers the information in a succinct and professional manner, not divulging too much or too little information. Both of these types of messages serve one common purpose: to disseminate information and encourage the understanding and acceptance of that information.
**Persuasive Messages**

To me, persuasive message encourage a change in attitudes, beliefs, or practices on a given topic or set of topics. I think that positive and negative messages can be written persuasively, and that this can often help them to become more effective as messages. A positive message written persuasively can encourage cooperation or responsiveness and a negative message written persuasively can encourage a change in behavior or improvement in performance. The main difference is that the goal of a persuasive message is to persuade, which is not necessarily true for positive and negative messages.

Persuasive messages follow the same processes as positive and negative messages and they require similar amount of attention to detail in the planning and revision process. I think that persuasive messages are often times more focused on selling or promoting a particular product or idea than other types of messages. They are uniquely suited for facilitation community-building and may be extremely useful for social media and internet usage.